Celebrating a Century of Service
We are celebrating the ALA this year by celebrating yesterday, today, and tomorrow.

How do we bring the ALA and its membership into the next century?

What does that look like?
Celebrate and Get Excited

• Let’s celebrate our existence and our mission—the reason for our existence!
• We have been doing this for 100 years!
Our History

• **Membership grew every year until 1930**
  – How did they do it?
  – What happened to cause a loss of membership?
  – What made our membership start to grow again in 1938?

• **By 1950 the ALA recorded 975,000 members**
  – Why?

• **In 1955 the ALA membership reached one million plus!**
Our History

• 1970-Granddaughters become eligible
• The 1970’s saw membership growth despite many troubling events.
• In 1976, our Country’s bicentennial year, we had the highest membership in twenty years.
• Our basic programs of Americanism, Children & Youth, National Security, VA &R, ALA Girls State and Girls Nation, and Legislative remain as important today as they were in the 1920’s and 30’s.
Our History

• 1984-eligibility was expanded to include great-granddaughters
• The early and mid 1990’s continued to see membership growth for our organization.
• In 1996 the ALA recorded 979,335 members
• Since 1996, we have lost over 312,000 members-a steady decline
What Worked for our Predecessors

- MISSION, MISSION, MISSION!
- No social media, television, or even radio!
- Word of mouth, telephone, and “snail” mail were their methods of recruitment.
- They were in public, working for our Veterans and military.
- They welcomed any eligible lady and allowed those not eligible to be part of their mission as well.
- PR for working the mission was photographed and used in magazines and newspapers, eventually television as well.
What is the value of membership in the American Legion Auxiliary?

Date January 1, 2020

Pay to the order of Pamela Ray Amt $12.00

Membership, ALA Magazine, Access to “Members Only” portion of website with many resources, numerous benefits for products, etc

Memo Renew yearly, consider PUFL American Legion Auxiliary
What is the Emotional Value and Extra Benefit from My Membership

Pay to the order of Pamela Ray Amt Priceless

Volunteering, Friendships, Leadership skills, Public speaking skills, pride in honoring my eligibility (my dad) everyday

Memo Renew yearly, consider PUFL

American Legion Auxiliary

Date January 1, 2020
What Can We Do Moving into the Next Century?

• Recognize PR no longer means only newspaper or TV.
• Social media is one of our greatest tools!
• To reach the current and future generations we must utilize Facebook, Twitter, Instagram, and all the other avenues.
• Recognize and celebrate our members!
• Mentoring
• Mission!
What Resources do we have to recruit and retain members?

- Our membership teams
- Our National, Department, District, and Unit leadership
- Committee chairs on all levels
- Utilize our Unit members of the year!
- Juniors
- This year’s Goodwill Ambassador winners
- ALA Girls State and ALA Girls Nation Alumni
- Volunteers in our VAMC’s and CBOC’s
- Welcome Diversity in membership and leadership on all levels.
What Resources do we have to recruit/retain members

- Service to veterans in our communities
- ALAMIS
- Other community service organizations
- Our Mission!!!
- Our members-our greatest resource
- Our membership story
Moving Forward from Today

- Refresh our elevator speech
- Invite a friend
- Be sure mission is a part in everything you do all year long!
- It is our birthday! Display photos of members working the mission. Consider a small history display.
- Look back at your hidden paycheck, why did you join, why do you remain a member, what is your passion about this organization. Be genuinely excited to share your membership story.
- Utilize the resources we just discussed.
- Recognize generational and cultural differences. Embrace them and integrate these differences into your Units and Departments to strengthen our organization.
Changes in the Upcoming Year in Membership

• Both the September 15 and the January 15 renewal notices will be mailed.
• An email reminder will also go out to those we have emails for in ALAMIS.
• Membership report will be emailed every two weeks.
• The report will no longer be a comparison report.
• It will show what your goal is and what percentage you are to that goal.
• Departments, National Headquarters is setting a firm September 1, 2019 date for all goals (Unit numeric objectives) to be to them. If they are not, your Units will not be eligible for the 100% award and your Department will not be eligible for any Department award.
• National Convention Seating will be based on percentage of membership-top ten Departments will be closest to the front.
• We will be celebrating all year long! Let’s keep moving forward so we can celebrate our ALA and its mission.
NVP Nicole’s Birthday Wishes for 2019-2020

- Stop the membership slide
- Every Department to recruit 1 new member for every Unit in your Department
  - Your beginning membership number will be what your membership is July 27, 2019 (30 days prior to the 2019 National Convention)
  - The number of Units in your Department will be the number of Units in ALAMIS July 27, 2019

Award many Birthday gifts throughout the year!
Awards and Incentives

- 10 X 10-10 new junior and/or senior members by November 10, 2019-$100
- If you accomplish the 10 X 10, you will be in a drawing for $1000 toward a trip to the 2020 National Convention in Louisville plus 2 states dinner tickets
- Recruit/Rejoin 5-there will be two deadlines this year! President’s Day (2/17/2020) and the second is Flag Day (6/14/2019)-a gift from me!
- 100% Unit award-Units 100% by November 10, 2019 will be placed in a random drawing for $100-100 Units will win
- Pearl Harbor Day Award-Departments 75% to their goal will receive $250
- Armed Forces Day Award-Departments 95% to goal will receive $250
The Celebration Award

• Any Department that achieves 100% of their goal by 30 days prior to the 2020 National Convention will receive $500!
• Departments—you can win up to $1000! You can win all three of the Department awards.
• We will not announce the winners of this award until National Convention.
One Week of Caring and Sharing

• April 1-April 7, 2020
• This is a project for the Unit to work together
• We want you to call your members, members in good standing, members who need to renew, members that have not paid dues since 2017.
• Let these members and former members know they are valued and missed.
• Who knows what you could find out or accomplish.
• There will be a form for you to complete and send to National Headquarters.
• Any Unit with one rejoin or more could win!
We Can Do This!!