

# ★ "Together We Shine for Membership" ★

November/December 2018

The goal of our membership program each year is to be as successful as we can to have potential and current members aware of who we are, what we do, and why we matter. When we start the year, it is exhilarating and terrifying at the same time when looking at goals. Don't let those numbers terrify you, do not get discouraged. We need to keep our drive throughout the year to continually grow.

But how do we guarantee that our membership program is a success? One key to a successful membership promotion is the amount of interest and buzz we can generate. The more people who see what we offer as an organization, the greater number of new members we will attract and retain.

So, how do we get people excited about our membership program? How do we get our message in front of as many people as possible? We need to let potential members see a sneak peek at who we are. Tell them about our programs, verbally and visually. Pictures are worth a thousand words. The more they see the more interested they will be and more likely to join.

- ★ **NEW AWARD THIS YEAR:** Off-site Recruiting Event - Any unit that holds an off-site recruiting event, not at their home post, will receive a special gift from the Department Membership Chairman. Requirements include the unit takes 2+ pictures at the event, writes a paragraph about what they did and emails/mails this to the Department Membership Chairman by December 14, 2018. I have one unit who has already submitted their requirements to me for this award, congratulations Fridley Unit 303.



We had a great first rally at Legionville hosted by the Sons of the American Legion. Congratulations to Princeton Unit 216 for winning the drawing for those units who reached the 40% goal and to Wells Unit 210 for the drawing for units with at least one member turned in by the rally.

Our next department membership rally, hosted by the American Legion Riders, will be the Pearl Harbor Rally on December 8<sup>th</sup> in Faribault. Membership turn in at 11am, brunch at noon and the program at 1pm. There will be a lottery drawing at end of membership turn in for \$50 for those units who reached the 60% goal. The unit with the Highest % of memberships at the end of the rally, will receive \$50, a drawing will be held in the event of a tie.

**Reminder:** Memberships turned in at the rallies do count toward the rally count. Of course, we want you to continue to mail them to department and not hold them, but we acknowledge that you are working hard the week of a rally and we want you to get credit for your work.



As of writing this article, October 8<sup>th</sup>, we have 75 units who have not sent any memberships to department for processing. We need you to send in your memberships, a minimum, monthly. We know that renewals went out in mid-September but please send in your memberships. If you have questions or concerns, please contact your district membership chairman, department office, or myself. All members, whose dues have been received by Department by December 1, 2018, should not receive that second dues notice from National in January.



Are you on social media? Do you have a Facebook account? Membership Mondays have been well received on our Department Facebook page. Informational and shareable posts are made every Monday to help our members promote the American Legion Auxiliary on their personal, unit or district pages.



The national portion, \$12.00, of membership dues is waived for first year women veterans and service members when joining the American Legion Auxiliary.

This flyer is available on the national website and you can print and utilize at your posts or share on social media.

For more information you can contact the department office or myself.

I had a question from a couple unit membership chairman regarding when a Junior member becomes a Senior member. If your Junior member is 18 years old by December 31<sup>st</sup>, 2018, she must pay Senior dues for 2019. The American Legion Auxiliary Management Information System (ALAMIS) will automatically change a Junior to a Senior on the members 18th birthday.



We, myself and the department office, are here to support you this year. There are membership supplies that are available at the office for no charge and they are also available at [mna.org](http://mna.org) to print. Forms include 2019 transmittal form, member benefits, membership brochure, American Legion Family membership brochure, member data form, membership application, and PUFL application. Don't forget all the resources available at [alaforveterans.org](http://alaforveterans.org) that are available to help you with your membership program.

Should you need any assistance or have any questions or comments about the membership program this year, please feel free to contact me via email or a phone call. You can also contact the Department office.

Robin Dorf  
Department Membership Chairman