

MEMBERSHIP GUIDE

2009 – 2010

"Happy Holidays for Membership"

The National Membership Theme is "Stay on Track with Membership". Our organization is geared upon working for our veterans and their families; we can only complete our programs with a strong and united membership. Membership is the "life blood" of the American Legion Auxiliary.

Membership needs to involve every member - not just the Department, Area Membership Chairmen, District Membership Chairman, or Unit Membership Chairman; BUT every member of each Unit . We need to commit to working together to get members to renew early. Please contact members as soon as the new cards arrive, stress the importance of renewing early and getting new members. We are only as strong as our weakest link; we need new members, with new ideas, to help motivate our other members. Juniors can help!

Know the eligibility dates and benefits for membership. Always keep the free auxiliary brochure "Does Anyone Really Know What We Do?" handy. Each member should carry a Membership Application along with an American Legion and Sons of The American Legion Application at all times.

Unit Quotas have been raised this year. Every unit's goal has been increased by 2 members. We should concentrate on exceeding this by at least 1 new member. This will assure Michigan of obtaining the national goal of 32,374. Sign up those Juniors!

Goal Units will be awarded with ribbons and membership pins again this year. Every Unit meeting or exceeding their membership goal by July 26, 2010 will receive the National President's Unit Achievement Award. Goal Unit Lapel Pins will be presented to the Unit Membership Chairman of each unit that attains goal on or before June 30, 2010. Juniors can help you meet goal!


"Recruit 3 Award" is a National award for every Auxiliary member who enrolls 3 NEW SENIOR MEMBERS before June 3, 2010. The prize is a Recruit 3 pin and ribbon. To be eligible, National Headquarters must receive the member's "Recruit 3" form, available from Department Headquarters, no later than July 7, 2010.

"Silver Brigade Award" is another National award that is available for every Unit, Post and S. A. L. member who signs up 25 NEW Senior Auxiliary Member before June 3, 2010. It is the To be eligible, National Headquarters must receive the member's "Silver Brigade Award" form, available from Department Headquarters, no later than July 7, 2010.

"Unit Membership Merit Award" will be awarded by the National President to the unit that demonstrates the best practice in "reconnecting". You have to submit a 500 word narrative along with your Annual report to your District Chairman who will forward it on to the Department

Membership chairman for judging. Only 1 winner from Michigan can be submitted to National for this award.

There's help for Units and Districts. Your Department Membership Committee is made up of a chairman and five Area Chairmen, each Area Chairman works with just a few Districts. All the members of the Membership Committee will be listed at the end of this guideline. They are available to answer questions or help with problems any Unit or District may have. They will be available to meet with Units and Districts to promote membership. Please feel free to contact the Department Chairman, your Area Chairman or the Department office at any time about questions or problems you may be having with membership.



Department Awards:

A \$25.00 check will be awarded for the following awards:

Chloe O'Neal Citation - To the UNIT having the greatest numerical increase in membership over the previous year's membership 30 days prior to Department Convention.

Elizabeth Lyons Citation - To the DISTRICT having the highest percentage of increase over the previous year's membership 30 days prior to Department Convention.

Doyle Citation - To the UNIT having the highest percentage of goal by April 1, 2010.

Ethel Stitt Citation - To the DISTRICT having the greatest numerical increase from previous year, 30 days prior to Department Convention.

Gladys Taylor Citation - To the UNIT having the highest percentage of goal by January 31, 2010.

Esther V. McCoy Citation - To the UNIT having the highest percentage of increase over the previous year's membership 30 days prior to Department Convention.

Patricia Donaldson Citation - To the UNIT, with 200 or more members, having the greatest numerical increase in membership over the previous year's membership 30 days prior to Department Convention.

Mystery Date Citation – An award for a Unit with 100% of goal or higher on that date will be put in a drawing for a \$100.00 check to be presented at Department Convention.

TARGET DATES

Target 1 – September 30, 2009 – 2 units that have the highest percentage over 55% of their goal by this date will receive a \$50.00 check. This money MUST be used to promote membership.

Target 1 – September 30, 2009 – 2 units that have the highest percentage over 55% of their goal by this date will receive a \$50.00 check. This money MUST be used to promote membership.

Target 2 – October 28, 2009 – The District with the highest percentage over 65% of their membership goal by this date will receive a \$100.00 check. This money MUST be used to promote memberships. (Examples – a drawing between your units that are struggling with membership, help purchase a VIM membership for a Past District President, or give to a unit drawn to purchase a VIM membership for one of their past presidents)

Target 3 – December 30, 2009 – The unit with the most new members will receive a check for \$100.00. This MUST be used somewhere for increasing the Unit's membership.

Target 4 – March 31, 2010 – There will be a drawing of all Units that are at 100% of membership goal for a \$100.00 check. This money MUST be used for membership.

Target 5 – June 30, 2010 – The Department will be eligible for \$100.00 check if at 100% of membership goal. This will be used for membership!

DEPARTMENT MEMBERSHIP OBJECTIVES

1. Objective: RETAIN: Along with National's goal of retaining 95%, we would like to ensure no non-renewals.

Action Steps:

- a. Department Membership team will be working closely together with all communications with troubled Units.
 - b. District Membership Chairmen will work closely with Department Membership Team.
 - c. Unit Membership Chairmen and Unit President will be contacted by any of the above and actions will be discussed to alleviate problems.
2. Objective: RECRUIT: Increase Department's membership by at least 580 new members.

Action Steps:

- a. Monthly Unit Mailings from the Department Membership Team.
- b. Department "Legion Family" Membership Rally/Party.
- c. Communicate to all members to "JUST ASK"

3. Objective: EDUCATE: All members from Unit to Department level to use members benefits when ever communicating.

Action Steps:

- a. At Fall conference have an area set up to display benefit information.
- b. At Schools of Instructions have information on benefits available
- c. Answering all questions pertaining to benefits.
- d. Put benefit information in Unit monthly mailings.



AMERICAN LEGION AUXILIARY TRAVEL SERVICE

A new benefit for your membership in the American Legion Auxiliary is a Travel Service. You can book all your travel needs and reward our department at the same time. Now when you book your travel through the internet or a travel agent you pay a commission. Through this new service the commission will be sent to the department. The American Legion Auxiliary's Travel Website can be found at: www.ytbtravel.com/alatravels. You can book airlines, car rentals and much, much more. Ask your relatives, friends and neighbors to book their travels and the American Legion Auxiliary Department of Michigan will profit. More information will be in a Unit mailing.

Remember to make a holiday every day for veterans and their families in your communities. They left home to give us the freedoms we enjoy today so let's make everyday enjoyable for them. Let's have a "RED, WHITE, and BLUE" year.

MEMBERSHIP TEAM FOR 2009 – 2010

DEPARTMENT MEMBERSHIP CHAIRMAN

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