

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.