



WELCOME TO OUR 2026-2027 AUXILIARY YEAR!

This year we are “Cheering for our Veterans and Keeping the Spirit Alive with Department Candy Zavala. So get your pom poms out and start shouting through your megaphones for membership! We will be focusing on recruiting, rejoining, renewing and retaining – every member counts! We have ideas, we have programs, we have incentives and we have faith that our mission is worthy. So how do we bring Texas back as the power-house of our country? Recognizing and rewarding our members for their work; actively keeping in touch and encouraging our quieter members; regularly contacting our membership with updates and event reminders; and shouting out on why we’re here and what we’re doing to support our veterans, our active duty military and our communities.

YOUR 2025-2026 MEMBERSHIP COMMITTEE

We are excited and ready for this membership year – if you need our help or if you have questions or if you just want to vent, please get in touch with us. We’re here for you!

Division 1 Lisette Johnson lisettejohnson@aol.com

Division 2 Maria Holmes goonevd@yahoo.com

Division 3 Leigh-Anne Stewart
 (Chair) LA@bdrushlaw.com

Division 4 Paula Roberts pk427@aol.com

DUAL MEMBER OF THE YEAR AWARD

We feel that there are some members of our Auxiliary that need a special mention for their dedication and service, so this year we are introducing the Dual Member of the Year Award. This is open to all Dual Members of the ALA and the Legion/SAL and should recognize the nominee’s contributions to their Unit and their Post and/or Squadron. Nominations can be made by any member of the Auxiliary for any Dual Member. The Post or Squadron Adjutant should verify that the Dual Member is in good standing with the Post and/or Squadron.

To nominate a Dual Member, please use the form provided with this packet and also available online. Every section of the form must be filled in and nominations are due no later than May 1st.

LET’S CELEBRATE OUR DUAL MEMBERS!

RECRUIT DEPARTMENT UNIT 345

Our Membership Team will be forwarding information to each District President about the ALA Unit 345 members in their area. District Presidents, please contact these members and encourage them

to transfer to a Unit in your District! You can invite the members to participate in ALA activities in the District; but you can also explain to them that even if they don't wish to take an active role in a Unit, their membership helps the Unit reach their membership goal. Encourage your Units to reach out to the 345 members and talk to them about transferring. It won't change their activity level but it will make a huge difference to your Unit's membership numbers.

CONTACT OUR 345 MEMBERSHIP!

RECRUIT OUR LEGIONNAIRES' SPOUSES

Did you know that there are dozens of potential Auxiliary members right at your fingertips? Every spouse of a Legionnaire is eligible for Auxiliary membership – all we have to do is **ASK THEM TO JOIN!** What's the worst that can happen? District Presidents, please pass this on to your Unit Presidents and encourage them to start planning now. We'll be sending out incentives and more specific guidelines to start recruiting as many Legionnaire's spouses as possible!

Some ideas to get the ball rolling:

1. Use personal invitations! Don't just hand out forms – make it personal with a letter, a phone call or (even better) a one-on-one visit goes a long way.
2. Suggest Legionnaires invite their spouses to attend an Auxiliary Monthly Meeting or a "Coffee and Conversation" event.
3. Highlight the value of being an Auxiliary member
 - a. Emphasize the chance to bond with others who understand the military family life
 - b. Show how their membership helps veterans, active duty military and children through Auxiliary scholarships
 - c. Remind them that being a member of the Auxiliary honors their spouse's service

BE ON THE LOOKOUT FOR MORE INFORMATION ON INCENTIVES!

WATCH FOR OUR WEEKLY MEMBERSHIP REPORTS

On Friday of every week we will be sending out our Membership Report. We use Constant Contact and the email sender will be listed as the Auxiliary Secretary. **PLEASE WATCH FOR THESE REPORTS!** Not only do they help you keep in touch with how all our Units are progressing towards their membership goals, but they will also contain tips, comments and suggestions from our membership committee. If you are not on the contact list and would like to be added, please email our Membership Committee Chair at LA@bdrushlaw.com, she will be happy include you!

2026 - 2027 DEPARTMENT GOALS & MEMBERSHIP AWARDS FOR UNITS

Our Department Membership Committee year-end awards will include certificates for all those units that make the Department of Texas Goals plus ribbons and a special reward for those units who achieve 100% membership:

- 50% HOMECOMING - Veterans Day on November 11, 2026
Units reaching this goal will go into a drawing for \$100 in the three categories below
- 85% SPRING TRAINING - the National Merit Medallion Membership Deadline on March 15, 2027
Units reaching this goal will go into a drawing for \$75 in the three categories below
- 95% PROM - National Poppy Day on May 28, 2027

Units reaching this goal will go into a drawing for \$50 in the three categories below

- 100% UNIT TRYOUTS - Independence Day on July 4, 2027

Units reaching this goal will go into a drawing for \$25 in the three categories below

Ribbons and certificates will be awarded at the Department Convention along with special awards and cash incentives to assist in working the unit membership program for those units reaching the highest percentage in their groups.

- Small Group 0 - 25 members
- Medium Group 26 - 100 members
- Large Group 101 – 571



2026 - 2027 **NATIONAL** MEMBERSHIP AWARDS **FOR UNITS**

Member Award: Recruit/Rejoin 10

- **Award:** Special gift selected by the National Membership Chairman
- **Presented to:** Members who recruit and/or rejoin 10 Senior and/or Junior members. Rejoined members must not have renewed since 2023 or earlier.
- **Deadline:** Members must be entered and paid in ALAMIS member database by June 1, 2027
 - FORMS must be received at National HQ by June 6, 2026.
- **Materials and guidelines:**
 - Form can also be printed from the ALA national Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged in to the *My Auxiliary* area to access the page.
 - One entry per recruiter.

Unit Award: 100% Unit Award

- **Award:** Special gift from the National President, 2 per unit for the unit president and unit membership chairman.
- **Presented to:** Units that reach 100% of their 2027 membership goal by January 31, 2027
- **Deadline:** January 31, 2027
- **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by January 31, 2027 as verified by ALAMIS.

Unit Award: New Unit Award

- **Award:** Special gift from the National President.
 - **Presented to:** New units chartered between September 1, 2026 and July 31, 2027.
 - **Deadline:** July 31, 2027.
 - **Materials and guidelines:**
 - This award is automatically presented upon receipt and processing of new unit charter applications at National Headquarters.
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