



MARINE CORPS LEAGUE NATIONAL MEMBERSHIP COMMITTEE



15 Feb 2024

FROM: John Gionet, MCL Membership Committee Chairman

TO: Warren Griffin, MCL National Commandant

SUBJ: MEMBERSHIP COMMITTEE REPORT

Encl: (1) Zoom Meeting 10/29/2023

1. The following report is submitted as required.
2. Enclosure (1) contains the information discussed in October 2023.
3. **STATUS:**
 - a. The current Edition of the Recruiting, Retention, and Marketing guidebook is up-to-date, and we have no changes currently.
 - b. Since 2021 we have had 173 requests, and all have been contacted and provided information on where the nearest MCL Detachment is located.
 - c. Next scheduled meeting will be in March 2024.
4. **ACTION:** The following action items are being currently discussed to help improve the Membership Committees outreach.
 - a. **New Member:** Jason House, was welcomed aboard.
 - b. **Members:** All members have requested to remain onboard and are committed to reaching out and helping Marines and providing the information to the closest MCL Detachment in their area. In addition, we answer questions from members and interested members.
 - c. **Recruiting Ad:** Jason House finished all the new ads. The new Ads were submitted for publication to, Leatherneck magazine, the Semper Fi magazine, and the Marine Corps Association.
 - d. **Social Media:** The FB MCL membership page is active and has 615 total members and growing. This is an increase of 75 plus members.
5. It is an honor and a pleasure to be a part of this committee.

John M. Gionet

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National Membership Committee Member Zoom Meeting 29 October 2023

1. Meeting opened at 1701.
2. Roll Call:

OFFICE	NAME	Present
Chairperson	John Gionet	Yes
Member	Jason House	Yes
Member	Jeffery G Strause	Yes
Member	Juan Pascacio	No
Member	Rick Bedford	Excused
Member	Audrea Killalea	Yes
NJVC Commandant	Russ Miller	Yes

3. Topics/Discussion:

- a. **NJVC Commandant:** Russ discussed the USA Today launch will be during veterans Day weekend. Also indicated why we moved to a new advertisement message. Our old message was the message used by FEMA and the BOT agreed to switch and not be in conflict with FEMA.
- b. **New advertisement message for our ads:** The new message is "*Same Team New Mission.*" The chairman will send the new ads to the Semper-Fi magazine and the Marine Corps Association. (the ads were sent 10/30/2023) Chairman working on a turnover sheet with POC information.) In addition, we discussed how important it is to display the correct MCL logo as approved by the BOT.
- c. **Welcome Aboard:** Welcome Jason House as our newest member. Jason Thanks for updating our new ADS.
- d. **USA Today:** USA Today will advertise our AD on veterans day weekend.
- e. **New Member:** New members, several MCL members offered to be on the committee, Antonio Chapa, Frank Menard. Are we okay with the size of our group? Or are we willing to accept new members?
- f. **First Timer Meet and Greet:** First Timers meet and greet at the National Convention in Palm Springs. The following ideas were discussed:
 - i. Membership committee members could canvass the check in line and promote the 1st Timers brief and welcome them aboard.
 - ii. We agreed to put a request in to the Public Relations committee to put us on the monthly Scuttlebutt in June 2024 to give a brief to newcomers and what to expect at the National convention.
- g. **New templates:** Matt Lyman developed several templates for our use for IG stories/reels and IG grid posts. Discussed how to move forward with the templates provided by Matt. Chairman to forward the templates to Jason House for review and how to implement them. (Templates forwarded to Jason 10/30/2023)
- h. **FB Membership Group:** Discussed the current membership group and the lack of new members joining the group. Discussed ways of reaching out to MCL members to join the group. Examples are to share the link with friends, detachments, and other veteran groups.
- i. **Current Recruiting/Retention/Marketing Guide:** No changes needed currently. Will continue to monitor.

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- j. **Public Relations:** How can we collaborate to send the same message? Or How can we help each other out? **Jason House and Audrea Killalea are on the Public Relations committee. (chairman will forward a request to the Public Relations Committee, requesting that we be added as a presenter for the June Scuttlebutt in 2024.)**
- k. **New ideas:.**
 - i. Request the NJVC mention the Membership FB group in his article in the Semper Fi. Discussed maybe the QR code could be at the end of the article to access the MCL. Russ Miller agreed to mention in the next Semper Fi magazine.
 - ii. Discussed collaborating with the MODD Kennel in being a part of the 1st Timers Brief as a there are a lot of Dogs who are 1st Timers as well. (chairman called the Vice Honorable Sr Vice Chief PDD Jones and he liked the idea and will convey our intentions to the Honorable Chief and his staff. (Chairman contacted the Kennel 10/30/2023)
- l. **Any issues we need to discuss?**
 - i. Locator updates? A lot of concerns from the field concerning the locator not showing the proper location, date, and time of Detachment meeting.
- m. **Reports:** The membership Committee Chairman must send a Report to the Commandant and Bob Borka before Mid-Winter and before the National Convention.

John M. Gionet

John Gionet
Membership Committee
Chairman