



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

2019 - 2021 Annual Supplement to the Programs Action Plan Membership

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** For the most up-to-date contact information,
please visit the Membership Committee page (in
the "Members Only" area) at
www.ALAforVeterans.org



What is this program and why do we have it?

The role of the national Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and to establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families.

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.

Membership Awards Deadlines and Submission Requirements:

Member Award: 10 X 10

- **Award:** A special gift selected by the National Membership Chairman
- **Presented to:** Members that recruit 10 (ten) NEW SENIOR members for the 2021 membership year by November 10, 2020.
- **Deadline:** Members must be entered and paid in ALAMIS system by 11/10/20.
 - FORMS must be received at National Headquarters by November 15, 2020.
- **Materials and guidelines:**
 - Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "Members only" area to access the page.
 - One entry per recruiter

Member Award: R/R5 – Recruit/Rejoin 5

- **Award:** Special gift from the National Membership chairman (gift will be different for each deadline)
- **Presented to:** Members who recruit or rejoin five or more Auxiliary Junior or Senior members into the 2021 membership year.
Note: Rejoins must not have paid dues after the 2018 membership year
- **First Deadline:** December 14, 2020
- **Second Deadline:** Flag Day, June 14, 2021
Note: If you win the 10 X 10 award you will have met the requirements for the first deadline of this award and will automatically qualify for & receive this gift. No additional action or form required.
Note: You can enter for both deadlines, but if you got the award for the first deadline, to be eligible for the second deadline, you will need to recruit/rejoin 5 additional members by June 14th (cannot be same people from the 10x10 on Dec. 14th deadline)
- **Materials and guidelines:**
 - Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "members only" area to access the page
 - One entry per recruiter.

**Unit Award:** 100% Unit Award

- **Award:** 100 unit awards of \$100 to be used to advance the ALA mission
- **Presented to:** Units that reach 100% of their 2021 membership goal by November 10, 2020 will be placed into a random drawing from which 100 units will be selected to receive \$100.
- **Deadline:** November 10, 2020
- **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by November 10, 2020, as verified by ALAMIS

Note: Departments must submit Unit goals to National Headquarters by September 1, 2020, to be eligible for the 100% Unit award and all Department awards.

Unit Award: Caring & Sharing Award

For one week this spring, April 1-7, 2021, we are asking Units members and leaders to work together to contact all members of their Unit. We want you to *call* (or visit) members in good standing, members who still need to renew, and former members (that have not paid dues since 2018). The purpose of these calls is to let everyone know their membership is valued and/or they are missed.

- **Award:** 100 unit awards of \$25 Emblem Sales Gift Cards
- **Presented to:** Units that fulfill the intent of the incentive during the week of April 1-7, 2021, and meet the criteria outlined on the award certification form, will be placed into a random drawing from which 100 units will be selected to receive \$25 Emblem Sales Gift Cards.
- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2021, with the required rejoin processed in ALAMIS by Friday, April 24, 2021 – four business days prior to form being due to National — to give time for Departments to process the rejoin and get form forwarded to National by April 30.
- **Materials and guidelines:**
 - This award will be based on units that organize a unit-wide/inclusive event to reach all unit members (past and present) to reinforce their value to the unit and its mission.
 - How to Sheets, scripts for use during the event, and an optional award certification form are included in this supplement (and on the ALA Membership Committee page on the national website). Our sincerest hope is that every unit commits to some sort of effort during this week to make sure their members know how important they are — whether or not the unit meets the criteria to or chooses to fill out the form to be placed in the drawing.
 - One entry per unit

Department Goals: 2021 Department Goals will be calculated and based on:

- Department 2020 Membership as of August 1, 2020 PLUS
- One new member per number of units within your department. NOTE: Units submitted for cancellation to the 2020 Summer NEC meeting will not be included in the count.

Reminder: Deadline to submit charter cancellations so they will not be counted in the department goal is August 3, 2020.

**Department Award: Pearl Harbor Day Award**

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2021 Department membership goal
- **Deadline:** December 7, 2020
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS system by December 7, 2020

Department Award: Armed Forces Day Award

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Department reaching 95% of their 2021 Department membership goal
- **Deadline:** May 18, 2021
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS system by May 18, 2021

Department Award: The Celebration Award

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any Department that has reached the Department Goal
- **Deadline:** 30 days prior to the 2021 National Convention – July 31, 2021
- **Materials and guidelines:**
 - Award will be based on the membership entered in the ALAMIS system by July 31, 2021
 - Winners to be announced at the 2021 National Convention

Membership Reporting:Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Membership chairman is required to submit a narrative report by **January 5, 2021** to the division membership chairman, plus copy the national membership chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Membership chairman is required to submit a narrative report by **May 15, 2021** to the division Membership chairman, plus copy the national membership chairman. Please note that these reports will include everything from August of 2019 thru May of 2021. Members and units should follow their department's protocol and deadlines for report submissions at the department level, as they may require earlier submission or review of them.

NOTE: The National Chairman will use the information and pictures that department chairmen share to craft their platform speech, as well as create their annual report that goes in the convention guide. It is important that clear, properly formatted emailed photos are sent in with both the mid-year & annual department reports so these can be considered for use at end of year.

**Seating at National Convention:**

Seating at the 2021 National Convention will be based on best overall membership performance as determined by a department's percentage of their department goal as of 30 days prior to the 2021 National Convention (July 31, 2021). Departments will be sorted by best overall membership performance.

Renewal Notice Schedule:

The first renewal notice will be mailed by September 15, 2020, for the upcoming membership year. A second notice will be mailed and/or emailed in early 2021. Units are encouraged to supplement the national renewal notices with unit generated renewal notices and personal phone calls. The ALA membership year is from January 1 to December 31.

Special 100th Anniversary History Program Facts:

Membership has been a focus since the ALA's inception. Within the first year, 1,342 units had been organized. By the first convention in 1921, forty-two states had chartered Departments (with Minnesota being the first) as well as the territory of Hawaii. The first ALA National Membership Chairman was Lillian M. Towne from the Department of Maine, in 1924. Membership saw steady growth until the great depression. However, shortly after the depression ended, membership again grew each year. By 1950, the ALA reached 975,000 members. Granddaughters did not become eligible until 1970. In 2019, due to eligibility changes, male spouses could join our organization for the first time. History shows us that each time the ALA served our active military or veterans 'hands on' our membership grew.



2021 10 X 10 Award

Members who recruit 10 NEW SENIOR AUXILIARY MEMBERS by Nov. 10th, 2020 will receive a gift selected by the National Membership Chairman.

One entry/gift per recruiter.

Certified forms must be received at National Headquarters by November 15th, 2020.

Submit form to your Dept HQ office no less than one week prior to the deadlines!

New members must be entered and paid in ALAMIS by November 10, 2020

ENTRY/CERTIFICATION FORM

Please type or print legibly and fill out the form completely. Incomplete forms may not be processed.

Recruiter's Name: _____ Member ID#: _____

Recruiter's Dept: _____ Unit #: _____ Email: _____

Recruiter's Address: _____

Name of New members

Member ID

Name of New members

Member ID

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Certified by Department Secretary:

DATE _____

Dept. Secretary

printed name: _____ Dept: _____

Dept Secretary Signature (required): _____

***I certify that all 10 members are new and joined into the 2020 year. I've provided or verified member ID's & that the form is filled out legibly & completely.**

DO NOT SEND INCOMPLETE FORMS or more than 1 form per recruiter.

Departments

Please either scan & email to:

membership@ALAforVeterans.org

(Subject line: 10x10)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead.

***Must be received at NHQ by midnight 11/15/20**



2021

ONE WEEK OF CARING & SHARING

April 1-7th, 2021

Purpose: Unit members & leaders organize during this one designated week to contact and check in with EVERY possible unit member, past and present.

One entry per unit (no matter how many rejoins you end up with)

This certified form must be received at ALA National Headquarters **no later than April 30th**.

CERTIFICATION FORM

Please type or print legibly

Unit Name: _____ Unit # _____ Dept: _____

Unit representative's name (who is filling out form): _____ Title: _____

Email: _____ Phone: _____

To qualify for entry into the drawing for a \$25 Emblem Sales Gift Certificate the unit must have secured at least one REJOINED member from their unit during this week. That member must not have paid dues since 2018 & **must be entered as a rejoin into ALAMIS between April 1 - April 24th** using her former member ID.

Name of rejoined member: _____ Member ID: _____

Certified by Department Secretary:

DATE _____

Dept. Secretary
printed signature: _____ Dept: _____

Check here that the unit included their Tax ID #

***I certify that the rejoined member last paid in 2018 or prior & was entered in ALAMIS between 4/1-4/24/20. I've provided or verified her member ID & that the form is filled out legibly & completely.**

Departments

Please either scan & email to:
membership@ALAforVeterans.org
(Subject line: Week of Caring & Sharing)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above
methods of transmittal instead.

***Must be received by NHQ by midnight 4/30/21**

Please complete the following information:

Number of unit members participating in making calls or visits during this week: _____

Number of unit members who were called or visited: _____

Number of members that renewed their membership due to unit contact: _____

Number of members that rejoined due to unit contact: _____

OPTIONAL: Share a specific story where you felt this week made an impact on a member:

Sample Scripts for the 2021 “Week of Caring & Sharing” Calls

For a Member in Good Standing:

Hi [member name]. This is [your name] from [your Unit name and number]. I am just calling to say thank you for your membership in the ALA. We really appreciate your passion for serving or supporting our veterans. We want you to know we value your membership and respect your time.

How you are doing? We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons I am/we are calling today. [Take time to really listen to the member if she expresses concerns or difficult family circumstances.]

We would love to see you at our next meeting or special event [provide the member of the event day, date, and time]. Please let us know if you would like to help with this event. If you are unable to help but would like to attend, we would love to see you. *Optional: If you are having trouble getting to the meetings/events, we can try to arrange to have someone pick you up.*

This year our National President has focused on the health and wellbeing of our members and our veterans. What a great reminder that we should always care for and nurture our own members, as well as our veterans and the community.

Thanks for taking the time to speak with me. I look forward to seeing you soon. If you need anything further here is my telephone number and email address.

For a Member Who Has Not Renewed Yet this Year or Last Paid More Than a Year Ago:

Hi [member name]. This is [your name] from [your Unit name and number]. I want to thank you for your membership [last year/___ years ago] and see how things are going for you and your family.

We understand that everyone has financial and family obligations and have so many good causes they could choose to support, but I know you joined to honor a special veteran or service member. Even if you can't be active in the unit, your membership supports the mission and the veterans we serve. Can I assist you in renewing/rejoining?

If they renew/rejoin: Thank you so much for your renewed support for our veterans. [Make arrangements for how to collect their dues...and application/eligibility documentation for rejoins.]

We value your membership and we respect your time. We would love to see you at the next Unit meeting. However, if you are unable to attend, I would be happy to call you after the meeting and share what was discussed. I will keep you updated on upcoming events as well. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time and I hope to see you soon!

If they are unwilling to commit:

No problem. We'll be holding a _____ for Memorial Day next month. Feel free to come out. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time today.

These are sample scripts. Please adapt them to suit your needs.

***If you receive negative reasons why people don't want to renew or rejoin, jot them down. These might be good talking points for a future unit meeting.*

RESOURCE IDEA: Please feel free to utilize the attached "Unit Brag Sheet" document to create and have a quick, easy reference sheet to help you share what you are most proud of about your unit as well as your own membership. A "sample" completed one is included as well as a blank one you can print to complete. Brainstorm (with your unit) a few things you might share with those you plan to call. Provide copies of your completed brag sheet to those members who are helping to make calls. This is a handy, quick reference tool that, like the "Elevator Speech," can be useful in feeling better prepared to share your passion about the ALA and possibly excite others to join, renew, or rejoin.



American Legion Auxiliary

Who we are, What we do, Why we matter!

This past year, American Legion Auxiliary members' volunteer service of more than 40 million hours, plus \$37 million raised and spent on mission outreach, has a collective value of \$1.7 billion in service to veterans, military children and communities!

The Auxiliary's efforts are focused in three primary areas:

- ★ Veterans/Military Support & Advocacy
- ★ Family Support
- ★ Youth Development

American Legion Auxiliary

Indiana Unit #0000

111 State St, Indianapolis, IN / 317-000-0000 / unit000@gmail.com

Our unit is very proud of our service to Veterans and citizens right here in our community. For example, we've:

- ★ **Raised over \$1500 to help a military family in our community**
- ★ **Sent 100 care packages to troops overseas**
- ★ **Sent two girls to ALA Girls State**

We'd love to have you join us, and would welcome your participation in the wonderful things our Legion Family is doing – as much or as little as you wish. We value all of our members!

May I give you a call in a few days to answer any questions or help you join?

My Contact Information is:

Sally Smith

317-123-0000

ssmith@yahoo.com



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This past year, American Legion Auxiliary members' volunteer service of more than 40 million hours, plus \$37 million raised and spent on mission outreach, has a collective value of \$1.7 billion in service to veterans, military children and communities!

The Auxiliary's efforts are focused in three primary areas:

- ★ Veterans/Military Support & Advocacy
- ★ Family Support
- ★ Youth Development

American Legion Auxiliary

Dept/Unit Name: _____ Unit # _____

City/State/Zip: _____

Phone: _____ Email/website: _____

Our unit is very proud of our service to Veterans and citizens right here in our community. For example, we've:

- ★ _____
- ★ _____
- ★ _____

We'd love to have you join us, and would welcome your participation in the wonderful things our Legion Family is doing – as much or as little as you wish. We value all of our members!

May I give you a call in a few days to answer any questions or help you join?

My Contact Information is:

Name: _____

Phone: _____

Email: _____

How to Implement the 2021 Week of Caring and Sharing

1. Gather a team of Unit members to call or personally visit members and former members of your unit. Divide and conquer. If each member of the team calls or visits 10 members you can reach more members. **Please see the “Sample Scripts and Resources” document created for this event.**
2. At least one week prior to the Week of Caring & Sharing, if you don’t have ALAMIS access to pull a list of members and former members, request one from Department. Ask them to include current paid members, unpaid members (titled as “expired” in the system), and former members of your Unit. These reports will show the date dues were last paid, as well as addresses and whatever contact information we have for them.

IMPORTANT: *Please keep track of and send new or updated contact information to the Dept when you find any. If the unit has ALAMIS access, they can usually do this themselves. And be sure to also inform Dept of any members you may find that are deceased. It is helpful to include an approximate month/year of death.*
3. Create a spreadsheet that includes names, phone numbers, addresses and what your unit members’ current membership status is (current, unpaid/expired or former member not paid since 2017). Those with ALAMIS can export the reports already in an excel spreadsheet. It would be handy if the spreadsheet had columns to make notes after each call/visit. ***If you’d like ALAMIS access for your unit, contact your Dept HQ to request it. It is \$10 per person per year & each unit can purchase up to two users.*
4. Divide the spreadsheet/list among your team members. If a team member has a personal connection with someone on the list, be sure you assign that person to her.
5. Start calling. Make sure you are in a quiet place at the Post or in your home. Start the conversation with general questions concerning their well-being such as:
 - a. Thank you so much for your membership. Mention their number of years of membership if known.
 - b. Let them know you value their membership and time
 - c. Ask how they are doing...and how their family is
 - d. We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons we are calling today.
 - e. Gently question why you may not have seen them lately if they use to attend.
 - f. Mention some of the mission related events the unit has undertaken in the last year or so and thank them for contributing by way of paying their dues (either recently or in the past) for those that you don’t think have generally attended meetings or come to the Post.
 - i. This could be a lead in to inquire if they might be interested in volunteering in any way if you sensed interest when relaying the good deeds of the unit or if you feel it appropriate to inquire about them renewing or rejoining if it’s been a while – though the purpose of this week is not primarily on asking them for money/dues/membership. That should be a natural cause and effect just from expressing care towards them in general.
 - g. Ask them who the unit can honor in May for the upcoming Memorial Day holiday. Thank them for honoring their veterans by their past or present membership.

- h. Let them know you'd love to see them at a Unit meeting or a special event or activity. Have your Post/Unit calendar handy for dates of upcoming events.
6. Make sure you thank all members, current or former, at the beginning and at the end of the call.
7. If you plan to visit members at their homes, please make sure to follow common sense safety rules – if you are traveling to a home or person you've not visited before or are unfamiliar with the area, please go in pairs. Don't go after dark unless they are expecting you. Have a letter, flyer, or business card to leave if no one is home or the member isn't available. Make note to follow up with them another time.
8. If the member wishes to renew or rejoin, be sure to have your payment methods available to share with the member:
 - a. Point them to the ALA National website to pay online if they are not more than one year behind – only current dues can be paid online;
 - b. Call ALA National Headquarters at 317-569-4570, M-F, 8-4:30 p.m. EST to pay by credit card.
 - c. Bring or send payment to the Post/Unit; or better yet...if they are near enough to you, volunteer to pick up the payment.
9. Be sure you leave contact information with the member or with a family member that may be taking a message for the member.
10. Use the spreadsheet to record your calls or visits. Continue to try to reach all members, even if it is after this special week.
11. Consider having the team make calls at the same time at your Post. Make it an "event" and have fun!
12. **Optional:** We'd love to hear how your event went and celebrate with you for taking this step towards sharing or renewing the spirit of the Legion Family. For your unit to be placed in a drawing for a chance at one of 100 \$25 Emblem Sales Gift Certificates, complete the "One Week of Caring & Sharing" award certification form & submit to your department. See form for details and requirements to qualify for this drawing. Rejoining one former member is required and she must be processed by the Department by April 24th, 2021.



2021 R/R 5 - Recruit & Rejoin 5

For members who recruit or rejoin five (5) or more junior or senior Auxiliary members into the 2021 membership year.
Rejoined members must not have paid dues since 2018. **One entry per recruiter per deadline.**

Certified forms must be received at National Headquarters **no later than:**
Check one: _____ **December 14, 2020** _____ **June 14, 2021**

CERTIFICATION FORM

Please type or print legibly

Recruiter's Name: _____ Member ID#: _____

Recruiter's Dept: _____ Unit #: _____ Email: _____

Recruiter's Address: _____

Name of New and/or Rejoined members

Member ID

- | | |
|----------|-------|
| 1. _____ | _____ |
| 2. _____ | _____ |
| 3. _____ | _____ |
| 4. _____ | _____ |
| 5. _____ | _____ |

Certified by Department Secretary:

DATE _____

Dept. Secretary
printed name: _____ Dept: _____

Dept Secretary Signature (required): _____

***I certify that all 5 members are new in 2021 - or last paid in 2018 or prior and rejoined into the 2021 year. I've provided or verified member ID's & that the form is filled out legibly & completely.**

Departments

Please either scan & email to:
membership@ALAforVeterans.org
(Subject line: R/R 5)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead.

***Must be received at NHQ by midnight
12/14/2020 or 6/14/2021**

Form must be submitted to your Department Headquarters for verification. Department headquarters will then submit form to the national headquarters.

Each recruiter will receive a special gift selected by the National Membership Chairman
One award per award period per recruiter