



**Department of Minnesota**  
February 2026 Unit Mailing  
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Right now, the Department of MN has 19,652 members, which is 78.96% of our goal of 24,888, the National goal is to make 85% March 15, 2026. For any unit that makes 100% membership by January 31, 2026, they will receive a National Unit Award. As of January 14, 2026, there are 50 units that have made 100% membership, with 16 more that only need 1 additional membership and 8 that need only 2 to make goal.

Imagine the impact we could have on our **250th Birthday Celebration** for America if you spoke to just five people, and one of them joined! What an incredible effect that would have on our mission and the celebration we'll have on July 4th, 2026. The National goal is to make 85% March 15, 2026. For the District Chairman there is a Challenge out to make this Goal by February 14, 2026, to receive a gift from me. I know that all ten districts can make it.

Let's look at those membership numbers, where is your unit compared to your goal of membership and your percentage today of meeting that goal. I know that sometimes when you look and review numbers it can seem like a lot, let's break this down.

- 1 – Look at your goal, determine how far you are away from reaching that goal.
- 2 – Ask yourself WHEN do you want to hit that goal?
- 3 – Now, take what you have left for the goal, break it down into the weeks of what action needs taken to reach the goal.

You just broke it down into smaller steps that are easier to obtain. Your next step would be how to reach those members who have not yet renewed. Call them, send them letters, let them know what you have been doing in your units/departments. Tell them why their membership is valuable. Listen to their concerns, make them feel needed and appreciated.

**Have applications ready. We are an ALA family** -It doesn't matter if your friends or family live in Kansas or all the way in Puerto Rico—sign them up. We are an ALA family.

**Most importantly, believe in yourself, your work, your mission, and America! You've got this, and we are here for you.**