

New Application for Membership Form and the new optional Member Initiation Guidelines and Ceremony.

During the Dominion Executive Council meeting in April a motion was passed to update the current member initiation process.

The Membership Committee recommended including the initiation on the application for membership form so when a member signs their application they would be initiated in The Royal Canadian Legion.

This motion also included working with the Rituals and Awards Committee in streamlining the current initiation process and making it optional for the branches to conduct this ceremony moving forward.

The background behind this decision was based on the following:

- DEC recently approved a significant additional investment for Marketing to be allocated over the next 5 years with a sole purpose of increasing new RCL memberships
- To ensure we maximize every new opportunity created by this additional investment the recommendation was made to simplify the current sign up process and eliminate any potential barriers to new members joining the Legion
- Signing up should be easy:
 - 1) Complete member application process
 - 2) Remit payment of dues
 - 3) Receive membership card
- Current operational status:
 - Some branches only initiate members at general meetings (wait times of 1-4 months)
 - Some branches remain unclear on exact requirements for initiation, further delaying new members
 - Some branches do not initiate members

The application form will still need to be accepted and processed by the branch providing the opportunity to continue vetting new members and the branches will continue with the option of providing a ceremonial initiation if desired.

The new member application form and the new optional branch initiation ceremony will be available in both official languages within the next week on line at legion.ca. Once fully available, these changes are effective immediately.