Celebrating a Century of Service
Celebrate your membership with fellow members and your community

How do we do that?

Include the community in all ALA celebrations
Offer a mission project at every celebration and/or meeting
Display and carry out our mission at work in your community
Personally invite non-renewed members and their families
Provide an upbeat, positive environment at all meetings and celebrations
Have “At a Glance” and Family membership applications available along with benefits sheets.
Provide local contact information and website information
Roles and Responsibilities of a member of the Membership Team

- **National Membership Committee Members and Division Chairmen**
  - Be available to Departments All Year Long
  - Division Chairmen will provide a monthly newsletter to their Department Membership Chairmen (DMC)
  - Will have initial telephone contact with all DMC’s in their Division by September 30th.
  - Quarterly conference calls with DMC’s in their Division starting in October, January, April, July
  - Weekly email contact with DMC’s
  - Keep National Membership Chairman and Vice Chairman informed.
Department Membership Chairmen

• You will find in your folders “Roles and Responsibilities for Department Membership Chairmen”.
• Please read this and when we get back together tomorrow, we will answer any questions you might have.
• Remember, all year long:
  • Be positive
  • Be friendly
  • Praise everyone for their hard work
  • Assure those struggling they are not alone
Your 2019-2020 National Membership Team

- Pam Ray, Chairman
- Lauren Lloyd, Vice Chairman
- MaryAnn Paul, Member
- Marie Mock, Member
- Cathie Goth, Central Division Chair
- Laura Santino, Eastern Division Chair
- Shirley Frederick, Northwestern Division Chair
- Patti Martinez, Southern Division Chair
- Jan Cushing, Western Division Chair
Department Membership Teams

- Department Membership Chairman
- Department Officers and Chairmen
- District Leadership
- Utilize members recommended by the Unit/District leadership
- Unit members of the year!
- Goodwill ambassador winners
- Be sure to keep your team up to date through newsletters, emails, conference calls, skype, etc.
- Recognize members going that extra mile
By the Numbers since 2014

Total membership, renewals, new members, deceased, decrease number

Category 1
Category 2
Category 3
Category 4
Category 5

Series 1  Series 2  Series 3  Series 4  Series 5
Story Time

• Why did you become a member?
• Why do you continue your membership?
• How has the ALA given back to you and your eligibility?
• What does that mean to you and to the ALA?
• We want to hear a story that makes you smile or perhaps tugged at your heart that you will always remember while serving the mission.
Celebrate Your Eligibility

- November 10, 2019  May 18, 2020
- November 11, 2019  May 25, 2020
- December 7, 2019  June 14, 2020
- March 15, 2020  July 4, 2020
Birthday Wishes

• Stop the membership slide
• Every Department will add 1 new member for each number of Units in their Department
Awards and incentives

• **10 X 10 award**-$100 to any member recruiting 10 new junior/senior members by November 10, 2019

• **10 X 10 winners** will be placed in drawing to win $1000 toward a trip to the 2020 National Convention—one winner, no alternate winner drawn should winner not be able to come.

• **Recruit/Rejoin 5**-a gift from the National Membership Chairman if a member can recruit/rejoin 5 junior or senior members
  – two award periods this year
  – September 1, 2019-February 17, 2020
  – February 18, 2020-June 14, 2020
Awards and incentives

• 100% Unit Award-100 Units will win $100. All Units achieving 100% by November 10, 2019 will be placed in a random drawing-this is the membership number reported to NHQ by the Departments

• Pearl Harbor Day Award-$250 to any Department achieving 75% of their goal by December 7, 2019

• Armed Forces Day Award-$250 to any Department achieving 95% of their goal by May 18, 2020

• The Celebration Award-$500 to any Department reaching the goal of 1 new member per number of Units in the Department by 30 days prior to the 2020 National Convention
One Week of Caring and Sharing for the Next Century of the ALA

• One week in the spring of 2020
• Units to work as a team to contact members, those in good standing, those not yet renewed, those that we need to rejoin to let them know they are valued and missed.
• This is not an email or social media event
• You need to make personal contact through a telephone call or a personal visit
• Think what this phone call might accomplish
• Complete a form sharing the outcome of your week with National and Units may win! Watch for more!
Programs We Are Dedicated to Continuing

• Honor Our Female Veterans initiative
• New Member Postcard
• The American Legion Family Door Hangers
Heeere’s Karin!

- Interest Forms
- What are they
- Utilizing the information given on the forms
What is your responsibility when you receive these forms?

• You will receive the form from PC Karin
• Two weeks after receipt you will receive a call from the National Division Chairman to see if the contact has been made with the prospective member and offer assistance if needed.
• National Division Chairmen will call at 1 month and 2 months to check the progress you have made.
• At 3 months, we will check ALAMIS to see if the person on the interest form has become a member. If not, the National Membership Chairman will call the lady to check in with them and hopefully secure their membership. The DMC would be notified of the call.
Renewal Notices

- The first renewal notice will be sent by mail September 15, 2019
- The second renewal notice will be sent by mail January 15, 2020
- Notice a change?
- An email reminder will be sent so those preferring to pay online may do so.
Other Changes You Will See

- National Membership will be sent every two weeks instead of weekly.
- You will not see a comparison report as you see now.
- You will see what your goal is and what percentage you are to that goal.
- Seating at National Convention will be the top ten Departments closest to the front.
Chartering a New Unit

- Did you know there is a checklist on the members only “Membership Resource” page under “Unit Resources” of our website?
- A letter from the Post Commander requesting a Unit must be received in the Department office.
- Be sure when you are collecting your dues, applications, etc., that the Post Commander and Adjutant are available to sign all 3 copies of the charter applications.
- Remember, the charter MUST have 10 new or transferred senior members.
- Celebrate this Unit with a special charter presentation
Charter Cancellations

- We really don’t want any!
- We are creating a checklist for this process along with a charter cancellation letter to be sent to the members.
- Do we cancel just because?
- Can one or two people make the decision to close?
- What happens to the money?
- What happens to any materials with the ALA emblem on them?
- Who all do we notify?
- The Unit closure will be documented in ALAMIS after the current year’s National Convention.
We Can Do This!!

• It is our Birthday!
• NVP Nicole’s Birthday wish is to stop our membership slide and to recruit one new member for each Unit in your Department!
• Let’s celebrate our own membership with our community and our fellow members all year long.
Happy 100th ALA
Resources

• 2019-2020 National Programs Action Plan Supplement
• 2017-2022 National Programs Action Plan
• ALA Unit Guidebook-new version available online now on the “Member Resource” page under “Unit Resources
• www.ALAforVeterans.org
• Materials provided at DLNC 2019
• Your 2019-2020 National President elect and the National Membership Team