



2011-2012 National Membership Goal, Objectives and Milestones

One Wildly Important MEMBERSHIP Goal (WIG): Through mission delivery, the American Legion Auxiliary will become so appealing to people that care about veterans that membership will increase.

The future success of membership organizations depends on a clear purpose, strong values, and engaging opportunities for people to form meaningful relationships as they work together for a common purpose. Amid the chaos of rapid change, meaning and purpose are the enduring qualities that attract and retain members. Meaning matters most.

American Society of Association Executives

2012 Numerical Objective: To maintain 2011 membership totals at 30 days prior to the 2011 National Convention. All departments who maintain will be recognized. Departments that grow their membership by 1% over their total 2011 membership at 30 days prior to the 2011 National Convention will receive special recognition at the 2012 National Convention and in publications. The Department in each membership category with the highest percentage growth as of 30 days prior to 2012 National Convention will also receive a special award.

Milestones:

(formerly known as target dates)

- Milestone 1: 55 % by the first Thursday in October (*October 6, 2011 - recognition at P&S conference*)
- Milestone 2: 70% by the first Thursday in February (*February 2, 2012 - recognition at AA opening*)
- Milestone 3: 85% by the first Thursday in April (*April 5, 2012 – photo with National President and recognition in Nat'l E-News*)
- Milestone 4: 100% by 30 days prior to Nat'l Convention (*special recognition at National Convention*)