Recruitment
Membership

Recruiting and retaining members is not the sole responsibility of the Membership chairman…

It’s EVERYONE’S job!
Recruiting for the ALA

• ALA averages 50,000 new members every year.
• Recruiting is necessary to ensure the ALA will be fulfilling its mission for another 100 years.
• Do we have a stat somewhere about how many women are actually eligible for the ALA? Include Here??
Discuss

Where are we overlooking opportunities for members?
Recruitment: Kill them with Kindness

- Exemplify a culture of goodwill from the first interaction with every potential new member.
- Highlight the ALA’s mission and volunteer opportunities – the positive things we do in our communities.
- Be patient and friendly when explaining the joining process – it can be confusing for new members!
- Invite new members to meetings, but more importantly to opportunities where they can volunteer their time and energy!
"I have sent you a packet of information on our organization and haven't heard back from you. Our national Membership officer is asking what the problem is, but I can't answer that as I have not heard from you."

How could this member have rephrased this statement?
How Do You Recruit?
Recruitment Tools: Online Interest Form

- Visitors to the ALA national website can fill out an online form to request more information about joining and/or volunteering.
- National Headquarters forwards these forms to departments for follow-up.

Recruiting doesn’t get much easier when they come to you!
Online Interest Forms

- Reach out to these potential new members IMMEDIATELY!
- Show that they are important to the organization.
- Communication is KEY!
- It is the responsibility of each department to reach out to these prospective new members.
Recruitment Tool: Legion Family Door Hangers

- Recruiting tool for the entire Legion Family
- Fillable so you can include information specific to your ALA unit/Legion post/SAL squadron
- Available in color and B&W versions
Legion Family Door Hangers

• Available for download:

• How-to sheet included with printing instructions:
  – At-home printing
  – Professional printing

• Learn more:
  – See the May 2017 issue of Auxiliary magazine for details
Recruitment Tool: Member Benefits

• An exclusive $500 cash rebate when purchasing a car from participating automotive companies included at no cost to all ALA members or to ALA.

• Members shop, purchase, or lease their vehicle from their dealer of choice.
  – Use all other applicable discounts and incentives at the dealer.
  – The BonusDrive $500 rebate is above and beyond other applicable offers that they receive.

• Submit the $500 rebate application within 60 days after purchase/lease.
BonusDrive: Participating Companies

Chrysler
Dodge
Jeep
RAM
FIAT
Hyundai

www.ajg.com/BonusDrive-association
Recruitment Tool: Scholarship Applicants

- Recruitment letter for American Legion Auxiliary Children of Warriors National Presidents’ Scholarship applicants
- Encourage your department to use this as a tool to inform students and their families about their eligibility to belong to The American Legion Family
ALA Branding and Communication for Membership
Brand Presenters

Shanna Gregor, Brand Growth Advocate, ALA National Headquarters

Tom Hirschauer, Brand Consultant
Brand as a communications tool

Consistency

Attitude

Relevance
Brand Consistency

- Consistent look … graphic and color
- Consistent attitude … we all behave in a similar manner and share the same values
- Consistent relevance …

*In the Spirit of Service Not Self for Veterans, God and Country*

Our relevance is shared through our common programming such as ALA Girls State or poppy distribution, visiting a veteran at the hospital, or helping a deployed servicemember's family.
Brand Consistency

[Images of McDonald's, FedEx, and Walmart logos]
Brand Consistency

In the Spirit of Service Not Self for Veterans, God and Country
Brand Consistency
Brand Consistency

Walmart
Save money. Live better.
Brand Consistency

The American Legion Family
Brand Consistency
Brand Consistency

In the Spirit of Service Not Self for Veterans, God and Country
Brand Consistency

Membership Starts Here

Programs That Change Lives

Forms and Documents

Membership in the American Legion Auxiliary is limited to the grandmothers, mothers, sisters, wives, and direct and adopted female descendants of members of the American Legion and, in the case of the Auxiliary, to the grandmothers, mothers, sisters, wives, and direct and adopted female descendants of all men and women who were in the Armed Forces of the United States during any of the following periods and died in the line of duty during such service, or who, having received an honorable discharge, died after service.

Programs of The American Legion Auxiliary South Carolina are designed specifically and strategically to change the lives of families and children in need, youth mentoring, veterans assistance and advocacy from the local community to Capitol Hill in Washington, DC.

Here at the American Legion Auxiliary South Carolina there are many forms and other documents that are pertinent to your membership and are available for download here online. Some of our member’s privacy documents may require you to log in with a username and secure password.

In the Spirit of Service Not Self for Veterans, God and Country

American Legion Auxiliary of Ohio

Serving Veterans, their Families and their Communities across Ohio

2016-2017 Special Project: The Military Family Assistance Fund

The Military Family Assistance Fund of Ohio American Legion Auxiliary Program developed in order to come to direct aid of our veterans and their families right here in Ohio.

The program offers financial assistance for eligible veterans and their families. There is money available to assist in covering the costs of maintaining basic family needs such as the costs of shelter, food, utilities, and health expenses. Helping to keep a stable home environment. Funding can include, but is not limited to, family living expenses including rent, mortgage payments, and utility bills, medical expenses, childcare for working parents, insurance premiums, and basic with necessary home repairs.

It is not necessary to be a member of the American Legion or American Legion Auxiliary to apply. Assistance is in the form of a grant and does not have to be paid back. We only ask that you “pay it forward” and someday do a good deed for another.

Since its inception in 2014, the Ohio Military Family Assistance Fund has assisted 45 families totaling over $50,000.00 in financial assistance. Think you want to help out. Check out the link below to make a donation.

Military Family Assistance Fund Brochure

Military Family Assistance Fund Application

STRENGTHENING OUR MILITARY FAMILIES

Donate - Just Click Here and

Member Resources

Need Help with Your End of Your Report
Discounts for Auxiliary Members
See older posts

Upcoming Events

5 Department of Ohio Convention
7 Auxiliary’s Art For A Cause
See full Event Calendar
Brand Inconsistency
Brand Attitude

Lock the Door
versus
Service Not Self
Brand Relevance

Place more emphasis on “meeting processes” versus “serving a veteran or their family”
Brand Communications

Storytelling – a membership recruitment tool.

Share a personal story about a member’s experience serving veterans and their families
Let’s review some real personal stories about ALA members experiences while serving veterans. You decide which are the best examples as a leader.
Brand Storytelling

Ways to share your story:

✓ Write your story and submit it online at www.alaforveterans.org/Media/Magazine-Submissions/.

✓ Use pictures to tell your story with short captions.

✓ Video – post it on Facebook and tag us @ALAforVeterans.

✓ Blogs – do you have a blog you write? Share your story by sending us the link of a specific story at PublicRelations@ALAforVeterans.org or post it to social media and tag us @ALAforVeterans.
Brand Storytelling

✔ Send us an audio file and tell us in your own words via email at PublicRelations@ALAforVeterans.org.

✔ Share your story as it appeared in your local newspaper by sending us a picture, or link to the newspaper article, if it doesn’t require a subscription to view.

✔ Tag us on social media @ALAforVeterans with a link to your video as your story appeared on television or the audio from a radio broadcast.