Enhancing Membership Strength …

Sustaining Our Organization for the Next Generation
2017-2018
Membership Committee

Donna Ray, Chairman
Jane Benzel, Vice Chairman
Peggy Monroe, Member
Ann Buchanan, Member
Karen Lowe, Central Division Chair
Paulette Caron, Eastern Division Chair
Regina Whipple, Northwestern Division Chair
Sylvia Chess, Southern Division Chair
Jan Cushing, Western Division Chair
Focus for the Year

• Teamwork
• Personal Communication
• Disseminating information to Units in a timely manner
• Processing Dues promptly --- Units & Departments
5 Year Membership Trend

Total Membership

<table>
<thead>
<tr>
<th>Year</th>
<th>Membership</th>
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<tbody>
<tr>
<td>2012</td>
<td>765,697</td>
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<tr>
<td>2013</td>
<td>732,463</td>
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<tr>
<td>2014</td>
<td>708,428</td>
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<tr>
<td>2015</td>
<td>685,052</td>
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<tr>
<td>2016</td>
<td>667,758</td>
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5 year Membership Projection
based on 2016 membership at 12/31/16

- 2016: 667,759
- 2017: 639,293
- 2018: 615,163
- 2019: 591,033
- 2020: 566,902
Membership is EVERYONE’s Job!

- Too much reliance on membership chairman.
  - Job too big for one person or one committee
  - Department leaders need to help membership chairs/committees
- Too much reliance on technology for communication.
  - Personal calls & visits are key!
- Create your own membership team/committee within your department.
What Does a Successful Membership Year Look Like?

• Make Membership Meaningful!
• Engaging Members
• Positivity
• Growing/Sustaining Membership
• It’s not always about the numbers!
  – Let’s not measure success by an excel report
• Focus less on how MANY members belong, more on WHY people belong

A “goal” is not the reason to grow membership … we need members to deliver our mission to the next generation.
What you can do

• Focus On Mission!
  – Emphasize mission at meetings & events -- *must* begin at unit level.
  – Best way to make membership meaningful, grow membership
What You Can Do

• Help Units fulfill their obligations
• Ensure that someone in your Dept is working with Units to make sure they:
  – Transmit dues promptly
  – Provide membership cards promptly to all members who pay, *regardless of how they pay*
  – Follow through on new member “leads” generated by Volunteer Interest Form
What you can do

• Encourage & lead necessary change in your Dept to ensure:
  – Courtesy & respect for all members, regardless of how they pay dues or their level of involvement
  – Positive communication reaching district and unit levels
  – Productive, mission-related events at unit level

• Help make membership meaningful!
What You Can Do

• **Focus on Juniors**
  – Junior Activities program designed to be feeder system for membership – a good way to grow membership over time
  – BUT, need different type of engagement
    • younger members don’t want to sit in meetings – they want to be engaged in carrying out the mission.
  – Find women who love working with youth to build up program, take out of “chair” rotation

“I believe the Juniors program is underutilized as a membership recruitment tool.” ~ participant, JGA Assessment
Recruitment Tools & Incentives
Recruitment Tools

- Online Interest Forms
- TAL Family Door Hangers
- Member Benefits
- Reaching Out to Scholarship Applicants
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
• Departments with no Units with ‘0’ membership as of October 31, 2017 receive $1,000. To qualify, membership must be received in National Headquarters by midnight, October 31, 2017.

Find Your Pot ‘O’ Gold Award
• Departments 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.

• Departments that received ‘All Treats No Tricks’ Award are not eligible.

Note: Depts can pull their Unit Numeric Objective Report directly from ALAMIS to keep track of Units who have not submitted any membership.
Numeric Goals

• Focusing on Quality Over Quantity
  – Providing the best member experience possible

• The Only Challenge is Against Yourself
  – Weekly Membership Report will be the Comparison Report.

• Goals will remain the same as they have since the inception of the Centennial Strategic Plan
  – This Goal is ONLY a BLUEPRINT!

• What does enhancing membership strength mean to you?
  – Engaging to Retain
  – Growing Membership
Renewal Notices

• **2018 1st Renewal Notice**
  – Emailed to Members with valid email addresses beginning of September
  – Mailed to all other members by Sept. 15th

• Members can opt out of having their renewal notice emailed by calling NHQ or emailing [membership@ALAforyVeterans.org](mailto:membership@ALAforyVeterans.org)

• **1st Renewal Notice will be emailed to members again in October & November**

• All members to receive **2nd Renewal Notice via USPS mail in January 2018**.
Seating at 2018 National Convention

• Based on best overall membership performance (30 days prior to Natl Conv.) -- Depts who gained the most or slid the least compared to previous year.
  – Departments will be divided into their membership category and then sorted by best overall membership performance. Top 6 departments to sit towards the front at 2018 National Convention
Resources

• 2017-18 Membership Plan of Action
• Department Operations Guide
• American Legion Auxiliary Unit Handbook, available at www.ALAforVeterans.org or from The American Legion Emblem Sales
• Materials provided at this Conference
• Membership page at www.ALAforVeterans.org
• Your 2017-2018 National Membership Committee
• Questions?
  Email: membership@ALAforVeterans.org
MAKE THOSE Lapsed Members

An offer they can't refuse