

MEMBERSHIP 2018-2019

PROGRAMS ACTION PLAN

Jennifer Pickering, Chairman

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Your best return on your investment is in the American Legion Auxiliary. We have our service to veterans, great benefits and awesome rewards. The best reward is we get to thank our veterans for our freedoms.

The Membership Team is here to help you continue to grow your units and our organizations. It is everyone's job to work on Membership. Everyone has a role to play in the recruiting, retaining, and engaging our members. The Membership Chairman is the coordinator of membership. She makes sure that the membership everyone collected is properly prepared and sent to Department for processing. Members enable us to carry out our mission to assist veterans, military and their families.

It is important the membership cards are not held. Please process membership at least twice a month and get them sent to Department. Important benefits are in jeopardy if a member's dues aren't paid by January 31st. That is the date that National considers a member no longer in good standing. We must make sure no member loses her benefits or are no longer in good standing.

National has a form on the National website for women who are interested in our organization to get in contact with a local unit. These Interest Forms are sent to me and then I send them off to the District Chairman to share with the unit chairman. Please take a few minutes to contact someone who is passed on to you from National. They will be tracking if we contact these women. These women have expressed interest in our organization. This may be an easy way to gain a new member. Please let the chairman who passed it to you know if you were successful in contacting and recruiting a member this way so we can let National know.

This Membership year we are focusing on having positive attitudes and being nice to one another. If we all have a positive attitude we can retain the members that we have by communicating positively to them and recruit new members by showing them how fun and positive our organization is and they will want to join. The negativity must stop because it runs members off and we want to retain our members and get new ones. Be welcoming, kind and respectful to members of all ages. Ask for new ideas and be open to those ideas. Encourage personal contact with members of the unit. Demonstrate Service Not Self in all activities and interactions with others. Realize not all members will attend meetings, be respectful of their choice.

Share Member Tools such as:

* ALAMIS

* Set up a Profile on National Website: www.ALAforveterans.org, so you can access "Member Only" section, take advantage of all tips and tools available.

* Inform members of benefits and discounts available

* Ask members to help with programs that they are passionate about, if they have passion for it they will try their best at that program.

* Increase community involvement by using ALA programs that encourage responsible, active support for our military service members and their families.

* Encourage Junior Members to recruit their eligible friends and relatives.

Here is a list of ladies who will be assisting you with membership. Feel free to contact any of us with questions, issues or comments!

Department Membership Chairman

Overseeing Districts 1, 3, 4, 5

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Membership Committeewoman

Overseeing Districts 2, 6

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Membership Committeewoman

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Membership Committeewoman

Overseeing Districts 8, 9

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6th District

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7th District

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8th District

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9th District

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10th District

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11th District

Terri Rene, 6933 Wyandotte Road, Lafayette, IN 47905
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If you can't reach the chairman for your district, please call your Membership Committeewoman, me or another district chairman. We are all here to help your unit succeed with membership this year. No question is too silly to ask to have things done correctly. You can also call Department Headquarters if you need help. The ladies there are always willing to help!

One resource developed to help you is Membership 101. This is a guide with notes on it to help with preparing the membership paperwork. It is very very important that the membership transmittal forms are correctly completed. Following the Membership 101 steps should make the transmittal process easy to fill out.

We have a few target dates for this year:

September 30th - Fall Conference 50% Big Membership turn in to reach goal

December 28th - All American Christmas 75% Big Membership for the Holidays

February 28th - President Betty's Bday 85% any unit with 100% here gets prize from her at convention

May 28th - 100% Get those last ones Ladies to get your Goals

June 30th - 105% Woohoo Way to Go Ladies

We hope this year's goals have excited you and that we made them easier for you to reach. We could set our own goals. We hope that we all reach them being that we made them 2 over your close of books last year.

There are quite a few Membership Awards: more information at National Website: www.alaforveterans.org.

Unit Award:

Newly Chartered Unit Award - Presented to each unit Chartered between Sept. 1, 2018 and July 1, 2019.

Department Awards:

* **Arlene Hicks Revolving Plaque** - Unit with 150 members or less enrolling the most Junior members percentage wise at Close of Books (June 30, 2019)

* **Patricia Wolverton "Hoosier Traveler" Membership Plaque** - The District that reaches goal first

* **"Lincoln Gavels"** - The Districts in the North and South that reach goal first

* **Denise Delany-Wrolen Monetary Award** - The Unit have the largest numerical gain over last year's membership at Department Close of Books

(June

30, 2019). In the case of a tie, those reaching Department headquarters first will receive the award.

- * **Virginia Baker Revolving Award** - The Unit with the largest percentage over goal as of January 31, 2019.
- * **Nina Waichulis Revolving Award** - The District having the largest gain in membership over the previous year on a percentage basis at Department Close of Books (June 30, 2019).
- * **Rose Peacock Revolving Award** - The unit in a goal District having the largest gain in membership over its 2019 goal on a percentage basis as of Department Close of Books (June 30, 2019).
- * **Shirley Firkins Monetary Award** - The unit with 250 or more members with the largest percentage of membership over quota by January 31, 2019.
- * **Department Page** - She will be selected from the Goal District having the largest gain in membership over the 2018 records on a percentage basis as of Department Close of Books (June 30, 2019).

National Awards:

- * **R5-Recruit and Rejoin** - Members who recruit or rejoin 5 or more Junior or Senior members must not have paid dues since 2016. Must be to National by May 1, 2019. Each R5 receives a special gift and a chance to win \$250.
- * **Silver Brigade** - Members who recruit 25 or more new 2019 Senior members. Must be to National by May 1, 2019.

That is a lot of awards to reach for, you have several opportunities this year that can help you to get these awards. Invite people to your open to the public events, talk to people when you are wearing your Auxiliary branding, always promote the auxiliary when you can out in public to try to get new members, always smile and have a good attitude.

It may seem like a lot to do, but I know we can do it! Our goals this year are very reachable and I think every unit can do it. Just remember to have fun with membership and stay positive, promote the American Legion Auxiliary and share with people how you love serving our veterans with everyone.

Use the National Website: www.alaforveterans.org as a resource for membership.

Department Website: www.aladepin.org

The membership team is here to help you anyway we can. Please, remember to not hold on to membership cards get them turned in by every 2 weeks. It is very important. If you are having issues, please ask for help. Lets all have a great, fun year. Thanks for all that you do for our veterans! Membership, Membership, Membership.

