2017-2018 Membership Program

Delivering Our Mission to the Next Generation
What Does SERVE mean?

S – Serving the mission
E - Excellence
R – Respect for all
V – Value of our time
E – Engage our members and community
Goals for the Year

- Demonstrate Servant Leadership
- Excel at Communication
- Make Membership Meaningful for our members
- Grow/Sustain Membership
Roles & Responsibility

• Provide Leadership in assisting your department with their centennial plan
• Promote Goodwill among members
• Communicate & Educate Districts/Counties and Units
  – Engage your Districts to Help with Units
  – Hold Districts accountable
• Provide Oral & Written Reports as requested
• Respond to questions and requests in a timely manner
It Takes a Village…

• Membership Is Everyone’s Job!
• Who would be on your Membership Team?
  – Past Department Presidents
  – District Officers

• What Skills Would be Beneficial on this team?
  – Speaking
  – Writing
  – Listening
  – Being Organized
Discussion

What are some ways to reward Units who remit dues in a timely manner?
ALA Rock Star Contact Form

• Do you know a member or unit that is doing extraordinary work for the American Legion Auxiliary?

• They may be interviewed for national publications such as the monthly membership newsletter, the E-News or Ebulletin.
Membership Awards: Individuals

R5 – Recruit/Rejoin:

• Recruit or Rejoin 5 or more Junior or Senior Auxiliary members to receive special gift from the National Membership Chairman.

• Forms due to NHQ by May 1, 2018. All verified entries will be eligible for a $250 cash drawing.
Membership Awards: Individuals

• Silver Brigade
  – Recruit 25 or more NEW Senior Auxiliary members to receive a special gift from the National President.
  – Forms due to NHQ by May 1, 2018. All verified entries will be eligible for $500 cash drawing.
Membership Awards: Departments

• **All Treats No Tricks Award**
  Depts with no Units with ‘0’ membership as of **October 31, 2017** receive $1,000. To qualify, membership must be received by National Headquarters by midnight, **October 31, 2017**.

• **Find Your Pot ‘O’ Gold Award**
  Depts with no Units with ‘0’ membership as of **March 17, 2018** receive $500. To qualify, membership must be received by National Headquarters by midnight, **March 17, 2018**.

**Note:** Depts that received ‘All Treats No Tricks’ Award are not eligible for Pot ‘O’ Gold Award.
Important Dates: Phone Calls

- **October:**
  - Personal phone calls to each Dept. Membership Chairman by Division Chairmen

- **November:**
  - conference call scheduled with Dept. Membership Chairmen & Dept. Pres. In each division

- **March:**
  - Division Chairmen will make personal phone calls to each of their Dept. Membership Chairmen

- **April:**
  - conference call scheduled with Dept. Membership Chairmen & Dept. Pres. In each division
Important Dates: Reporting

• **Mid-Year Reports: Due January 5th**
  – Department Membership Chairman to submit narrative to report to their Division Membership Chairman and supply a copy to the National Membership Chairman

• **Year-End Reports: May 15, 2018**
  – Department Membership Chairman to submit narrative to report to their Division Membership Chairman and supply a copy to the National Membership Chairman
Who to contact with Questions

• Unit Membership Chairmen:
  – Contact your Department Membership Chairmen

• Department Membership Chairmen:
  – Contact your Division Chairman

• Division Chairmen:
  – Contact National Membership Chairman

• National Membership Chairman:
  – Will contact National President
Get Involved!

• ALA National Membership Group on Facebook
  – Search “American Legion Auxiliary National Membership Group” to join

• Join the conversation to see what members around the country are doing to make membership meaningful!