



MARINE CORPS LEAGUE NATIONAL MEMBERSHIP COMMITTEE



31 July 2024

FROM: John Gionet, MCL Membership Committee Chairman

TO: Warren Griffin, MCL National Commandant

SUBJ: MEMBERSHIP COMMITTEE REPORT

1. The following report is submitted as required.
2. **STATUS:**
 - a. The current Edition of the Recruiting, Retention, and Marketing guidebook is up-to-date, and we have no changes currently. The committee has been promoting the Recruiting, retention, and Marketing Book.
 - b. Since 2021 we have had 220 referrals, and all have been contacted and provided information on where the nearest MCL Detachment is located.
 - c. **Referrals:** Approximately 54% have come through the MCL Facebook page, 39% through the Flow page/QR code, and approximately 7% from other sources (LinkedIn, Instagram, etc.). In the coming year, we plan to increase our engagement with social media and advertising to increase the number of referrals.
 - d. Jason House has updated several Recruiting Ads that will be used intermittingly throughout the year.
3. **ACTION:** The following action items are being currently discussed to help improve the Membership Committees outreach.
 - a. **Social Media:** The FB MCL membership page is active and has 628 total members and growing. Our top Contributor is Raymond Morrell.
 - b. **Meet and Greet:** Bob Borka called and asked us to assist with the meet and greet at the National Convention. Will contact or make arrangements with the Public Relations Committee to see what we can do to support the Meet and Greet.
4. **RECOMMENDATION:**
 - a. To work with and improve relations with the National Public Relations committee. Lost some traction when Audrea Killalea resigned as she was also a member of the NPRC.
 - b. That the membership committee place more posts in the FB page. For example, ad some tips for Recruiting, Retention, or membership or place some surveys or other types of posts that generate responses from the field.



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5. It is an honor and a pleasure to be a part of this committee. I submitted my letter of resignation, however, I am willing to be a sitting member of the Membership Committee for the upcoming year if asked.

John M. Gionet
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