

*FROM Tamara Martin 2025-2026  
Northwestern Division Membership Chairman*

## Recipe For Membership

We are Stirring up the Members!

Recipe for Success:

1 cup of Ideas ½ cup of Imagination

2 cups of Teamwork

1 Tablespoon of Goodwill

2 lbs of Leadership

2 teaspoons of Trust

1 lb of Vision

3 Tablespoons of Challenge

A heap of Hard Work

Sprinkle generously with Passion

Stir Vigorously, pour into a container that works for you, and don't be afraid to let it overflow. Share with everyone!

Submitted by Debra Albers

## Know Your Audience: Engaging New and Current Members

Strong membership doesn't happen by accident—it grows when people feel welcomed, valued, and connected. In the American Legion Auxiliary, members come to us for many different reasons. Some are brand new and eager to help, while others have years of experience and deep roots in the organization. Understanding both groups is key to keeping our Units active and engaged.

For new members, the first few interactions set the tone. Many join with a genuine desire to serve but aren't always sure where they fit in. A friendly greeting, a quick explanation of what the Auxiliary does, and an invitation to participate in something simple can make all the difference. When new members understand why projects matter and know their contribution—no matter how small—is appreciated, they are much more likely to stay involved.





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For current members, engagement can look different depending on life's seasons. Longtime members bring valuable knowledge, tradition, and leadership, but even the most dedicated members may step back at times due to work, family, or health. Keeping communication open, offering flexible opportunities, and recognizing continued dedication helps members feel connected even when their level of involvement changes.

**Getting Started: For New Members**

- Attend a meeting or event to meet fellow members
- Explore Auxiliary programs and choose one that feels like a good fit
- Start with a small or short-term activity
- Ask questions and lean on experienced members
- Stay informed through newsletters, email, or social media

There's no "right" way to get involved—every effort supports the mission.

**Re-Engaging Current Members**

- Reconnect with programs or projects that once brought joy
- Try something new or help in a short-term role
- Share ideas, experience, and encouragement with others
- Support leadership or mentor newer members
- Join in on social events or service projects when able

Involvement may change over time, but every member continues to matter.

**Tips for Engaging All Members**

- Offer a variety of ways to participate, both active and behind the scenes
- Reach out personally whenever possible
- Use multiple ways to communicate, knowing preferences differ
- Acknowledge and appreciate contributions regularly
- Keep the mission front and center in everything we do

When members feel seen and appreciated, engagement follows naturally. Knowing your audience helps build stronger Units, deeper connections, and a lasting commitment to serving Veterans, their families, and our communities.



# AMERICAN LEGION AUXILIARY

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## KUDOS

**Eastern Division- Corrinna Colson:** Dept of Connecticut – Working on chartering two new Units  
Dept. of Maine – Reports they are getting buy in for ALAMIS full access and gave a briefing at their mid winter conference then sent letters to all Unit

**Northwestern Division- Tamara Martin:** Kudos to Debra Albers of Nebraska and the Northwestern Division for your Month End report and the amazing recipe for Membership.

**Southern Division- Holly Heatly Perkins:** I would like to give a shout out to the department of Oklahoma for making it an exciting race in the Southern Division.

