



Salute Calls

What are Salute Calls? It is taking the time to contact any member or former member who may have lost touch with the unit and may need help. It is taking the time to say "Hi, how can we help you?" without asking for membership dues.

The most important part of the call is to see if the member and family are OK, if the unit can help and to invite them to celebrate any planned events or activities. We need to do what our founders did and make personal contact with members in our communities.

The Legion did Buddy Checks in 2019-2021 and they were so successful that National passed Resolution 18 at the 2019 National Spring Conferences to have Buddy Checks twice per year- the weeks in which The American Legion birthday and Veterans Day fall. The resolution also states that this will now be a reportable item on the annual Consolidated Post Report.

The Department of Wisconsin Membership Committee wishes to make this process easier for its units. The following outline is a Best Practice solution for the Salute Calls throughout the year.

Material needed

- Salute Calls scripts
- Current and older membership list (can download from ALAMIS)
- Optional: www.whitepages.com paid access (\$20 per month and can cancel at any time)

Best Practice steps

- Have your membership chairman, secretary or president bring a list of members in your unit (current of back a couple of years) to the July meeting
 - All phone numbers should be on the list. If not, www.whitepages.com or www.411.com are good resources to look up phone numbers not present.
 - For a small fee, the unit can pay for access to get phone numbers not readily available on www.whitepages.com.
- Divide the list by 12
- Create your Salute Calls team.
 - Determine your plan for Salute Calls:
 - Have the team come in 1/2 hour early for the meeting and make as many calls before the meeting starts, or
 - Divide the list even further and give each member on the team a list of members to call prior to the next meeting.
 - Example - Let's say the unit has 966 members. Divided by 12 and it takes the number to call per month down to 81. Now, if you have 5 members on your team, each would get 16 members to call before the next meeting. This means that each member would make 4 calls per week. Pretty manageable!
 - Use the scripts that are available to help make the call even easier. Modify as needed to make them more relevant to your unit.
 - NOTE: If you are unable to contact a member *or* cannot find a phone number, get a fellow member and go to the member's home!
- Other ideas: send out birthday cards



Salute Calls Sample Scripts

The following scripts can help you and your team make salute calls on members and former members. Use these, modify them or draft your own before reaching out. Remember, the most important part of the call is to see if the member and her family are OK, if the Auxiliary can help and to invite them to celebrate any planned events or activities.

MEMBER WHO HAS NOT YET RENEWED

Hi, [MEMBER'S NAME]. This is [YOUR NAME] from American Legion Auxiliary Unit [xxx]. I want to thank you for your membership and see how things are going for you and your family.

I'm calling to check to see if you need assistance with anything. Remember, your fellow Auxiliary members are here for you.

Thank you for honoring your loved one's service with your continued membership.

If you need anything, call me anytime at [xxx xxx-xxxx] or email me at [xxxx@xxx.xxx]. Let's stay in touch!

MEMBER IN GOOD STANDING

Hi, [MEMBER'S NAME]. This is [YOUR NAME] from our Auxiliary unit [xxx]. As part of the American Legion Auxiliary centennial, I'm calling just to say thank you for honoring your loved one's service with your continued membership.

Our unit is calling each member to see how they're doing and if the unit can help them in any way.

Our National President reminds us that members like you are the reason The American Legion has a voice in Washington, D.C., where the National Commander testifies before Congress in support of our fellow veterans. Your membership helps to add to the number he/she represents, thereby giving us strength in numbers.

Please let me know if there is anything we can do for you or your family.

EXPIRED MEMBER

Hi, [FORMER MEMBER'S NAME]. This is [YOUR NAME] from our Auxiliary Unit [xxx]. I want to thank you for your membership and see how things are going for you and your family.

If there is anything we can do for you or your family, please feel free to give me a call at [xxx-xxx-xxxx] or email me at [xxxx@xxxxxx].

We hope you will want to renew your membership to honor your loved one's service.

ACCESS THESE SCRIPTS ONLINE AND MODIFY THEM TO SUITE YOUR NEEDS

www.amlegionauxwi.org