

Celebrating a Century of Service

Six months into our 2019-2020 Auxiliary year. The time sure is passing quickly. How is your Unit doing in membership? I hope all your members are working together to Recruit, Renew and Rejoin membership. We all have one goal in common and that is to take care of our veterans, active duty military and their families. Growing our membership and paying our dues is the beginning of all the good every Unit does in their community. Remember to ask everyone, even if they were asked in the past. Ask them again! We are all busy in our lives and the only constant is change. Too often the only contact a member receives is her dues renewal notice sent by the National Headquarters. Personal connection is necessary to help members become engaged in the American Legion Auxiliary. Below are samples for how units can reach out and make a personal connection with their members and ask them to renew their membership:

- Personal phone call – Remind members why they joined the American Legion Auxiliary. Share the ways your unit has made a difference in the lives of veterans in your community, state and country. Encourage them to become a part of activities. Transportation may be an issue, so if your unit members can offer to provide a ride, this may be the key to increasing involvement. Offer to pick up their dues at a scheduled time.
- Personal letter – Send letters out to all of your members at the beginning of the Auxiliary year. Outline the events on a calendar for all of the exciting things your unit is planning throughout the year and let members know that their membership is important to the mission of the organization. See sample letter.
- Renewal Open House – Host an event at the beginning of the year where members can come renew their dues and mingle with other members. Encourage them to bring other family members along. These family members may be eligible for membership, but if not, remind them they are welcome to attend activities and that you do welcome their help in advancing the mission of the American Legion Auxiliary. Combine this event with your Legion family. It is a win-win for everyone.
- Plan a Member Day of Recognition. Everyone needs a pat on the back or a “way to go.” At your meetings, you can share information about a member’s family history with the Auxiliary, what she is doing to advance the mission of the Auxiliary, her community service work, etc. Then share this information with your division Membership chairman so we can begin to share her accomplishments with the entire American Legion Auxiliary membership.
- Share your own personal experience as a member. Let your members know there will be ups and downs, but to always keep their eye on the big picture – the mission of the Auxiliary – not just personal rewards.

Additional Membership Incentive for the ALA's 100th Year

“One Week of Caring & Sharing for the Next Century of the ALA”

For one week this spring, April 1-7, 2020, we are asking Units members and leaders to work together to contact all members of their Unit. We want you to call (or visit) members in good standing, members who still need to renew, and former members that need to rejoin (have not paid dues since 2017). The purpose of these calls is to let ladies know their membership is valued and/or they are missed.

- **Award:** 100 unit awards of \$25 to be used to advance the ALA mission
- **Presented to:** Units that fulfill the intent of the incentive during the week of April 1-7, 2020, and meet the criteria outlined on the award certification form, will be placed into a random drawing from which 100 units will be selected to receive \$25.
- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2020, with the required rejoin processed in ALAMIS by Friday, April 24, 2020 – four business days prior to form being due to National — to give time for Departments to process the rejoin and get form forwarded to National by April 30.
- **Materials and guidelines:** This award will be based on units that organize a unit-wide/inclusive event to reach all unit members (past and present) to reinforce their value to the unit and its mission. How to Sheets, scripts for use during the event, and an optional award certification form are included in the 2019-2020 supplement to the National Plan of Action located on the ALA Membership Committee page on the national website). Our sincerest hope is that every unit commits to some sort of effort during this week to make sure their members know how important they are — whether or not the unit meets the criteria to or chooses to fill out the form to be placed in the drawing. One entry per unit. For more information go to the supplement to the Plan of Action at: alaforveterans.org

Upcoming events: March 21st will be the last Department membership rally. It will be held in LaCrescent, MN. All Units that are at 80% will be included in a drawing for \$50. One Unit will win. I hope to see many of you at the National Presidents Tour in April. Please watch the Unit mailings and the Legionnaire for further information on these events.

Congratulations as we work hard to make Minnesota #1 in the nation. We are almost there so keep up the good work!

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American Legion Auxiliary

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State Veterans Service Building
20 W 12th St. #314 St Paul MN 55155
Telephone 651-224-7634 Fax 651-224-5243
Toll Free 1-888-217-9598
Email – deptoffice@mnala.org
Website - www.mnala.org

A message from the National Headquarters on Membership

Good Afternoon,

We are currently working on a campaign to reach out to expired and former members of the ALA to keep our membership momentum going! Below is a sample of the email (along with the attached graphic which will be embedded in the email) that we will be sending to former and expired members that we have an email address for. At this point we are looking to reach out to expired members (not paid since 2018) and former members not paid since 2015, 2016 and 2017.

We are asking that Department Secretaries and Department Membership Chairman work together to help any former/expired members get in touch with the correct people at local units for anyone interested in rejoining.

A date to send the email has not been selected yet, but it is planned to go out within the next two weeks. However, we wanted to give everyone a head's up ahead of time and an opportunity to ask any questions. Feel free to contact me with any questions you may have. We will email everyone with the exact date once it has been determined.

Thank you for all you do!

Sample of Email:

Subject Line: We Miss You! We need you to make a difference.

Email Text:

Dear [Member First Name],

We'd love for you to once again be a part of the American Legion Auxiliary community! Contact your local Auxiliary unit today to get your membership reinstated. Need help finding a unit in your area? Your ALA state office can assist:

American Legion Auxiliary Department of [State]
Phone Number: [Department Phone]
Email: [Department Email]

Your Auxiliary Membership ID is [Member ID]

Kelly Harrier | Membership Director |
American Legion Auxiliary National Headquarters | 3450 Founders Road | Indianapolis, IN 46268 |
Office: (317) 569-4513 | Fax: (317) 569-4502 | www.ALAforVeterans.org | kharrier@alaforveterans.org |
A Community of Volunteers Serving Veterans, Military, and their Families



2020
ONE WEEK OF CARING & SHARING
April 1-7th, 2020

Purpose: Unit members & leaders organize during this one designated week to contact and check in with EVERY possible unit member, past and present, to kick off our next century and celebrate our 100th anniversary.

One entry per unit (no matter how many rejoins you end up with)

This certified form must be received at ALA National Headquarters **no later than April 30th**.

CERTIFICATION FORM

Please type or print legibly

Unit Name: _____ Unit # _____ Dept: _____

UNIT Tax ID # (TIN/EIN): ____ - _____ ****REQUIRED**

Unit representative's name (who is filling out form): _____ Title: _____

Email: _____ Phone: _____

To qualify for entry into the drawing for \$25 for the unit to use towards furthering the mission, the unit must have secured at least one REJOINED member from their unit during this week. That member must not have paid dues since 2017 & **must be entered as a rejoin into ALAMIS between April 1 - April 24th** using her former member ID.

Name of rejoined member: _____ Member ID: _____

***Please attach a copy of her signed application & verify that her eligibility status didn't change from when she first applied.*

Certified by Department Secretary: _____ **DATE** _____

Dept. Secretary
 printed signature: _____ Dept: _____

Check here that the unit included their Tax ID #

***I certify that the rejoined member last paid in 2017 or prior & was entered in ALAMIS between 4/1-4/24/20. I've provided or verified her member ID & that the form is filled out legibly & completely. DO NOT SEND INCOMPLETE FORMS.**

Departments

Please either scan & email to:
membership@ALAforVeterans.org
 (Subject line: Week of Caring & Sharing)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead.

***Must be received by NHQ by midnight 4/30/20**

Please fill out the following information:

Number of unit members participating in making calls or visits during this week: _____

Number of unit members who were called or visited: _____

Number of members that renewed their membership due to unit contact: _____

Number of members that rejoined due to unit contact: _____

OPTIONAL: Share a specific story where you felt this week made an impact on a member:

How to Implement the 2020 Week of Caring and Sharing

1. Gather a team of Unit members to call or personally visit members and former members of your unit. Divide and conquer. If each member of the team calls or visits 10 members you can reach more members. Please see the "Sample Scripts and Resources" document created for this event.
2. At least one week prior to the Week of Caring & Sharing, if you don't have ALAMIS access to pull a list of members and former members, request one from Department. Ask them to include current paid members, unpaid members (titled as "expired" in the system), and former members of your Unit. These reports will show the date dues were last paid, as well as addresses and whatever contact information we have for them.

IMPORTANT: Please keep track of and send new or updated contact information to the Dept when you find any. If the unit has ALAMIS access, they can usually do this themselves. And be sure to also inform Dept of any members you may find that are deceased. It is helpful to include an approximate month/year of death.

3. Create a spreadsheet that includes names, phone numbers, addresses and what your unit members' current membership status is (current, unpaid/expired or former member not paid since 2017). Those with ALAMIS can export the reports already in an excel spreadsheet. It would be handy if the spreadsheet had columns to make notes after each call/visit. ****If you'd like ALAMIS access for your unit, contact your Dept HQ to request it. It is \$10 per person per year & each unit can purchase up to two users.**
4. Divide the spreadsheet/list among your team members. If a team member has a personal connection with someone on the list, be sure you assign that person to her.
5. Start calling. Make sure you are in a quiet place at the Post or in your home. Start the conversation with general questions concerning their well-being such as:
 - a. Thank you so much for your membership. Mention their number of years of membership if known.
 - b. Let them know you value their membership and time
 - c. Ask how they are doing...and how their family is
 - d. We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons we are calling today.
 - e. Gently question why you may not have seen them lately if they use to attend.
 - f. Mention some of the mission related events the unit has undertaken in the last year or so and thank them for contributing by way of paying their dues (either recently or in the past) for those that you don't think have generally attended meetings or come to the Post.
 - i. This could be a lead in to inquire if they might be interested in volunteering in any way if you sensed interest when relaying the good deeds of the unit or if you feel it appropriate to inquire about them renewing or rejoining if it's been a while – though the purpose of this week is not primarily on asking them for money/dues/membership. That should be a natural cause and effect just from expressing care towards them in general.
 - g. Ask them who the unit can honor in May for the upcoming Memorial Day holiday. Thank them for honoring their veterans by their past or present membership.

- h. Let them know you'd love to see them at a Unit meeting or a special event or activity (perhaps celebrating the ALA 100th birthday). Have your Post/Unit calendar handy for dates of upcoming events.
6. Make sure you thank all members, current or former, at the beginning and at the end of the call.
 7. If you plan to visit members at their homes, please make sure to follow common sense safety rules – if you are traveling to a home or person you've not visited before or are unfamiliar with the area, please go in pairs. Don't go after dark unless they are expecting you. Have a letter, flyer, or business card to leave if no one is home or the member isn't available. Make note to follow up with them another time.
 8. If the member wishes to renew or rejoin, be sure to have your payment methods available to share with the member:
 - a. Point them to the ALA National website to pay online if they are not more than one year behind – only current dues can be paid online;
 - b. Call ALA National Headquarters at 317-569-4536, M-F, 8-5 p.m. EST to pay by credit card.
 - c. Bring or send payment to the Post/Unit; or better yet...if they are near enough to you, volunteer to pick up the payment.
 9. Be sure you leave contact information with the member or with a family member that may be taking a message for the member.
 10. Use the spreadsheet to record your calls or visits. Continue to try to reach all members, even if it is after this special week.
 11. Consider having the team make calls at the same time at your Post. Make it an "event" and have fun! Invite local news media to show the community just one of the ways you are celebrating the ALA's 100th birthday and staying engaged with your members and letting them know they are valued.
 12. **Optional:** We'd love to hear how your event went and celebrate with you for taking this step towards sharing or renewing the spirit of the Legion Family. For your unit to be placed in a drawing for a chance at one of 100 award checks of \$25, complete the "One Week of Caring & Sharing" award certification form & submit to the Dept. See form for details and requirements to qualify for this drawing. Rejoining one former member is required and she must be processed by the Department by April 24th, 2020.

NOTE: If a member specifically asks that she be removed from the roster or is irritated and says she doesn't want to get the magazine/renewal notices/mail/calls from the unit/ALA anymore, please provide her your Dept HQ phone number and direct her to call them to request cancellation of her membership.