

**Membership
Programs Action Plan
2021-2022**

Connie Banks, Department Chairman

Welcome to Membership 2022. I am very excited to serve as your membership chairman this year! President Rose Ann's theme "ROSE" Remembering our Service to Veterans Every Day will be an inspiration and a reminder to us all as to "What we Do" and "Why we matter". "Who we are" will be our membership focus for recruitment and retention. For our organization to remain sustainable we must value our greatest asset, our Members!! Remember, membership is everyone's responsibility. We all have something to contribute.

What do I/we need to do?

Membership Chairman roles and responsibilities: Coordinate membership activities to include, but not limited to, the following:

- Be available to provide leadership, assistance and guidance to your units and districts (Seniors and Juniors) as we strive to attain our membership goals. We do this so that we are able to continue with our mission to assist our veterans, their families and the military.
- Submit applications in a timely manner. Applications, transmittal forms and payments should be submitted within two weeks after you have received them. Do not hold them. Holding applications, whether new or renewal, could forfeit member benefits or are no longer in good standing status.
- Providing accurate information when submitting documents, applications, etc... to department for processing.
- Utilize online tools and resources such as ALAMIS and auxiliary websites to enhance your membership skills. Encourage members to create a profile to access this wealth of knowledge.
- Encourage new ideas to increase membership and support each other. We are all in this together!
- Seek volunteers. Some people Could potentially become members.
- Be kind! Be nice!

What's new? What's changed?

Eligibility: Our national organization voted to extend our member eligibility requirements at the last national convention. The new eligibility requirement changes includes: 1. Spouses of female veterans and 2. Eligibility change for the veteran of whom they are eligible to include all wartime conflicts (ratified by TAL). Many of us may already be aware of the changes but some members may not have received that information. Our membership applications have been updated to reflect these changes. Please take the time to re-communicate review these changes with all of your units. REMEMBER to always have applications readily available at all auxiliary and post functions, as well as local social and community events. Never miss an opportunity!

Reports: No Mid-reports this year. Annual reports will be due as usual: Units - April 15, 2022 and Districts - April 27, 2022.

Your 2021-2022 Membership Team

I would like to introduce our membership team. Each chairman's contact information is listed below. Please note that we've added another area chairman – "Central". Each area chairman is responsible for specific districts located within the department. If you have questions, issues and/or concerns regarding membership, I would like to encourage you to reach out to your district chairmen as they are your first line of defense, then to your area-specific chairmen, or me. We are all here to help in any way that we can.

Department personnel is also willing to assist but I would respectfully ask that you try to limit your calls to the office as they are quite busy with their day-to-day operations and processing data for incoming membership which can be very time consuming.

Department Membership Chairman

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Northern Membership - Districts 1, 2, 3, 4

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Central Membership - Districts 5, 6, 10, 11

Heather Elson
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Southern Membership - Districts 7, 8, 9

Vicky Stainbrook,
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District 1 – Roxanna Bartoszek 1528, Ohio Ave. Whiting, IN 46394 219-669-5472 bartorox@gmail.com	District 2 – Teresa Harris 2061 Clover St. Portage, IN 46368 219-741-1830 teresa3torres@hotmail.com
District 3 – Betty Slagle 257 E. Wabash Ave, Nappanee, IN 46550 574-221-2288 tbslagle@msn.com	District 4 – Nancy Schlatter 17325 Juniper Lane, Leo, IN 46765 260-627-1191 nlschlatter@gmail.com
District 5 – Miriam Linkenhoker 57 E. Geary St., North Manchester, IN 46962 260-901-1150 miriamlinken@gmail.com	District 6 – Debbie Klepfer 80 Catherine St., Cicero, IN 46034 317-341-5670 debbieklepfer1129@gmail.com
District 7 – Darlene Miller 112 S. East St., Spencer, IN 47460 812-829-1867 darlenemiller729@gmail.com	District 8 - Sherri Messier 1850 W. 3 rd St., Jasper, IN 47546 812-630-2868 messier@frontier.com
District 9 – Jennie Maune 28999 Leisure Lane, Brookville, IN 47012 (h) 812-576-3841 (c) 812-528-4553 jenniemaune@hotmail.com	District 10 – Connie Crabtree 1404 S. Grandview Ct., Yorktown, IN 47396 765-730-9760 ccc2023@comcast.net
District 11 – Glendal Jones 4951 Potomac Square Way #1 Indianapolis, IN 46268 317-494-1010 glendal@idadvisors.com	

2021-2022 Goal Target dates

Units/Districts

Goal target dates have been established for us to gauge our progress throughout the year in our quest to 100%. As you can see, some of the targets are pretty aggressive but I am confident that we can achieve them. We have also created additional goals that we feel are very attainable to provide more encouragement and participation.

To be in alignment with our President’s theme this year, we have created a mobile district membership rose garden to visually track each district’s progress against the established goals. Each district is given one rose bud to start their garden. When a district attains the next goal, a blooming flower or flowers will be added to their district garden. The main objective is that each district fill up their garden with flowers by meeting the targeted goals.

Date	Goal
September 10 th	25%
September 30 th	50%
October 28 th	60%
December 2 nd	75%
February 10 th	80%
March 17 th	90%
April 21 st	95%
June 5 th	100%
June 30 th	101%

Unit and District Goal Awards

- ❖ Two units selected at each goal level will receive a monetary award of \$25 (via drawing if more than two)
- ❖ First two districts to achieve 100% will automatically receive a monetary award (\$50) *If additional districts achieve 100% after the first and second automatic winners, a drawing will be conducted for the remaining districts to round out third and fourth place. That monetary award will also be \$50.
- ❖ 100% Pins and ribbons will be presented at time of goal achievement

Additionally:

- ❖ **Junior Unit award** – Award of \$25 to one junior unit that recruits 5 or more new juniors by Feb 10th. (Drawing will be held if there is a tie.)
- ❖ **Junior Member award** – The junior member that recruit's the most members at department close of books will receive \$25. (Drawing will held if there is a tie)

*** Remember - to receive awards, Units/Districts must have Mandatory fees paid and your Poppy fees paid by their due dates. If fees haven't been paid, you will not be eligible for the drawing(s); however, the first three goals occur before fees are due. Considerations will be made for units or districts winners accordingly.*

Department and National Awards

Department Awards:

- **Monetary Membership Award** - The District that reaches goal first
- **"Lincoln Gavels"** - The Districts in the North and South that reach goal first
- **Denise Delaney-Wrolen Monetary Award** - The Unit have the largest numerical gain over last year's membership at Department Close of Books (June 30, 2022). 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, 2022.
- **Shirley Firkins Monetary Award** - The unit with 250 or more members with the largest percentage of membership over goal by January 31, 2022.
- **Department President's Personal Award** - A Ribbon of Honor to every Unit reaching goal by Department Close of Books
- **Department Page** - To be selected from the District having the largest gain in membership over the 2022 records on a percentage basis as of Department Close of Books (June 30, 2022).

National Awards:

Member Award: 10 New in 2022

- **Award:** Special gift selected by the National Membership Chairman
- **Presented to:** Members that recruit 10 (ten) NEW junior and/or senior members for the 2022 membership year.
- **Deadline:** Members must be entered and paid in ALAMIS system by June 1, 2022.

- o FORMS must be received at National HQ by June 3, 2022.
- o Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the “My Auxiliary” area to access the page.
- o One entry per recruiter

Unit Award: 100% Unit Award

- **Award:** 100% Membership Award Citation
- **Presented to:** Units that reach 100% of their 2022 membership goal by November 11, 2021.
- **Deadline:** November 11, 2021
 - o This award will be based on units that reach 100% of their reported goals by November 11, 2021 as verified by ALAMIS

Unit Award: New Unit Award

- **Award:** \$25.00 Gift Certificate to Emblem Sales
- **Presented to:** New Units chartered between September 1, 2021 and July 31, 2022
- **Deadline:** July 31, 2022
 - o This award is automatically presented upon receipt and processing of new unit charter applications at national headquarters

Let’s go out and have a great membership year and have fun in doing so!! Let’s put the Department of Indiana at number one, not only in the Central Division but the Nation!! I know sometimes it can seem overwhelming. Just remember that **MEMBERSHIP IS EVERYONE’s job if we want to be successful!** We are in this together and we will meet any and every challenge put before us!.

REMEMBER

1. Keep President Rose Ann’s theme in mind when recruiting and share the R.O.S.E. message.
2. Be kind and respectful.
3. Ask for help when needed.
4. Do not hold cards or applications.

Indiana - We can do this! We’ve got this! Now let’s get busy on this membership journey!

Resources:

National website - alaforveterans.org

Department website – aladepin.org

Facebook – Department of Indiana, Northern, Southern and Central membership pages

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