



Membership Committee 2018-2019

What is this program, and why do we have it?

The role of the Department Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and to establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families.

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.

Renewal Notice Schedule: The first renewal notice will be mailed by September 15 for the following membership year. A second notice is mailed by January 15 for the current membership year. Units are encouraged to supplement the national renewal notices with unit generated renewal notices and personal phone calls. The ALA membership year is from January 1 to December 31.

What Can You Do?

Enhance member experience

Ideas:

- Retain all current members
- What is 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.

What is the value of a volunteer's time?

- To enhance a member's volunteer contributions, offer 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 units/departments 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 membership committee or team to support efforts throughout the department.
- Deploy active and consistent communication with units and districts/counties. Share contact information of committee/team with units.
- Use membership tools, available at www.ALAforVeterans.org, and ensure all units have access to all membership resources.
- Utilize your committee/team by giving them an assignment to make your program a success.

2. Reach out to former and expired members.

Ideas:

- Identify former and expired members: Use the ALAMIS member database, or contact your 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. A sample phone script is included in the “How to hold a revitalization event or participate in TAL District Revitalizations” how to sheet. Send follow-up letters to those contacted, thanking them for taking the time to talk with you. Send letters to those you were unable to reach (see “How to hold a revitalization event or participate in TAL District Revitalizations” for a sample letter to former members).
- Share former members’ feedback with the unit; determine what the unit might need to do differently to retain all members.

3. Attract new members.

Ideas:

- Ensure a positive new-member experience.
- Personally contact a new member shortly after she joins.
- Provide a personalized welcome letter from the unit president or membership chairman. Also send a New Member Kit, available at www.ALAforVeterans.org, and personalize it for your unit and department. See “Suggested Additions to New Member Kit” to help create a complete new member packet.
- Find out how a new member wants to be involved and which volunteer activities might best suit her skills and interests. Utilize the interest form provided in the Leadership Programs Action Plan.
- 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. See the ALA Service Not Self Volunteer Toolbox at www.ALAforVeterans.org for tips, ideas and strategies on how to be a better volunteer.
- 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 she wants to participate, even if only to pay her 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 welcomehome/deployment events, support of military families and providing services that may include plumbing, carpentry, childcare, etc., for families of those deployed.
- Volunteer at schools, giving flag demonstrations and serving as mentors, with a special emphasis on military children and the 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 the senior meeting to share their vision of the unit. Encourage struggling units to elect Junior members to positions that don't incur significant liability risks. Examples include: Chaplain, Sgt.-At-Arms, and Historian.

4. Understand and Respect Member Rights

- Membership dues
- 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
 - Via www.ALForVeterans.org
- Effective with the 2016 membership year, members have the option to renew their 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 your department once a month (minimum).
- Membership cards
- Membership cards are provided by the national organization and shipped to departments to distribute to their units.
- Units must provide to members their membership card as soon as payment is received.
- Units must provide membership cards to members who renew online as soon as the unit becomes aware that the member has paid – either by member providing their emailed receipt, notification from their department, or, for units having ALAMIS access, via the "Unit Dues Paid Online" report which is available 24/7.

Membership Reporting:

Mid-Year Reports Mid-Year reports reflect the program work of units in the unit and are intended as an opportunity for mid-year correction. Each unit Membership chairman is required to submit a narrative report by December 5, 2018, to the division Membership chairman, plus copy the Department Membership chairman.

Year-End Reports Annual reports reflect the program work of units in the department and may result in a unit award for participants if award requirements are met. Each unit Membership chairman is required to submit a narrative report by April 15, 2019 to the division Membership chairman, plus copy the Department Membership chairman.

Department of Texas Membership Awards and Deadlines:

2 Stepping award: join 2 new members: Eligible for the Department Drawing of \$25.00

Rejoin 1: eligible for the Department Drawing \$20.00

Recruit 1: eligible for the Department Drawing \$20.00

Recruit 10: Recruit 10 new members: eligible for Department Drawing \$75.00

Silver Brigade: Recruit 25 new members: eligible for Department Drawing \$200

Ribbons/Plaques/Certificates:

Best Unit Report Plaque

Most Improved Unit Plaque

Certificates for Unit Narratives

Banner Ribbons for 100% Membership

Membership Unit of the Month Plaque-Presented to the Unit who has the best membership idea and implementation (focusing on our Centennial Plan Goals) for that month. Must submit narrative to applicable Division membership committee member and Membership Chairman by the 20th of the preceding month. (For example: to be considered for April Unit of the Month, the narrative must be received by the 20th of March)

The deadline for these awards is 30 days prior to Department Convention

National Membership Awards Deadlines and Submission Requirements:

A. Member Award: R5 – Recruit/Rejoin

- Award: Special gift from the national Membership chairman
- Presented to: Members
- Deadline: May 1, 2019
- Materials and guidelines:
 - i. Award will be presented to members who recruit or rejoin five or more Auxiliary Junior or senior members. Rejoins must not have paid dues after 2015.
 - ii. Send to National Headquarters, Attn: Membership Division.
 - iii. One entry per recruiter.
 - iv. All verified entries will be eligible for \$250 cash drawing.

B. Member Award: Silver Brigade

- Award: Special gift from the national president
- Presented to: Members Deadline: May 1, 2018
- **Materials and guidelines:**

- i. Award will be presented to members who recruit 25 or more new senior Auxiliary members. Send to National Headquarters, Attn: Membership Division.
- ii. All verified entries will be eligible for a \$500 cash drawing.
- iii. One gift per recruiter

C. Unit Award: Newly Chartered Units Award

- Award: \$25 gift certificate to Flag & Emblem Sales
- Presented to: Each unit that is chartered between September 1, 2018 and July 1, 2019.
- Deadline: Unit charter applications must be received at National HQ by July 1, 2019;
- Materials and guidelines: (**Revised 8/1/18)
 - i. All units chartered within the specified dates will automatically be entered into a drawing for a \$500 cash drawing.
 - ii. No form is required for the drawing or \$25 gift certificate; it is automatic with the submission and approval of a charter application (whether it is a brand-new charter or re-charter).
 - iii. The person/people most influential in chartering the unit will receive a certificate of appreciation from the national membership chairman.
 - iv. ALA national membership staff will contact the newly chartered unit leaders to collect info regarding those people (which will be via a form sent to them). The Depts will not be responsible for collecting this info. Form deadline is July 31, 2019.

Your 2018-2019 Department of Texas Membership Committee:

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