

MEMBERSHIP RECRUITING TIPS FROM NATIONAL

Sent on behalf of

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Membership Committee

So, how do you get members to **renew their membership??**

- **Personal connection!** Too often the only contact a member receives is her Dues Renewal Notice sent by the national headquarters office. Reach out and make a personal connection with your 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. If transportation is an issue, maybe your unit members can offer to provide a ride, this may be the key to increasing involvement! How about offering to pick up their dues at a scheduled time?

- **Personal letter** – Send letters out to all of your members now! 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. We have sample letters for you to use!! I know that several Unit Presidents sends out emails to their members almost weekly to remind them of things coming up and events that they can volunteer for!

- **Renewal Open House** – Host an event soon 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 they are doing to advance the mission of the Auxiliary, their community service work, etc. Then maybe share this information with your Department Membership Chairman so they can begin to share those 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 American Legion Auxiliary – not just personal rewards.

- **Create an invitation email template your members can use**

Make it easy for members to send invitations by doing most of the work for them. You could also create paper-based pamphlets or member application forms (can also be found on the National website), or boiler-plate text that current members can copy-and-paste into emails or Facebook messages that they send to friends.

- **Give members a button or pin and encourage them to wear it**

Make sure it’s stylish so members will be more likely to wear it, and people will ask what it’s about. Wear your • ALA magnetized patch pin or wear a pin that has the face of your “why!!”

- **Call those members who left the ALA**

When you know why people are leaving, you can start figuring out ways to keep them

- **Create perks for ALA members who recruit new members**

Little perks and freebies can really motivate people. Think about gift cards, a shout-out at your next meeting, or even reserving a coveted parking space for members who bring in new blood.

- **Create a promotional video**

Members can share it with their contacts, and you can share it on social media.

Thank your members regularly

• There are a few different ways you can do that. Here are just a few:

1. Create a video thank-you message from the president of your unit/department. Post on your website! How about a video from your Unit President and send it as a thank you note the new member!
2. Each year, make a list of all the events, services, and educational opportunities that were made possible by your membership fees. Publish the list on a separate page on your site, and link to it on a regular basis in your online content and email campaigns.
3. Host a yearly event to say “thank you” to your members. Consider a member brunch, picnic, pool party, or other fun gathering.
4. Write handwritten thank-you notes to your members. In our digital age, a personalized note is even more meaningful and memorable.

• Assign especially engaged members a “recruitment role”

You can also hold special recruitment meetings to give these members tools and encourage them to recruit new members — or give them a few minutes in every meeting to announce their results and ask for help. Among your target members, what kind of individuals would make great recruiters because of their personal/professional networks? You can grow your membership exponentially if you can find a way to enlist these members.

• Film member stories and testimonials

Publish them to your website and social media so you can give prospective members a visual reminder of just how engaged your current members are.

• Personally follow up with every prospect

This is the strategy of Sarah Rintamaki from Connecting for Kids. “When somebody signs up on our website for our event, either at that event or afterwards, I will follow up with each one of them personally and ask them if they want to join... Probably about 95% want to join after that.” Your Department Membership Chairman will be getting emails from National for all potential members that fill out an Interest Form on the National ALA website. They will forward to the appropriate area of the state membership chairman to follow up with that potential member! Be sure to call and try to hook up! There is actual scripting that is included with the referral! Use it!!! **Launch a direct mail campaign**

If you can acquire a mailing list, or if you reach out to lapsed members, you might see success! How about asking the Legion for their member list? Are their spouses members of your unit? They could be!! Maybe they were never asked!! This is a great opportunity!!

• Launch a telephone outreach campaign

Get together with the Legion and the SAL! Make it a day for Outreach! There are various scripts that could help you – Just ask us!! By the end of the year you could have 100 new members through this initiative.

• Film member stories and testimonials

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“Setting goals is the first step in turning the invisible into the visible.” — Tony Robbins