



American Legion Auxiliary  
Department of Wisconsin  
2018-2019 Membership Action Plan

**Membership Chairman**

Diane Weggen  
16266 361<sup>st</sup> Street  
Stanley WI 54768  
715-644-2668  
[dsweggen@gmail.com](mailto:dsweggen@gmail.com)

**Membership Committee Members**

Virginia Kodl    [kodlvirg@yahoo.com](mailto:kodlvirg@yahoo.com)  
Linda Kostka    [lkostka@gmail.com](mailto:lkostka@gmail.com)  
Kallee LeCloux    Junior Auxiliary Member  
Andrea Stoltz    Department Headquarters  
[alawi@amlegionauxwi.org](mailto:alawi@amlegionauxwi.org) / 608)745-0124 x112  
District Presidents & District Membership Chairmen



**EVERY MEMBER!**

Membership and the 2014-2019 Centennial Strategic Plan stresses by living our values, the members of the Department of Wisconsin Membership Committee, led by Department President, Char Kiesling, will encourage and support a statewide effort to attract, engage and retain a diverse, active membership – person by person – to ensure the future of the American Legion Auxiliary. (Goals 1 – 5) Members enable us to carry out our mission to assist veterans, military, their families and communities.

**Department Membership Vision**

By honoring our veterans and military through meaningful service, the Department of Wisconsin American Legion Auxiliary will grow membership by our centennial anniversary, the 2019-2020 administrative year. To grow the organization, we must let members know that they are the Auxiliary's most valuable assets. "Kindle the Flame" at all levels of membership; the **F.L.A.M.E.** will blaze in Wisconsin and we will reach our goals of "Serving our Heroes".

The role of the national Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and establish new units.

## National Membership Committee Contact Information

[membership@ALAforVeterans.org](mailto:membership@ALAforVeterans.org)

**Pay membership by phone: 317-569-4500 or online**

### **National Chairman**

Ann King-Smith, Department of Florida  
PO Box 101236, Palm Bay, FL 32910  
321-312-5788  
[mbrchairann@gmail.com](mailto:mbrchairann@gmail.com)

### **National Vice Chairman**

Barbara Wong, Department of New York  
24 Sherry Road, East Brunswick, NJ 08816  
732-801-7632  
[confucius13ala@gmail.com](mailto:confucius13ala@gmail.com)

### **Committee Member**

Debra Tiernan, Department of Vermont  
198 The Hill, Proctorsville, VT 05153  
401-846-6454  
[dtiernanunit36@gmail.com](mailto:dtiernanunit36@gmail.com)

### **Committee Member**

Betsey Lee Hodges, Dept of North Carolina  
102 Dogwood Drive, Washington, NC 27889  
252-975-4790  
[hodges1480@gmail.com](mailto:hodges1480@gmail.com)

### **Central Division Chairman**

Michelle Woodburn, Dept of Illinois  
201 S Maple Street, El Paso, IL 61738  
812-305-2164  
[michellewoodburn@gmail.com](mailto:michellewoodburn@gmail.com)

### **Eastern Division Chairman**

Alishia Marasco, Dept of Rhode Island  
29 King St., North Providence, RI 02911  
401-365-0668  
[alishia2377@yahoo.com](mailto:alishia2377@yahoo.com)

### **Northwestern Division Chairman**

Tamara Opland, Department of Minnesota  
4111 Meadow Pkwy, Apt D, Hermantown, MN 55811  
218-390-7134  
[tamaraopland@gmail.com](mailto:tamaraopland@gmail.com)

### **Southern Division Chairman**

Valerie Brown-Debro, Department of Georgia  
2760 Weatherstone Circle SE, Conyers, GA 30094  
404-201-5138  
[valerie.debro@yahoo.com](mailto:valerie.debro@yahoo.com)

### **Western Division Chairman**

Liz Foster, Department of New Mexico  
PO Box 1469, Elephant Butte, NM 87935  
575-740-4936  
[westdivmembership@gmail.com](mailto:westdivmembership@gmail.com)

### **National Headquarters Committee Liaison**

Karin Romani  
3450 Founders Road  
Indianapolis, IN 46268  
317-569-4500  
[kromani@ALAforVeterans.org](mailto:kromani@ALAforVeterans.org)

\*\* For the most up-to-date contact information, please visit the Membership Committee page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

## What Can You Do?

### 1. Enhance member experience

#### Ideas for Units

- Retain current members
- Define a member in good standing. (A member who is current with annual dues is a member in good standing. A member failing to pay annual dues by January 31 of the current membership year, shall be classed as delinquent and shall be suspended from all membership privileges.)
- Enhance a member's volunteer contributions by offering ideas and opportunities in which members can support and deliver the Auxiliary's mission. **Examples for members:** Volunteer at a VA Medical Center serving as veterans' escorts to appointments, participate in a stand down to provide necessities for homeless veterans, mentor military children with the big brother/big sister concept.
- Recognize all members for any and all contributions — volunteering, serving as a chairman or officer, preparing food, organizing events, being a mentor to new members, contacting other members to renew, being a good example of *Service Not Self*, etc.
- Share member tools.
  - Help members set up a user profile on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org), so that they can access the "Members Only" section and take advantage of all the tips and tools available.
  - Inform members of member benefits and discounts available.
- Rid unit of member discrimination. (Goal 1 & 2)
- Ensure a positive experience for all members.
- Be welcoming, kind and respectful to members of all ages and backgrounds.
  - Ask for new ideas and be open to them. Encourage personal contact between members of the unit. Demonstrate *Service Not Self* in all activities and interactions with others. Realize that not all members will attend meetings and be respectful of their choice.
- Create meaningful participation.
  - Hold regular information sessions to refresh members on ALA programs.
- Ask members to participate in programs they are passionate about.
- Establish a committee or team to support membership efforts for the unit.
  - Deploy active and consistent communication with members. Share Dept./county/district communications and contact information with members.
  - Use membership tools and resources available at [www.amlegionauxwi.org](http://www.amlegionauxwi.org).
  - Utilize the committee/team by giving them specific assignments to make membership a success.

### 2. Reach out to former and expired members.

#### Ideas for Units:

- Identify former and expired members: Use the ALAMIS member database or contact department headquarters to obtain a former member report, expired member report and/or a current year unpaid dues roster.
- Reach out to former/expired members: Set up a committee to establish a phone bank of members who will call former members. Meet periodically to make calls— monthly, quarterly, semi-annually. Develop a script to identify reasons for not renewing and what would cause the former member to consider rejoining. Send follow-up letters to those contacted, thanking them for taking the time to talk with you. Send letters to those not reached. (see "*How to hold a revitalization event or participate in TAL District Revitalizations*" for a sample phone script and sample letter to former members).
- Share former members' feedback and determine what the unit might need to do differently to retain all members.

### 3. **Attract new members.**

#### **Ideas for Units:**

- Ensure a positive new-member experience.
  - Contact a new member shortly after she joins: phone call, meet for coffee, etc.
  - Provide a personalized welcome letter from the unit president and/or membership chairman. Send a New Member Kit, available at [www.amlegionauxwi.org](http://www.amlegionauxwi.org) *Unit Supplies Order Form*; personalize it for your unit.
  - Find out how a new member wants to be involved and which volunteer activities might best suit her skills and interests.
  - Offer a variety of volunteer opportunities in which new members can participate, at times convenient to them, to support and deliver the Auxiliary's mission.
  - Be welcoming, kind and respectful to persons of all ages and backgrounds.
  - Do not expect all new members to attend regular meetings; be grateful for whatever way they want to participate, even if only to pay their dues.
- Increase the ALA's visibility in the community.
- Increase community involvement by using ALA programs that encourage responsible, active citizenship supporting our military servicemembers and their families.
- Engage other community-based organizations in ALA projects such as welcome-home/deployment events, support of military families/families of deployed providing services, i.e. plumbing, carpentry, childcare, etc.
- Volunteer at schools, give flag demonstrations and serve as mentors, with a special emphasis on military children and issues they face with deployments and transfers. Contact JROTC leaders to assist with projects.
- Encourage Junior members to recruit their eligible friends and relatives.
- Identify recruitment target groups such as women veterans, military families, and relatives of American Legion members, ALA Girls State alumnae and local colleges.
- Ensure the ALA is appealing to new members.
- Exhibit *Service Not Self* in all activities and interaction with others.
- Create a significant membership experience for Junior members. Encourage Junior members to attend and participate in the senior meeting to share their vision of the unit. Elect Junior members to positions that don't incur significant liability risks. Examples include: Chaplain, Sgt.-At-Arms, and Historian.

### 4. **Understand and Respect Member Rights**

- Members can pay dues in one of the following ways:
  - Directly to the appropriate member in their unit
  - Via the renewal notice sent by National Headquarters
  - By calling **317-569-4500**
  - Via [www.ALAforVeterans.org](http://www.ALAforVeterans.org) renew dues online

(Membership cannot be withheld from a member who chooses to pay her dues online.)

Once a member has paid her current year's dues, regardless of payment method, she is a member in good standing and entitled to all rights and privileges of membership.

Units have a legal and fiduciary responsibility to process a member's dues (new or renewal) in a timely manner. Failure to do so is a violation of the members' rights and due process. Dues received by the unit should be transmitted to department once a month (minimum).

- Membership cards are provided by the national ALA and shipped for distribution to units.
- Units must provide to members their membership card as soon as payment is received.
- National will provide membership cards to members who renew online.

#### **Renewal Notice Schedule**

The first renewal notice will be mailed by September 15, 2018 for the following membership year. A second notice is mailed by January 15, 2019 for the current membership year. Units are welcome and encouraged to supplement the national renewal notices with unit generated renewal notices. The ALA membership year is from January 1 to December 31.

## How To Sheets

- How to create a new member packet
- How to hold a revitalization event or participate in a TAL District Revitalization
- How to create an account for the members only section of the national website
- How to make a personal connection to get members to renew

## 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 unit Membership chairman is encouraged to submit a narrative report by **December 15, 2018** to Department Membership Chairman Diane Weggen.

### **As part of your narrative report, please include answers to the following questions:**

- How is your unit encouraging renewals? Provide three examples.
- What methods of communication has your unit used for increasing membership?
- Did working any of the ALA programs help to generate new members? (Example: Teaching flag etiquette at a school resulted in two teachers joining the ALA.)
- Has your unit implemented new/innovative ideas or practices to increase renewals and/or sign up new members? If so, what are they? If not, what methods have been used to increase your membership?

### 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 unit Membership chairman is required to submit a narrative report, use the questions as a guide, by **April 15, 2019** to Dept Membership Chrm Diane Weggen.

# NATIONAL MEMBERSHIP AWARDS

## Membership Awards Deadlines and Submission Requirements:

### A. **Member Award:** R5 – Recruit/Rejoin

- Award: Special gift from the national Membership chairman
- Presented to: Members
- Deadline: April 1, 2019 to Department for verification
- Materials and guidelines:
  - Award will be presented to members who recruit or rejoin five or more Auxiliary Junior or senior members. Rejoins must not have paid dues after 2016.
  - Send to National Headquarters, Attn: Membership Division.
  - One entry per recruiter.
  - All verified entries will be eligible for \$250 cash drawing.

### B. **Member Award:** Silver Brigade

- Award: Special gift from the national president
- Presented to: Members
- Deadline: April 1, 2019 to Department for verification
- Materials and guidelines:
  - Award will be presented to members who recruit 25 or more new **senior** Auxiliary members.
  - Send to National Headquarters, Attn: Membership Division.
  - All verified entries will be eligible for a \$500 cash drawing.
  - One gift per recruiter.
    - ***NOTE:** Recruiter can earn both the R5 & Silver Brigade Award and senior members recruited for the R5 can be used towards the Silver Brigade Award.*

C. **Unit Award:** Newly Chartered Units Award

- Award: \$25 gift card to Emblem Sales.
- Presented to: Each new unit that is chartered between September 1, 2018 and July 1, 2019.
- Deadline: Unit charter applications must be received at National HQ by July 1, 2019.
- Materials and Guidelines:
  - The department secretary will submit the names of the person(s) most influential in chartering the new unit and she/they will receive a certificate of appreciation from the national president and national membership chairman.
  - All units chartered within the specified dates will be eligible for a \$500 cash drawing.
  - No form is required to apply for this award; entry is automatic with the submission of a charter application (whether it is a brand-new charter or re-charter).

## **DEPARTMENT MEMBERSHIP AWARDS**

### **Membership Awards Deadlines and Submission Requirements:**

**INDIVIDUAL AWARDS**—All entries must be received at Department Headquarters by May 31, 2019.

**F.L.A.M.E. ENTRY:** Members who recruit NEW 2019 members will be entered into a drawing to win \$50.

A **F.L.A.M.E.** entry may be submitted for EVERY new member recruited. Picked at random will be 12 winners. Entry forms must be submitted to Department no later than May 31, 2019.

**UNIT AWARDS**—Membership dues must be **AT Dept. HQ** by the goal date to be considered eligible.

Early Bird Unit- 1 Unit to be picked at random will win \$100 if they are 25% by September 11, 2018

Smoldering Unit - 1 Unit to be picked at random will win \$100 if they are 65% by November 11, 2018

Flaming Unit - 1 Unit to be picked at random will win \$100 if they are 85% by January 31, 2019

Roaring Unit - 2 Units to be picked at random will win \$100 if they are over 100% by June 12, 2019

Blazing units - 5 Units picked at random will win \$100 if they are 100% by December 28, 2018

### **100% Units - Deadline June 12, 2019**

All Units will receive a citation for 100%. 100% Units will receive two complimentary 100% ribbons and the opportunity to purchase more. No special entry form required.

### **DISTRICT CHALLENGE/AWARD**

Districts having no “goose egg” (every unit within the district to have a least 1 paid member) by October 24, 2018 will receive a special award from Department Membership Chairman at Department Convention.

The first district to reach 100% will receive a special award from Department Membership Chairman.

Award entry forms are available on the Department website  
[www.amlegionauxwi.org](http://www.amlegionauxwi.org)

### **Additional Resources You Can Use**

1. American Legion Auxiliary Unit Guide Book, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or from American Legion Emblem Sales.
2. [www.amlegionauxwi.org](http://www.amlegionauxwi.org) and [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for award forms and additional resources.
3. National and Department committee members (see second page of this program plan).



AMERICAN LEGION AUXILIARY – DEPARTMENT OF WISCONSIN  
 PO Box 140 – Portage WI 53901  
 608-745-0124 – Toll free 866-664-38632

Unit City Location \_\_\_\_\_

Unit # \_\_\_\_\_

Date \_\_\_\_\_

Dist # \_\_\_\_\_

## 2018 - 2019 Unit Supplies

This form may be duplicated and is available on line [www.amlegionauxwi.org](http://www.amlegionauxwi.org)

Quantity	Item	Price	TOTAL
	2018-2019 Redbook - <i>Available after 9/1/18</i>	6.00	
	Current Dept Presidents pin	2.00	
/pack(s)	Promotional ALA Rack Cards – sold in packs of 10	1.00	
/pack(s)	Promotional Poppy Rack Cards – sold in packs of 10	1.00	
	New Member Packet (see backside for contents)	1.00	
	Poppy Promotional Kit (see backside for contents)	5.00	
	Unit Revitalization Kit (see backside for contents)	25.00	
	BLANK Membership Cards - 8 cards per sheet (DO NOT ADD POSTAGE)	1.00	
	Public Relations Guide and Tips for Volunteer Recruitment	1.00	

Sub-Total \$ \_\_\_\_\_

Postage (see chart) \$ \_\_\_\_\_

TOTAL REMITTED \$ \_\_\_\_\_

Postage Chart (Use the total quantity of items from above)	
1-5	\$5.00
6-10	\$7.00
11-20	\$13.65
21-50	\$18.90

Make check payable to – ALA (There is a 25.00 fee on all bank returned checks)

Mail to: ALA Dept. of WI, PO Box 140, Portage WI 53901

Send to \_\_\_\_\_

Complete mailing address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone # \_\_\_\_\_

Don't see what you're looking for? **EMBLEM SALES** [www.emblem.legion.org](http://www.emblem.legion.org) or  
 888-453-4466 is an EXCELLENT source for Unit supplies.

## **NEW MEMBER PACKET**

The purpose of this packet is to share with your new member(s) some basic information about our organization and the American Legion Auxiliary Family; to make them feel welcome and comfortable, but not overwhelmed.

**Each packet is made up of the following items / You will need to purchase folders and organize your own packets**

Auxiliary Emergency Fund Brochure	Youth Programs Brochure
ALA At A Glance Brochure & Membership Application	ALA Statistics flyer
American Legion Family Brochure (TAL, ALA, SAL)	Fostering the Spirit of Americanism flyer
Badger Girls State Brochure	I'm a member. Now what?
Poppy Preview Brochure	Member Benefit Opportunities Sheet flyer
Sons of The American Legion Brochure & Application	The Value Of 1 Member flyer
The American Legion Brochure & Membership Application	

The following list of items are only a suggestion; **please include any materials specific to your Unit that will help new members.** Let them know there are many program brochures available and they can get more information by attending a meeting, calling the contact person, visiting the National Website [www.alaforveterans.org](http://www.alaforveterans.org) or the Department Website [www.amlegionauxwi.org](http://www.amlegionauxwi.org).

### **Other Suggested Items To Be Inserted By Unit:**

- Welcome Letter including meeting times and places.
- Unit newsletter/Department newspaper/District or County newsletter.
- Copy of your Unit Constitution & By-laws and Unit Standing Rules.
- A list of your Unit Officers and Chairmen with phone numbers if available.
- List of District Officers/Chairmen/Contact Numbers.

List of Volunteer Opportunities/Yearly Projects taken on by the Unit. Volunteer Hours Record Sheet.

Other as determined by the Unit. Examples: V.A. Hospital Needs List, Camp American Legion Needs List, Copy of National News, Copy of Wisconsin, Copy of Dispatch, Copy of American Legion Emblem Sales Catalog, List of Email/Web sites.

## **POPPY PROMOTIONAL KIT**

The purpose of this packet is to share with the public the meaning behind the Poppy and to increase the community's knowledge of The American Legion and the American Legion Auxiliary.

**Each packet is made up of the following items:**

ALA At A Glance Brochure with application	Poppy Preview brochure
ALA Poppy Program Media Fact Sheet	Poppy Program Bookmarks (4 to a card stock sheet)
ALA Rack Card	Poppy Program Thank You Certificate printed on cardstock
ALA Statistics	Poppy Rack Card
Maximize Your Contributions for Poppies!	Public Service Announcement template
Poppy Donation Can Cover	

## **UNIT REVITALIZATION PACKET**

The purpose of this packet is to provide you with basic Unit operation guidelines and helpful tips/ideas to help get your Unit back on track.

**Each packet is made up of the following items:**

ALA Unit Handbook – National's guidelines for Units	Fostering the Spirit of Americanism
ALA Redbook	Unit Supplies Order Form
Unit Revitalization Guide	5 ALA Rack Cards
Unit Officer Form	5 Poppy Rack Cards
Renewal Notice Form	Current Membership Roster
49 Ways To Keep Your Members	Sample New Member Packet
Membership Recruitment Ideas	Membership Processing Packet
10 Tips To Increase Membership	Copy of the Unit's most recent Constitution & ByLaws
What Is The Value Of One Member?	Emblem Sales Catalog
ALA Statistics	I'm a member. Now what?





# HOW TO HOLD A REVITALIZATION EVENT OR PARTICIPATE IN A TAL DISTRICT REVITALIZATION

## Committee:

Membership

## Contact Information for Questions:

[amlegionauxwi.org](http://amlegionauxwi.org) (Membership Program) [membership@ALAforVeterans.org](mailto:membership@ALAforVeterans.org)

## Step-by-Step Instructions:

Revitalization is about identifying new and current members with new ideas that breathe life into units that are declining in membership and mission outreach. Revitalization is also about providing mentors for struggling units, providing training for new members and finding leaders to replace longtime chairmen and officers. More importantly, revitalization is about finding, exploring and trying new ways for all members to become more engaged in meaningful opportunities for mission outreach. Outlined below are three revitalization events that your unit may want to consider:

### 1. Hold an open house for your unit.

- Establish a time and place for your open house.
- Promote your open house by sending flyers/pamphlets/postcards/brochures to your units' current and former members. Work with your American Legion post to obtain a roster of their membership so you can send information to their households.
- Notify your local newspaper of the event and post flyers within your community. Newsletter and news release templates are available at <https://www.ALAforVeterans.org/Resources/Marketing---Promotional-Materials/>
- During the event, have several tables set up and manned by unit members. Tables to include are:
  - Membership: Members can renew/rejoin or sign up as a new member. Make sure to have plenty of membership applications, American Legion Auxiliary At-A-Glance brochures and Legion Family brochures.
  - Program tables: Set up tables for each program in which the unit participates. Include information regarding each program and include pictures of the units' activities if possible.
  - Member benefits: Have a unit member available to answer any questions and highlight all of the member benefits. Display copies of *Auxiliary* magazine and make sure to have plenty of copies of the member benefits flyers and the Auxiliary Emergency Fund brochure.
  - ALA national website: Enlist a member to demonstrate how to navigate the ALA national website and assist members in creating a login and/or paying their dues online.
- Keep a list of those attending the event. Don't forget to follow up afterwards to thank them for coming and to notify them of upcoming unit events.

### 2. Hold a phone tree night

- Establish a time and place for your phone tree night.
- Obtain a list of expired and former members. If the unit currently has access to ALAMIS they can pull this report themselves or you can request a report from your department.
- Enlist the assistance of unit members to make phone calls to expired and/or former members. *See the sample phone script at the end of this document.*
- Have members offer to drive and pick up dues from members.
- Keep a list of members who renew. Follow up to thank them for their membership and to keep them informed of unit activities.



### 3. Participate in a TAL District Revitalization

#### • Preparing for a TAL District Revitalization

- Departments: Contact National Headquarters for a schedule of TAL visit(s) to your state. Assist affected units prepare for revitalization events.
- Units: Contact your department headquarters to see if/when a TAL district revitalization event will be scheduled in an area near you.
- Identify a revitalization coordinator(s) or point of contact(s) to organize the unit revitalization
- Solicit ALA members to participate. Contact other units within your district to see if they would like to participate. You may wish to create two groups from your volunteers: One group to stay at the location and make phone calls to former/expired/department headquarters unit members (see attached sample script) and to be available to speak with any walk-ins. Have a display table showing Auxiliary programs. The second group will ride along with TAL teams who are canvassing neighborhoods knocking on doors to make contact with expired/former TAL members and inviting them to rejoin.

*Note: ALA members that go door knocking with TAL members may not always have an opportunity to ask each homeowner about women in the home who might be interested in the ALA. TAL members have a short amount of time when talking to someone. If no opportunity is presented to discuss the ALA, politely ask if the homeowner would like an ALA brochure to pass on.*

- Make arrangements with the hosting post to have a section of tables and chairs for your needs. Create signs for your table(s).
- Make arrangements to have ALA information (brochures, applications, etc.) for walk-ins. Have clipboards and writing utensils for both those who stay on site and those who go out knocking on doors with TAL members.
- Arrange for drinks and food/snacks to be available for all of the participating volunteers.

#### • Publicity

- Publicize the dates, times and information of the revitalization event in post and/or unit newsletters two months prior to the event so that members are aware that TAL and the ALA will be out in their community. This can also be used as a way to solicit volunteers for the event.
- Two weeks prior to the event obtain newspaper coverage. Display posters/flyers in the area (community bulletin board, grocery stores, church bulletin board, etc.). Let the community know that there will be ALA members available throughout the day at the location of the event to answer questions and talk to people if they are interested in joining and/or rejoining the ALA.

#### • Unit and Post Rosters

- Obtain a membership roster for local units in the area to be covered as well as the department headquarters unit to identify any of those members that live in the area. Rosters for your individual unit can be pulled from ALAMIS. If your unit does not have access to ALAMIS, you can request a membership roster for local units from your department. Reports that show members who are paid and not paid for the current membership year are also available.
- Ask the local post if they can provide a TAL membership roster with mailing addresses. This can be used to send mailings to Legionnaires to invite their eligible family members to join the ALA.

#### • Letters

- Letters/invitations to the event can be sent to current unit and post members who may have family members who are eligible to join the ALA, members of the department headquarters unit in the local area who you may wish to invite to transfer to a local unit, and members who have not yet renewed or that you are asking to rejoin the unit.
- See sample letters included in this document that can be used to contact current unit members, post members from TAL commander and unit president, and to past Auxiliary members from unit president.



- Make your own mailing labels or secure mailing labels from department (check with your department to see if this option is available).
- Letters should be mailed two-three weeks in advance of the revitalization event. This allows time for letters with wrong addresses to be returned. Keep track of any returned mail and update your records that the address currently on file is inaccurate. If the bad address belongs to a member of the ALA (current or former), notify your department headquarters so that they can update that member's record. *If your unit currently has access to ALAMIS, you can update the records yourself.*
- **Brochures**
  - From your department headquarters, order the “American Legion Auxiliary At-A- Glance” brochure and in the space provided on the back, place a label with the name, address and phone number of a contact person. Also include contact information for other participating units.
  - Obtain copies of the “ALA Member Benefits” flyer, fold and insert in the brochure. The Member Benefits flyer can be printed off the national website (found in the “Member’s Only” section of the website under “Member Benefits”) or ordered from your department.
- **Day of TAL Revitalization Event**
  - Meet at the designated time and event location. Advise participants to bring cell phone chargers for both wall and car.
  - Members who go out door knocking with TAL members: Take several of the “American Legion Auxiliary At-A-Glance” brochures that are stuffed with the Member Benefits flyer and the local unit’s contact information to hand out or leave on doors.
    - NOTE: Reminders when visiting homes:
      - *Wear appropriate ALA-branded clothing; make a good first impression. Smile!*
      - *Wear visible name tag with Auxiliary emblem on it if possible.*
      - *Keep a list of the names and addresses where ALA information was distributed. Each TAL team will have their list of homes to visit. Ask (in advance of the event date) if the Auxiliary member may have a copy to use during the door knocking session.*
  - Members who stay at the event location should set up a table/display of ALA program pamphlets/brochures and membership applications for any walk-ins.
- **Follow-Up**
  - Have a plan for who will follow up at a later date and contact anyone who was a walk-in (and those homes that you handed out ALA information to) and do it SOON after the event! Do not lose the momentum and fresh contacts you just made.
  - Consider writing an article for the unit/post/dept newsletter to “celebrate” the outcome of the event. Include helpful hints that made your event a success and state statistics for the number of new or renewed members. Also thank all of those members who participated and gave of their time.



(LETTER TO UNIT MEMBER CONCERNING REVITALIZATION EVENT)

**It is recommended this letter be written on unit stationery.**  
*SAMPLE LETTER*

Date

Dear Unit Member,

As you know, the American Legion Auxiliary has a proud heritage of volunteering, and as a volunteer member you understand the importance of our programs and activities and the effect they have on our veterans, service members and their families. The possibilities for us to continue to have an impact in these areas are limited only by our creativity, desires and enthusiasm.

As a member you have been able to volunteer in many capacities in your unit. If you are a member who has not volunteered as much as you would like, now is the time to take another look at your options and find new ways for our mission outreach programs to fit into your life. We also ask your help in attracting other women who want to make a difference in the lives of veterans, servicemembers and their families.

We invite you to attend a special revitalization event for Unit \_\_\_\_\_. This event will be held on date at location from Start time to End time.

A team of unit members will be available to answer questions on the Auxiliary's programs and activities to help you decide where your interests best fit and at what level you would like to participate. Please come by and visit us anytime between Start Time and End Time.

Thank you for being a member and a volunteer with our exceptional organization. We look forward to your continued membership and volunteer work.

Sincerely,

\_\_\_\_\_  
Unit President

\_\_\_\_\_  
Unit Secretary



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(LETTER TO LEGIONNAIRE CONCERNING REVITALIZING A UNIT)

**It is recommended this letter be written on post stationery.**  
*SAMPLE LETTER*

Date

Dear Legionnaire,

When you joined The American Legion, you chose to continue your fellowship with others who have served our country. You also chose to support an organization that stands strong for veterans and their rights as American citizens.

Our American Legion post is very interested in assisting the American Legion Auxiliary in re-organizing our local ALA unit. The American Legion is proud of this unit's past goals and accomplishments. Thanks to these Auxiliary volunteers, many veterans, service members and their families as well as our community have benefited.

To make this unit stronger, we welcome the eligible girls and women you know to join our American Legion Family. There are many different programs and activities for members of all ages to volunteer. Please contact either of us for additional information about the Auxiliary's programs and activities. We can be reached at XXX-XXX-XXXX and XXX-XXX-XXXX respectively.

The revitalization event for both Post \_\_\_\_\_ and Unit \_\_\_\_\_ will be held on \_\_\_\_\_ date \_\_\_\_\_ at \_\_\_\_\_ location \_\_\_\_\_ from *start time* to *end time*. Representatives from the unit will be available to speak to anyone interested in joining the American Legion Auxiliary.

Remember, those eligible for membership are the wife, daughter, mother, granddaughter, great granddaughter, sister and grandmother of a Legionnaire or deceased veteran who served during the eligibility dates.

Thank you for your consideration.

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Post Commander

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Unit President



(LETTER TO FORMER MEMBER ASKING HER TO REJOIN THE UNIT)

It is recommended this letter be written on unit stationery.
SAMPLE LETTER

Date

Dear Former Member,

When you joined the American Legion Auxiliary, you chose to stand strong for veterans, the military, their families and our communities. You chose an organization that has supported and touched with kindness many veterans and their families.

I know that you cared about the programs and activities of the American Legion Auxiliary. That is why I am inviting you to rejoin Unit \_\_\_\_\_.

An application for membership is enclosed along with a sheet showing the many benefits available to Auxiliary members. The dues are \$XX.XX for senior members and \$X.XX for Juniors. Please mail completed application and dues to:

Name, Unit Secretary
American Legion Auxiliary Unit XXXX
Street Address
City, State Zip

Or, please come visit us during our revitalization event occurring, Date at location from Start Time to End Time. Members of the unit will be available to answer any questions you may have about the Auxiliary and our programs as well as assist you in rejoining the unit.

If you have any questions, contact one of the individuals at the address and phone number listed below.

We look forward to your participation in the programs and activities of the American Legion Auxiliary!

Sincerely,

Unit President
Unit XXXX
Street Address
City, State Zip
Phone Number
Email

Unit Membership Chairman
Unit XXXX
Street Address
City, State Zip
Phone Number
Email



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**SUGGESTED TELEPHONE SCRIPT  
FOR  
FORMER/EXPIRED MEMBERS**

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in insert city and/or state and I see that you were once an ALA member. I'm calling because we are conducting a membership drive and want to invite you to renew your membership.

*If they reply affirmatively:*

Great! I'd be happy to email or send you the application. Is this contact information still correct? (Verify address & email). If you aren't sure if you still have your proof of eligibility documents, you may be able to contact your previous unit or your department headquarters to see if they've retained them.

**Optional:** If there are other women in your family who might be interested in joining, please invite them. I can send additional applications or you can forward my email address to them.

**If they object or reply negatively,** simply thank them for their time.

**If they have any questions that you are unable to answer,** you can refer them to the department headquarters:

**American Legion Auxiliary Department of XXXXX**

**Phone: XXX.XXX.XXXX**

**Name of Department Secretary**

*If you need to leave a message:*

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in insert city and/or state and I see you were once an ALA member. I'm calling because we are conducting a membership drive, and we want to invite you to rejoin our great organization.

If you are interested in rejoining the American Legion Auxiliary, please call the Department of insert state at insert dept secretary/membership chair's phone number and they will be happy to assist you!

**\*\*Keep a record of the objections to find a pattern of responses. This indicates changes your unit may need to address to get members to pay their dues and participate in our programs. If your unit is not experiencing growth or renewals, changes should be made.**



## HOW TO CREATE AN ACCOUNT FOR THE MEMBERS ONLY SECTION OF THE NATIONAL WEBSITE

**Committee:**  
Membership

**Contact Information for Questions:** ALAMIS Help Desk, [alamishelp@ALAforVeterans.org](mailto:alamishelp@ALAforVeterans.org)

### Step-by-Step Instructions:

- Go to the American Legion Auxiliary's national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- Click on "Log In," which is located in the upper right hand corner of the home page.
- Click on "Sign Up" which is located under the "Log In" button.
- Provide the following information:
  - Member Number
  - First Name\*
  - Last Name\*
  - Department
  - E-mail Address
- Click "Submit"
- Check your email. Registration instructions will be mailed to you to finish the Log In process.
- Click on the link provided in the email you receive to claim your account.
  - The link will open a page of the American Legion Auxiliary's website. You will need to create the following:
    - § Username
    - § Password (Your password must be at least 6 characters long and exclude spaces, tabs, single quotes, double quotes, percent signs and pound signs).
    - § Reconfirm your password
  - Click "Submit"
- Once you click submit you will be redirected to the American Legion Auxiliary homepage. You now have full access to the American Legion Auxiliary's national website!

*\*Please note that names (first and last) need to be spelled exactly as they are entered into the ALAMIS database.*





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## HOW TO MAKE A PERSONAL CONNECTION TO GET MEMBERS TO RENEW

### Committee:

Membership

### Contact Information for Questions:

[amlegionauxwi.org](http://amlegionauxwi.org) (Membership Program)

[membership@ALAforVeterans.org](mailto:membership@ALAforVeterans.org)

### Step-by-Step Instructions:

Too often the only contact a member receives is her Dues Renewal Notice sent by the national headquarters office. Personal connection is necessary to help members become engaged in the American Legion Auxiliary. Below are samples for how units can reach out and make a personal connection with their members and ask them to renew their membership:

- Personal phone call – Remind members why they joined the American Legion Auxiliary. Share the ways your unit has made a difference in the lives of veterans in your community, state and country. Encourage them to become a part of activities. Transportation may be an issue, so if your unit members can offer to provide a ride, this may be the key to increasing involvement. Offer to pick up their dues at a scheduled time.
- Personal letter – Send letters out to all of your members at the beginning of the Auxiliary year. Outline the events on a calendar for all of the exciting things your unit is planning throughout the year and let members know that their membership is important to the mission of the organization. *See sample letter.*
- Renewal Open House – Host an event at the beginning of the year where members can come renew their dues and mingle with other members. Encourage them to bring other family members along. These family members may be eligible for membership, but if not, remind them they are welcome to attend activities and that you do welcome their help in advancing the mission of the American Legion Auxiliary. Combine this event with your Legion family. It is a win-win for everyone.
- Plan a Member Day of Recognition. Everyone needs a pat on the back or a “way to go.” At your meetings, you can share information about a member’s family history with the Auxiliary, what she is doing to advance the mission of the Auxiliary, her community service work, etc. Then share this information with your division Membership chairman so we can begin to share her accomplishments with the entire American Legion Auxiliary membership.
- Share your own personal experience as a member. Let your members know there will be ups and downs, but to always keep their eye on the big picture – the mission of the Auxiliary – not just personal rewards.



**Sample Letter**

*Customize the letter below to fit your unit and members. Make it your own and make it personal to your member.*

Dear Member,

As another American Legion Auxiliary year begins, it’s nice to reflect on some of our unit’s accomplishments this past year. We worked hard and had fun on great projects such as: assisting with the VA Homeless Veterans Stand Down, Bingo with veterans at the VA, teaching flag etiquette classes at local schools, and collecting 2,500 pounds of food items valued at \$5,000 for local mission houses and homeless veterans. Volunteer hours in the community and VA were well over 400; we collected Box Tops, soup-can labels, computer ink cartridges for Give 10 to Education, and the list goes on and on. This could not have been accomplished without you, our most valuable asset to the unit. This is why renewing your membership in the unit is so important. Even if you can’t always attend meetings or events, YOU play an important and valuable roll, and we thank you for that.

Enclosed you will find our tentative yearly calendar of events. We have lots of exciting things planned and would love to have you join us for some or all of them. If you have a suggestion for a program or event, or have concerns, please let us know so we can work together to resolve them or find the answer for you.

Save a stamp by bringing your renewal to the meeting! Or call me, President\_\_\_\_\_, or another member you know, and we would be happy to come by and collect your dues at your home. The dues schedule is below. Make checks payable to ALA Unit\_\_\_\_\_.

We hope to see you at an upcoming meeting to hear more about our plans, successes and would love to have your input with projects and programs that will assist our veterans, military and all their families.

For God and Country,

President Name  
Address  
Phone Number  
Name of unit and unit number

Name of Membership Chairman

Mailing address of unit Membership chairman

Phone number- home

Yearly Senior Auxiliary Dues (amount) \_\_\_\_\_

Phone number- cell

Yearly Junior Auxiliary Dues (amount) \_\_\_\_\_