



2012 Membership

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Your one sentence elevator speech is:

Through mission delivery, the American Legion Auxiliary will become so appealing to people that care about veterans that membership will increase.

Your stated objectives for the year (from the Plan of Action) are:

Objective 1: Engage to retain current members

Objective 2: Attract new members

Top three activities of this program that support our mission or stated objectives:

1. Maintain/increase membership retention rate through attention to core character concepts and our common bond of eligibility.
2. Supply Departments with tools and best practices to enable members to direct membership efforts into new demographic groups.
3. Utilize the membership video available from the National Headquarters to customize the message for distribution among media sources.

Key dates (events, deadlines) to know:

October 6, 2011	55% Milestone
February 2, 2012	70% Milestone
April 5, 2012	85% Milestone
30 days prior to National Convention	100% Milestone

Where to turn for more information:

American Legion Auxiliary unit Handbook, National Website, Materials provided during the 2011 National Membership Workshop, USB Drive provided at the 2011 National Membership Workshop and the program page on www.ALAforVeterans.org for additional resources.

Some impact numbers from last year that show why this program is important:

- Between 2000 and 2010 membership declined by 129,165
- Statistical trending calculations show that by 2031 (if current declining membership trends continue) the Auxiliary will be in real danger of becoming extinct.
- Average age of an Auxiliary Member is 60 years old.

A brief story about a best practice or one that illustrates why you do what you do:

Telling people we are a veterans service organization is one thing, showing them is another. The key to membership and our future lies in our ability to effectively communicate our mission and vision to prospective members while remaining viable to existing members and relevant in today's society. Making our work timely and allowing our members to feel fulfilled and valued plays an important role in assuring that our membership ranks remain committed. As I was working our annual Labor Day event, a lady approached me and commented on my "Honoring their Service" button that contained a photograph of my dad. Before I could respond, she said her dad was a World War II veteran too. Making eligibility visual and allowing prospective members to first engage us takes a lot of the effort out of the process. If they see you proudly wearing a photo of a special veteran in your life, it automatically invites people to speak openly about special veterans in their life. Use this opportunity to meet new friends and sign up new members.

When I tell people about the Membership program, I want them to...

...recognize that we're an organization that has something for everyone. Becoming a member of the American Legion Auxiliary gives an individual an opportunity to connect with a team committed to preserving America's core values and supporting a national treasure, namely our veterans and their families. Through a grassroots community network, members can enjoy volunteer activities that are fulfilling and meaningful.