



American Legion Auxiliary

Department of Minnesota
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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 |
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