Purpose: The objective of Organization Cross-Membership Promotion is to increase the pool of women eligible for membership in the American Legion Auxiliary by looking internally at the whole American Legion Family and externally to other veterans’, community and like-minded organizations.

External:

There are numerous external organizations that support our veterans and military families. As various opportunities present themselves, ALA members need to connect with members of other like-minded organizations (e.g., Veterans of Foreign Wars, Blue Star Mothers, and Vietnam Veterans). Members of these organizations are also eligible for membership in the ALA.

Job fairs, veteran appreciation days at local malls, and programs at U.S. Veterans Affairs medical centers (VAMC) are typically held annually throughout our communities. American Legion Auxiliary members need to be aware of these through events newspapers and social media and avail themselves of opportunities to invite others to join our organization.

Organizations like the American Cancer Society, American Diabetes Association, Rotary, Daughters of the American Revolution, and the American Red Cross serve our communities. ALA members attending those organizations’ meetings could take that time to apprise others of our good works and invite them to participate in ALA events (and join our organization if eligible!).

Internal:

The American Legion is the largest Veterans Service Organization in the world, and the American Legion Auxiliary is the world’s largest women’s patriotic service organization.

By building communication with The American Legion, the American Legion Auxiliary gains access to avenues that broaden the ability to increase our membership, and, as we reach out to outside organizations, we assist The American Legion to grow its membership.

Female members of The American Legion are eligible for membership in the American Legion Auxiliary – we need to invite them to join! Additionally, all members of The American Legion have numerous relatives who qualify for membership in the American Legion Auxiliary, and Auxiliary members need to invite them to join too. By focusing on increasing dual membership and by raising awareness of eligibility, The American Legion Family can better serve veterans, the military, communities, and children and youth.

Positioning: Through collaboration with The American Legion, numerous opportunities to strengthen membership are available to the American Legion Auxiliary. By building our membership, we assist the Legion in reaching potential new members. Be sure to reach out to the following Legion resources:

- One important position is that of woman veterans coordinator. This appointee works closely with all women veterans in each department respectively. She arranges meeting times and locations to serve women veterans. She also holds four annual seminars and forums for women veterans.
• Each department and many districts and posts have service officers. Often these are women who assist women veterans with claims and TFAs (Temporary Financial Assistance).

• Each VAMC has a woman veterans program manager who is designated to advise and advocate for women veterans.

• Each VAMC has a Center for Women Veterans. These centers provide a designated location for women veterans to voice their concerns.

• Each American Legion department has a Department of Veterans Service at each VAMC. These may be staffed by a woman veteran who supports not only male veterans, but women veterans as well.

**Contact Coordination:** Each department of the American Legion Auxiliary has a membership chairman. This person promotes membership and provides membership tools and guidelines. Information is distributed from her to zone and district chairman. District chairmen will be responsible for sharing information from the department membership chairman with units in their respective districts. The department chairman will be tasked with the following:

• Contacting The American Legion adjutant of her respective department. From the adjutant, she will obtain contact information for the women veterans program coordinator. She will contact that person on a quarterly basis to gather information regarding upcoming events.

• Contacting the department service officer of each department. She should request a meeting with the department service officer, with the goal being to inform that person about the American Legion Auxiliary’s programs and services. From this service officer, the membership chairman will obtain contact information for the service officers in her respective department. She will contact them on a regular basis for any upcoming claims clinics and offer the support of American Legion Auxiliary members. The department membership chairman will provide each service officer with an ALA department directory.

• Contacting the woman veterans program manager, the Center for Women Veterans, and the Department of Veteran Service of each VAMC in her department to obtain information which enables her to contact each of the above mentioned for upcoming events.

**Event Preparation:** It is imperative that the department membership chairman get information to each district chairman for disbursement to units in a timely manner. Units need to promote opportunities for their members to serve women veterans and coordinate schedules for members to do so. When attending an event, members should do the following:

• Volunteer cooperatively with the lead woman veteran in any event.

• Dress appropriately, wearing ALA-branded attire.

• Be positive and enthusiastic about members are doing.
• Be informed about the goals of The American Legion and American Legion Auxiliary, and talk about our programs and the good works of your department and unit.

• Bring a directory of all units in one’s respective department; the directory should have the contact information of the unit leaders.

• Have applications on hand for membership in the ALA, and be prepared to answer questions about the organization. Remember that prospective members also can join online at www.ALAforVeterans.org - promote the national website as often as possible.