



American Legion Auxiliary
Department of Wisconsin
2022-2023 Membership Action Plan

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Department Membership Vision

By honoring our veterans and military through meaningful service, the American Legion Auxiliary Department of WI will grow our membership the 2022-2023 Administrative year. In order to grow as an organization, we must let members know that they are the Auxiliary's most valuable asset. As members we can do several things to promote membership, enhancing member experience, reaching out to former and expired members, working with our Legion Families to attract new members, understanding and respecting members rights.

Salute, Serve, Celebrate our Veterans, Military Families and Communities



National Membership Committee Contact Information
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** For the most up-to-date contact information, please visit the Membership Committee page at www.ALAforVeterans.org.

Additional Resources You Can Use

1. American Legion Auxiliary Unit Guide Book, available at www.ALAforVeterans.org or from American Legion Emblem Sales.
2. www.amlegionauxwi.org and www.ALAforVeterans.org for award forms and additional resources.
3. National and Department committee members.

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, 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.
 - 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.

Attract new members.

Ideas for Units:

- Ensure a positive new-member experience.
 - Have a membership table at all events, include pictures and or project your unit has participated in.
 - 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, include a message from your TAL Family. Send a New Member Kit, available at 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.

3. 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 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, 2022 for the following membership year. A second notice is mailed by January 15, 2023 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.

Mid-Year Reports

There are no required Mid-Year reports this year. However, if you would like to keep me informed of your activity, please send me a report that reflects the program work of units and its members. Email a short narrative report and pictures by **November 15, 2022** to Dept. Membership Chairman Becky Mueller.

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, 2023** to Dept Membership Chairman Becky Mueller

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?
- Did your unit work with your Legion Family sharing membership lists/ideas/events

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 Awards

Individual Awards

2023 GNOME ONE AWARD New Member Award

Sign up a NEW 2023 Senior or Junior Auxiliary member and receive a GNOME pin. Only one entry per recruiter. Entry forms must be received at Department PRIOR to May 26, 2023. TAL and SAL members that recruit a NEW 2023 AUXILIARY member are also eligible. Entry form must be completed to win this award.

Every time a new member is recruited the recruiter will be entered into a drawing to receive an award at Department Convention. No limit to the number of entries for each recruiter. Must be received prior to May 26, 2023.

Outstanding GNOME Awards

District GNOME awards for Dept. Convention in July - Be on the lookout for units/counties that are getting members excited by their programs, projects or events; outstanding membership achievements; overall great unit or what you think best represents the district by showcasing a particular unit/county. Each District President will present their award at the Membership Award/Past President Parley gathering during Convention.

Membership dues must be at Dept. HQ PRIOR to the goal date to be considered eligible.

Units must have the 2022-2023 Unit Officer Form submitted to Dept. with Officers' dues paid to be eligible.

Unit eligibility will be determined by the bi-weekly Department Membership Report immediately prior to the goal date of each award level PUFs will be included in the membership numbers for each award except Coast Guard Birthday.

Award	Unit Size	Criteria	# of Winners	\$\$\$\$	Date
Coast Guard Birthday	All Units	Units with any 2023 memberships sent to Dept. Excludes PUFs	1 winner	\$75	Aug. 4 th
Air Force Birthday	1-99 100+	50% 35%	1 winner	\$75	Sept. 18 th
Navy Birthday	1-99 100+	55% 45%	1 winner	\$75	Oct. 13 th
Marine Birthday	1-99 100+	60% 50%	1 winner	\$75	Nov 10 th
***Veterans Day	Unit County District	100% All county units 100% All district units 100%	1 unit 1 county 1 district	\$100 \$100 \$100	Nov. 11 th
National Guard Birthday	1-99 100+	65% 55%	1 winner	\$75	Dec 13 th
Inauguration Day	1-99 100+	70% 60%	1 winner	\$75	Jan. 20 th
Four Chaplains Day	1-99 100+	75% 65%	1 winner	\$75	Feb. 3 rd
Rosie the Riveter Day	1-99 100+	80% 70%	1 winner	\$75	Mar. 21 st
Purple up Day	1-99 100+	85% 75%	1 winner	\$75	Apr. 15 th
Poppy Recognition Day	1-99 100+	90% 85%	1 winner	\$75	May 18 th
Army Birthday	1-99 100+	95% 90%	1 winner	\$75	June 14 th
	Totals		14 winners	\$1,125	

*Some of the following awards will have two groups from which one winner will be picked. Units with 1- 99 members and units with 100+ members reaching or exceeding the listed percentage will be put in the same drawing to have 1 winner picked at random

National 100% Award - Units reaching 100% of their 2023 membership goal by November 11, 2022 will receive 100% membership award citation.

Department 100% Award - Units reaching 100% by June 15, 2023 will receive a Department issued citation and two complimentary 100% ribbons with the opportunity to purchase more. No special entry form is required

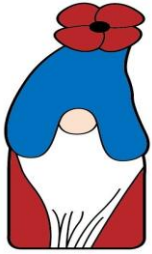
UNIT NARRATIVE AWARD

Outstanding Units will be recognized for their efforts to Get New and Old Members Excited and how their made their members productive in fulfilling our organizations mission and vision. Award TBD by the Membership Chairman.

Please make sure to review each award carefully for any entry forms that need to be submitted and all deadlines. Any incomplete award entry or missed deadline will be disqualified.

Questions? Contact Department HQ @ 608-745-0124 / alawi@amlegionauxwi.org

All entry forms are available on the Department website www.amlegionauxwi.org



2022-2023 American Legion Auxiliary G.N.O.M.E - Getting New & Old Members Excited

Award entry forms are available on the Department website www.amlegionauxwi.org
Questions? Contact Department HQ @ 608-745-0124 / alawi@amlegionauxwi.org

\$ Membership Awards \$

Individual Awards –

GNOME WON Award: Members who recruit a NEW 2023 member will receive a GNOME pin. Only one entry per recruiter. Entry forms must be received at Department *PRIOR* to May 26, 2023.

10 Plus 3 in 2023! – National will award a special gift selected by the 2023 National Membership Committee chairman to members who recruit 10 new Seniors and 3 new Junior Auxiliary members for the 2023 membership year. The 10 plus 3 in 2023! entry form must be submitted to Department Headquarters *PRIOR* to May 26, 2023. *Note: Only one entry per recruiter.*

Unit Awards

Membership dues must be at Dept. HQ **PRIOR** to the goal date to be considered eligible

Units must have the 2022-2023 Unit Officer Form submitted to Department with Officers' dues paid to be eligible.

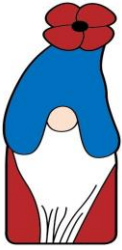
PUFL'S will be included in the membership numbers for each award except - Coast Guard Birthday.

*Some of the following awards will have two groups from which **one** winner will be picked. Units with 1- 99 members and units with 100+ members reaching or exceeding the listed percentage will be put in the same drawing to have one winner picked at random.

AWARD	UNIT SIZE	%	# OF WINNERS	AMOUNT	DATE
Coast Guard Birthday EXCLUDES PUFL'S	All Units	Units with any 2023 membership paid	1 Unit	\$75	August 4, 2022
*Air Force Birthday	1-99 / 100+	50% / 35%	1 Unit	\$75	September 18, 2022
*Navy Birthday	1-99 / 100+	55% / 45%	1 Unit	\$75	October 13, 2022
*Marine Birthday	1-99 / 100+	60% / 50%	1 Units	\$75	November 10, 2022
*VETERANS DAY	UNIT	100%	1 Unit	\$100	November 11, 2022
	COUNTY	All county units 100%	1 County	\$100	
	DISTRICT	All district unit 100%	1 District	\$100	
*National Guard Birthday	1-99 / 100+	65% / 55%	1 Unit	\$75	December 13, 2022
*Inauguration Day	1-99 / 100+	70% / 60%	1 Unit	\$75	January 20, 2023
*Four Chaplains Day	1-99 / 100+	75% / 65%	1 Unit	\$75	February 3, 2023
*Rosie the Riveter Day	1-99 / 100+	80% / 70%	1 Unit	\$75	March 21, 2023
*Purple Up Day	1-99 / 100+	90% / 75%	1 Unit	\$75	April 15, 2023
*Poppy Recognition Day	1-99 / 100+	90% / 85%	1 Unit	\$75	May 18, 2023
*Army Birthday	1-99 / 100+	95% / 90%	1 Unit	\$75	June 14, 2023

National 100% Award - Units reaching 100% of their 2023 membership goal by November 11, 2022 will received 100% membership award citation.

Department 100% Award - Units reaching 100% by June 14, 2023 will receive a Department issued citation and two complimentary 100% ribbons with the opportunity to purchase more. *No special entry form required.*



2023 GNOME ONE AWARD

New Member Award Entry Form

Sign up a **NEW 2023 Senior or Junior Auxiliary** member and receive a GNOME pin. *Only one entry per recruiter.*

Entry forms must be received at Department *PRIOR* to May 26, 2023.

TAL and SAL members that recruit a **NEW 2023 AUXILIARY** member are also eligible.

Recruiter: _____ Unit # _____ District # _____

Recruiter's Address _____

City / State / Zip _____

NAME OF NEW 2023 MEMBER - Senior or Junior Auxiliary member

Transferring and rejoining members **DO NOT** count.

Entry forms must be received at Department *PRIOR* to May 26, 2023.

Submit this completed form to: American Legion Auxiliary
PO Box 140
Portage, WI 53901
Fax: 608-745-1947 / Email: alawi@amlegionauxwi.org

THIS FORM MAY BE DUPLICATED and is available @ www.amlegionauxwi.org