



## *Membership*

*Mary Kuperus ~ Chairman*

Let the FUN begin!

While we are “Lighting Veterans Paths” we will be “Searching for New Members!”

The 2017-2018 Membership theme is “Shining the Light on our Veterans and Military While Searching for New Members.” We will be “searching” for new members while “rescuing” the renewals.

The main goal for this year is to provide the best member experience possible. For a successful membership year, we will make membership meaningful, engage members, be positive and of course have fun. To this, Unit Membership Goals will not be changing from this past year. Goals may not be increased however that does NOT mean we don’t search for new members and rescue those who may have lost their way in retaining their membership. We will focus more on why our members belong to the largest patriotic women’s organization. The National American Legion Auxiliary Organization is still striving to make a million members by 2020. Minnesota’s Numeric Goal is 56,307 for that year. We have quite a ways to go to reach that goal. My challenge to you all is to renew, recruit, and rejoin!

### Department Unit Awards & Goals

- |                              |             |                  |                           |
|------------------------------|-------------|------------------|---------------------------|
| • <b>Harvest Rally</b>       | Sept. 9,    | Legionville      | <b>50%</b>                |
| • <b>Fall Conference,</b>    | Oct. 27-28, | Willmar          | <b>bring memberships!</b> |
| • <b>Pearl Harbor Rally</b>  | Dec. 2,     | West Duluth Post | <b>60%</b>                |
| • <b>Sweetheart Rally,</b>   | Feb. 3,     | North St. Paul   | <b>70%</b>                |
| • <b>Appreciation Rally,</b> | March 10,   | Owatonna         | <b>80%</b>                |
| • <b>Memorial Day</b>        |             |                  | <b>90%</b>                |
| • <b>July 1, 2018</b>        |             |                  | <b>100%</b>               |

We will be having contests at all of the membership rallies. To one Auxiliary member in attendance at a Department Membership Rally, a drawing will be held to reimburse the cost of the rally meal ticket. To the Unit with the Highest % of memberships at the end of the rally, will receive \$100. A drawing will be held in the event of a tie. To each Unit that has reached 100% of their goal by **July 1, 2018** will receive \$40.00. To the Unit with the Highest % **OVER** Goal by **July1, 2018**, will receive \$100.00. A drawing will be held in the event of a tie. At Department Convention all paid members of the Units that make goal by **July 1, 2018** will be in a drawing for a **PUFL Membership**. Drawing will take place at the Department Convention!

## National Membership Awards

### “All Treats No Tricks”

Guidelines: Departments that have no units with “0” membership as of October 31<sup>st</sup>, 2017 receive \$1000. To qualify, membership must be received by National Headquarters by midnight, October 31<sup>st</sup>.

### “Find Your Pot ‘O’ Gold Award”

Guidelines: Departments that have no units with “0” membership as of March 17, 2018 receive \$500. To qualify, membership must be received by National Headquarters by midnight, March 17, 2018. Departments that received the “All Treats No Tricks” Award are not eligible.

## Individual Awards

### R5-Recruit/Rejoin:

Recruit or Rejoin 5 or more Auxiliary Junior or Senior members. (Rejoins must not have paid dues after 2015). Submit form to National Headquarters by May 1, 2018 to receive a special gift from our National Membership Chairman. All verified entries will be eligible for \$250 cash drawing. **Note: One entry per recruiter**

### Silver Brigade:

Recruit 25 or more NEW Senior Auxiliary members and receive a special gift from our National President. Entry forms must be received in National Headquarters by May 1, 2018 in order to qualify. **Note: One gift/entry per recruiter**

As a member of this great organization, the American Legion Auxiliary brings valuable benefits to you! Your membership brings you access to a wide array of discounts, products and services. Benefits from the Gallagher Benefit Services and Abenity Discount Services can be found online at [www.ALAforveterans.org](http://www.ALAforveterans.org). Be sure to check out the American Legion Auxiliary USAA Credit Card also.

Now is the time to stop the downward spiral of losing members. Now is the time to retain all the members we have. Now is the time to search for new members. Now is the time to reach the goals of our units and department. We don't want to be sitting in the back when the National Convention comes to Minnesota next summer!

Let's have fun!

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