



Department of Minnesota
October 2025 Unit Mailing
Membership Chairman,
Kollett Kaehlert
kkahleraux@gmail.com

ALA Membership is off to a great start, we have 63 units that made the National Goal of 25% by 9/15/2025, 8 units that have made the 2nd goal of 60% by 11/11/25 and 3 units that have made 100%. We will have the Department Goal of 50% coming up by 10/25/2025 at Fall Conference.

Mentoring is key to building the future leaders of our organization. If we fail to mentor, we are failing you, our veterans, active military, and their families. As we face declining leadership and lower membership numbers, our mission of advocacy can remain strong with a few key elements the team will bring to the members this year:

- Monthly Newsletters
- #mondaymembership post on Facebook
- #alamembership, we encourage every member to utilize this tag to easily find what other units are doing across the nation to inspire and engage members.

These are just a few ways we will work to help mentor our members on membership.

Retention and growth are both needed for sustainability and success in our organization. Retention of membership tells us that members are actively engaged in the missions and programs of the Auxiliary. Growth allows us as an organization to further our reach with Congress.

Introducing two new awards:

- The Family Three Award: recruit three members from the Legion, Auxiliary, and the Sons to win this award.
- Retention Award, we believe that retention is key to the success of our organization and want to recognize departments for retaining 95% membership.

Have a great month and keep those memberships rolling in.