

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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