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## MARINE CORPS LEAGUE

National Headquarters

From: National Jr. Vice Commandant TJ Morgan

To: National Commandant Johnny Baker, National Board of trustees and Marine Corps League Members

Subj: National Jr. Vice Report for 2023 National Convention

Members of the Marine Corps League. This will be my final report as you National Jr. Vice Commandant. It has been a joy and rewarding experience since taking the office in 2021. Recruiting, retention and Marking has really come a long way in two years. We started a Membership committee that never existed before, created QR codes and a manual to help the members here, and continue to move forward in recruiting, retention and marketing. In 2022, we saw a significant increase in membership. 2023 has been a bit more of a challenge. Although we saw growth of 4,434 members, (a slight increase from 2022) we also saw an overall drop in membership. As of this report we have a total of 56,442 which includes delinquent members. Delinquent members are those who have not paid due but have not fallen off the rolls yet. The drop of approximately 5000 members is due to a few trackable things. COVID has taken a small percentage of overall membership. More importantly, the loss is due to the MCL detachments finally working the PLM audit and reporting MCL members who are no longer with us. It is very important to do your PLM audits for this reason and report your death notices through the proper channels.

The biggest challenge still seems to be retention. This is the case for all VSO's. I challenge each of you to give new members purpose. That I can tell you will help keep a significant number. I know for me it's true. I need that sense of purpose. Also think about this. The National AP suggests the MCL have a business meeting once a month. Notice I used the term Suggests. Consider having a couple moths in a row of business meetings then throw in a social event that includes member's family. I have seen this work in many detachments across the Country and it works!

Another part of my position is working as the National Corporate Treasurer. I can say with confidence, the Budget committee and the National Board of Trustees, have really done an outstanding job in making business decisions that have moved us forward and kept us financially healthy through the unprecedented time of COVID. We continue to work within our membership approved budget, make tough choices on spending and look for other ways to help raise money so

we may provide our members the confidence that the Marine Corps League will be here in the future. It has been a pleasure to be a servant leader of the Marine Corps League!

Semper Fidelis,

TJ Morgan  
National Jr. Vice Commandant/Corporate Treasurer  
Marine Corps League