

Membership

2011-2012 American Legion Auxiliary Plan of Action

Purpose: To oversee and support the nationwide effort to attract and retain a diverse, active membership and establish new Units to ensure the future growth and prosperity of the organization. To promote benefits of membership in the American Legion Auxiliary and encourage Department Chairmen to coordinate their membership programs with Units in their respective states with the aims and purposes of the organization.

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For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

Membership

National Membership Goal: Through mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase.

Objective 1: Engage to retain current members

Action Steps:

- a. Identify and offer meaningful volunteer opportunities in which members can participate to support and deliver the Auxiliary's mission. Examples: volunteering at a VA Medical Center, organizing and participating in a stand down to provide necessities for homeless veterans, mentoring military children with the big brother/big sister concept.
- b. Recognize all members for any and all contributions—volunteering, serving as a chairman or officer, preparing food, organizing events, being a mentor to new members, contacting other members to renew, being a good example of Service Not Self, etc.
- c. Ensure a positive experience for all members:
 - i. Be welcoming, kind and respectful to members of all ages and backgrounds.
 - ii. Solicit and be open to new and different ideas.
 - iii. Encourage personal contact with all members at the Unit level.
 - iv. Promptly and positively address conflicts and disagreements.
 - v. Demonstrate Service Not Self in all activities and interaction with others.
- d. Use engagement tools provided in the Membership Toolkit available from National Headquarters and ensure all Units have access to all membership resources.

Objective 2: Attract new members

Action Steps:

- a. Increase the Auxiliary's visibility in the community.
 - i. Become a community center by raising the activity level of community involvement in ALA programs that will encourage responsible, active citizenship with total support of our military servicemembers and their families.
 - ii. Engage with service/community-based organizations to participate in ALA projects such as welcome home/deployment events, support of active-duty families and providing services that may include plumbing, carpentry, childcare, etc. for families of those deployed.
 - iii. Volunteer at schools, giving flag demonstrations, Americanism training and serving as mentors with a special emphasis on military children and the issues they face with deployments and transfers.
- b. Identify recruitment target groups such as active military families, Girls State alumnae and local colleges.
- c. Ensure the Auxiliary is appealing to new members:
 - i. Share the benefits and value of belonging.
 - ii. Be welcoming, kind and respectful to persons of all ages and backgrounds.
 - iii. Demonstrate Service Not Self in all activities and interaction with others.
- d. Provide a positive new member experience:
 - i. Contact new member within 30 days of application. Contact from Unit officer, chairman or welcoming committee is best.
 - ii. Learn how new member wants to be involved and invite her to participate in Unit-sponsored activities.
 - iii. Assign a buddy or mentor to each new member.
 - iv. Solicit and be open to new and different ideas.

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- v. Offer a variety of meaningful volunteer opportunities in which new members can participate, at times convenient to them, to support and deliver the Auxiliary's mission.
- vi. Recognize new members for any and all contributions—volunteering, preparing food, organizing events, being a good example of Service Not Self, etc.
- vii. Promptly address and resolve conflicts in a positive manner.

National Membership Awards

INDIVIDUALS: Recruit 3/Renew 3, Silver Brigade

UNITS: Service Not Self Award

DEPARTMENTS: Numeric Objective Award, Numeric Incentive Award, Milestone Recognition

Resources

1. American Legion Auxiliary Unit Handbook
2. American Legion Auxiliary National Headquarters website at www.ALAforVeterans.org
3. Materials provided during the 2011 National Membership Workshop
4. USB drive provided at the 2011 National Membership Workshop
See Membership page on www.ALAforVeterans.org for additional resources.

Important Notes: RENEWAL NOTICE SCHEDULE

The first Renewal Notice will be mailed by August 15 for the following membership year. The Auxiliary membership year is from January 1 to December 31.

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