



## Pod—Membership Development

- Advisory
- American Legion Auxiliary Foundation
- Auxiliary Emergency Fund
- Membership
- Leadership
- Public Relations
- Long Range Strategic Planning

# Membership

## 2011-2012 American Legion Auxiliary Plan of Action

Purpose: To oversee and support the nationwide effort to attract and retain a diverse, active membership and establish new Units to ensure the future growth and prosperity of the organization. To promote benefits of membership in the American Legion Auxiliary and encourage Department Chairmen to coordinate their membership programs with Units in their respective states with the aims and purposes of the organization.

### Committee Contact Information

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For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

# Membership

National Membership Goal: Through mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase.

## Objective 1: Engage to retain current members

### Action Steps:

- a. Identify and offer meaningful volunteer opportunities in which members can participate to support and deliver the Auxiliary's mission. Examples: volunteering at a VA Medical Center, organizing and participating in a stand down to provide necessities for homeless veterans, mentoring military children with the big brother/big sister concept.
- b. 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.
- c. Ensure a positive experience for all members:
  - i. Be welcoming, kind and respectful to members of all ages and backgrounds.
  - ii. Solicit and be open to new and different ideas.
  - iii. Encourage personal contact with all members at the Unit level.
  - iv. Promptly and positively address conflicts and disagreements.
  - v. Demonstrate Service Not Self in all activities and interaction with others.
- d. Use engagement tools provided in the Membership Toolkit available from National Headquarters and ensure all Units have access to all membership resources.

## Objective 2: Attract new members

### Action Steps:

- a. Increase the Auxiliary's visibility in the community.
  - i. Become a community center by raising the activity level of community involvement in ALA programs that will encourage responsible, active citizenship with total support of our military servicemembers and their families.
  - ii. Engage with service/community-based organizations to participate in ALA projects such as welcome home/deployment events, support of active-duty families and providing services that may include plumbing, carpentry, childcare, etc. for families of those deployed.
  - iii. Volunteer at schools, giving flag demonstrations, Americanism training and serving as mentors with a special emphasis on military children and the issues they face with deployments and transfers.
- b. Identify recruitment target groups such as active military families, Girls State alumnae and local colleges.
- c. Ensure the Auxiliary is appealing to new members:
  - i. Share the benefits and value of belonging.
  - ii. Be welcoming, kind and respectful to persons of all ages and backgrounds.
  - iii. Demonstrate Service Not Self in all activities and interaction with others.
- d. Provide a positive new member experience:
  - i. Contact new member within 30 days of application. Contact from Unit officer, chairman or welcoming committee is best.
  - ii. Learn how new member wants to be involved and invite her to participate in Unit-sponsored activities.
  - iii. Assign a buddy or mentor to each new member.
  - iv. Solicit and be open to new and different ideas.

For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.

# Membership

- v. Offer a variety of meaningful volunteer opportunities in which new members can participate, at times convenient to them, to support and deliver the Auxiliary's mission.
- vi. Recognize new members for any and all contributions—volunteering, preparing food, organizing events, being a good example of Service Not Self, etc.
- vii. Promptly address and resolve conflicts in a positive manner.

## **National Membership Awards**

INDIVIDUALS: Recruit 3/Renew 3, Silver Brigade

UNITS: Service Not Self Award

DEPARTMENTS: Numeric Objective Award, Numeric Incentive Award, Milestone Recognition

## **Resources**

1. American Legion Auxiliary Unit Handbook
2. American Legion Auxiliary National Headquarters website at [www.ALForVeterans.org](http://www.ALForVeterans.org)
3. Materials provided during the 2011 National Membership Workshop
4. USB drive provided at the 2011 National Membership Workshop  
See Membership page on [www.ALForVeterans.org](http://www.ALForVeterans.org) for additional resources.

## **Important Notes: RENEWAL NOTICE SCHEDULE**

The first Renewal Notice will be mailed by August 15 for the following membership year. The Auxiliary membership year is from January 1 to December 31.

For examples on how to implement each objective in this Plan, refer to the *How To* component at the end of this section.



# American Legion Auxiliary

In honor of

Over Fifty Years of Service to our Veterans

Department of

2011-2012  
Membership Year

Thank you for your commitment to enhance the lives of our veterans, military, and their families, both at home and abroad.

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Department President

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Department Membership Chairman



## 2011-2012 National Membership Goal, Objectives and Milestones

**One Wildly Important MEMBERSHIP Goal (WIG):** Through mission delivery, the American Legion Auxiliary will become so appealing to people that care about veterans that membership will increase.

*The future success of membership organizations depends on a clear purpose, strong values, and engaging opportunities for people to form meaningful relationships as they work together for a common purpose. Amid the chaos of rapid change, meaning and purpose are the enduring qualities that attract and retain members. Meaning matters most.*

American Society of Association Executives

**2012 Numeric Objective:** To maintain 2011 membership totals at 30 days prior to the 2011 National Convention. All departments who maintain will be recognized. Departments that grow their membership by 1% over their total 2011 membership at 30 days prior to the 2011 National Convention will receive special recognition at the 2012 National Convention and in publications. The Department in each membership category with the highest percentage growth as of 30 days prior to 2012 National Convention will also receive a special award.

### **Milestones:**

(formerly known as target dates)

- Milestone 1: 55% by the first Thursday in October (*October 6, 2011 - Recognition at P&S conference*)
- Milestone 2: 70% by the first Thursday in February (*February 2, 2012 - Recognition at AA opening*)
- Milestone 3: 85% by the first Thursday in April (*April 5, 2012 – Photo with National President and Recognition in Nat'l E-News*)
- Milestone 4: 100% by July 30, 2012 - 30 days prior to Nat'l Convention (*Special Recognition at National Convention*)



# RECRUIT 3 – RENEW 3

## ENTRY FORM

*(Please Type or Print Legibly)*

Unit \_\_\_\_\_

Recruiter's Department: \_\_\_\_\_

Recruiter's Name: \_\_\_\_\_ Recruiter's Member ID#: \_\_\_\_\_

Recruiter's Address: \_\_\_\_\_

### **Names of New senior members Recruited:**

*Form submitted with less than 3 certified names will be disqualified.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **Names of senior members Renewed:**

*Form submitted with less than 3 certified names will be disqualified.*

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_

### **UNIT VERIFICATION**

**DEPARTMENT:** \_\_\_\_\_ **UNIT #** \_\_\_\_\_

- I have verified that the above named new members have been recruited and applications have been completed and processed.
- I have verified that the dues of above named renewed members have been received and processed.

Unit Secretary printed name: \_\_\_\_\_

Unit Secretary signature (*required*): \_\_\_\_\_

Dept Secretary printed name: \_\_\_\_\_

Dept Secretary signature (*required*): \_\_\_\_\_

**National Headquarters must receive form by May 1, 2012**



ANY MODIFICATION TO THIS AWARD FORM WILL NOT BE ACCEPTED AS AN ELIGIBLE ENTRY.

## Awards Listing for 2012 membership year

### Membership Goal:

Through mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase.

Name of Award	Type of Award	Eligible Person or Group	Criteria for Receiving	Form
<b>UNITS</b>				
Service Not Self Award	National President's Citation, National President's Pin for each member of Unit, recognition at National Convention, in national publications and on national website.	Units	Demonstrate how practicing "Service Not Self" (promote harmony, demonstrate zero tolerance for discrimination, accept/adapt to change, engage members and warmly welcome all) has helped them maintain or even grow their membership. Completed nomination forms to include Dept Secretary's certification of unit membership total at time of nomination. Form and narrative due to NHQ by April 15, 2012	<b>X</b>
Unit Development Award	National recognition, eligible for one of six drawings for \$250 at National Convention, one for each membership category (checks made payable to Unit to be used for mission outreach programs and/or membership efforts).	Units	Unit increases membership by 1 member or more over numeric objective to be eligible for a drawing to receive \$250. Departments track and send verification form to National Membership Vice Chairman *	<b>X</b>
<b>DEPARTMENTS</b>				
<b>Numeric Objective</b>	National level recognition plus special ribbon for National Convention badge	Departments	Department <i>Numeric Objectives</i> for 2012 will be to maintain 2011 membership totals as of 30 days prior to 2011 National Convention.	
Milestone 1 - 55% of numeric objective	National Recognition; Honorary seat during the P&S banquet for highest in each membership category	Departments; Dept President and Secretary	Reach 55% of numeric objective by the first Thursday in October; special recognition for President & Secretary of Department in each category with the highest % of their numeric objective	
Milestone 2 - 70% of numeric objective	National Recognition; Special recognition at Awareness Assembly for highest in each membership category	Departments; Dept NEC and President	Reach 70% of numeric objective by the first Thursday in February; special recognition for the NEC and President of Dept in each category with the highest % of their numeric objective	
Milestone 3 - 85% of numeric objective	National Recognition in E-News and Photo with National President -- Dept Pres, Membership Chair and Secy will have an opportunity to have their photo taken with the Nat'l President during National Convention.	Department President, Membership Chairman and Secretary	Reach 85% of numeric objective by the first Thursday in April; all departments reaching this milestone will be recognized in National E-News & Photo with National President	
Milestone 4 - 100% of numeric objective	National recognition; 100% ribbon on National Convention badge for all members of Dept. in attendance; Photo with National President	Departments; Department President, Membership Chairman and Secretary	Reach <i>numeric objective</i> (100%) 30 Days Prior to 2012 National Convention <b>July 29, 2012.</b>	
<b>Numeric Objective Incentive</b>	*National level recognition; special 101% ribbon for National Convention(NC) badge; *Eligible to win a laptop computer (one winner per membership category)	Departments	Increase membership 1% or more over numerical objective 30 days prior to National Convention. The Dept in each Membership Category with the highest percentage of growth over numeric objective as of 30 days prior to National Convention will be awarded a laptop computer.	
<b>INDIVIDUALS</b>				
Recruit 3/Renew 3	Special "3" Pin	ALA Members	RECRUIT 3 new members & RENEW 3 members; completed entry form due to National Headquarters by May 1, 2012	<b>X</b>
Silver Brigade Award	Pandora bracelet with 2012 National President Charm	ALA, TAL, and SAL members	Recruit 25 or more NEW members; completed entry form due to National Headquarters by June 1, 2012.	<b>X</b>

## National President's



Units that exemplify Service Not Self, promote harmony in the Unit, are inclusive and welcoming to all members, accept/adapt to change, and engage new/current members will be awarded the National President's **Service Not Self** citation, receive a special gift from the National President and be recognized at National Convention. An article and photo, if provided, of winning Units will be published in national communications. Please help us honor and congratulate all Units that demonstrate our motto of *Service Not Self*.

### Guidelines:

- Complete this nomination form
- Attach a narrative on how the Unit's *Service Not Self* attitude - how they welcome new members, engage current and new members, manage disagreements/conflicts, accept/adapt to change - has helped them maintain and/or grow membership.
- Form must be signed by the Department Secretary to validate that Unit has maintained 2010 membership.
- Form and narrative must be received in National Headquarters no later than April 15, 2012.

## NOMINATION FORM

*Please type or print legibly*

Unit Name: \_\_\_\_\_ Unit#: \_\_\_\_\_ Dept: \_\_\_\_\_

Unit Address: \_\_\_\_\_

### In your narrative, answer the following questions:

1. How does Unit use mission outreach programs (VA&R, Poppy, Children & Youth, Girls State, etc.) to attract new members?
2. In what ways does Unit welcome new members?
3. In what specific ways does the Unit engage current and new members?
  - a. How does Unit make sure all interested members are included in Unit activities?
  - b. How does Unit ensure members are offered opportunities to participate that are suited to their time and talents?
  - c. How does unit express positive expectations, empower and encourage members' success?
4. The 2009 member survey identified unit disharmony, gossip, cliques, criticism and discrimination as major problems that discourage many members from renewing and others from joining.
  - a. How does Unit: 1) minimize these problems, 2) manage disagreements and conflicts, 3) show gratitude and 4) promote harmony among its members?
5. Does Unit solicit and encourage new ideas from members?
  - a. How readily are new ideas accepted and how quickly are they considered for implementation?
6. In what other ways does Unit demonstrate a *Service Not Self* attitude?
  - a. Within the Unit and Department
  - b. Within the Community and State
7. Did Unit use any other methods, techniques or activities to maintain 2010 membership level?

Unit's 2010 membership at 12/31/10 \_\_\_\_\_

Unit's 2011 membership at 12/31/11 \_\_\_\_\_

### ***Certified by:***

Dept. Secretary printed name: \_\_\_\_\_

Signature: \_\_\_\_\_

**Depts:** forward completed form, with narrative attached, **no later than April 15, 2012** to:

**Service Not Self Award**  
American Legion Auxiliary NHQ  
Attn: Membership Division  
8945 N. Meridian  
Indianapolis, IN 46260  
Fax: 317-569-4502

*Form may be duplicated.*



# SILVER BRIGADE

An Auxiliary member who recruits **25 or more new Senior Members** will qualify for enrollment in the **Silver Brigade** of the American Legion Auxiliary.  
Certification forms must be received by National Headquarters no later than June 1, 2012.

## CERTIFICATION FORM

*Please type or print legibly*

Recruiter's Name: \_\_\_\_\_

Recruiter's Member ID#: \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_ Unit #: \_\_\_\_\_

Recruiter's Address: \_\_\_\_\_

### Names of TWENTY-FIVE New Senior Members recruited:

*NOTE: Forms submitted with less than 25 certified names will be disqualified.*

- |           |           |
|-----------|-----------|
| 1. _____  | 14. _____ |
| 2. _____  | 15. _____ |
| 3. _____  | 16. _____ |
| 4. _____  | 17. _____ |
| 5. _____  | 18. _____ |
| 6. _____  | 19. _____ |
| 7. _____  | 20. _____ |
| 8. _____  | 21. _____ |
| 9. _____  | 22. _____ |
| 10. _____ | 23. _____ |
| 11. _____ | 24. _____ |
| 12. _____ | 25. _____ |
| 13. _____ |           |

### ***Certified by:***

Unit Secretary printed name: \_\_\_\_\_ Unit # \_\_\_\_\_

Unit Secretary Signature (*required*): \_\_\_\_\_

Unit President printed name: \_\_\_\_\_

Unit President Signature (*required*): \_\_\_\_\_

Dept. Secretary printed name: \_\_\_\_\_ Dept: \_\_\_\_\_

Dept Secretary Signature (*required*): \_\_\_\_\_

**Silver Brigade Award**  
American Legion Auxiliary NHQ  
ATTN: Membership Division  
8945 North Meridian St  
Indianapolis, IN 46260

**Forms must be received in National Headquarters by June 1, 2012.**

*This form may be duplicated.*



**Committee:**

## Membership

**Submitted by:**

Trish Ward, National Membership Chairman

**Contact Information for Questions:**

Trish Ward

**Objective:**

#1 Engage to retain current members.

**Step-by-Step Instructions:**

- Develop and offer "do in a day" service projects. Make it easy and fun to find a project they can do in a day, half day, etc.
- Offer flexible opportunities for members to participate. Members don't need to attend meetings to contribute. Give them a task with clear expectations that suits their schedule, skills and abilities.
- Create and use personal renewal notices which list accomplishments of the past year and show member the value of her membership.
- Use the membership theme "Honor Their Service" in every program activity. Return focus of membership to our eligibility, encouraging an "everyone's all in" philosophy.
- Encourage all members to practice the Golden Rule and foster harmony and diversity. Empower members to stand up to negative attitudes.
- Make personal contact via all methods, both traditional and through newly expanding technology.
- Be aware of your audience and embrace their differences (age, race, etc.) as an opportunity to more effectively reach all eligible members and others who wish to volunteer.



**Committee:**

## Membership

**Submitted by:**

Trish Ward, National Membership Chairman

**Contact Information for Questions:**

Trish Ward

**Objective:**

#2 Attract new members.

**Step-by-Step Instructions:**

- Appeal to fellow citizens utilizing core character concepts to exemplify the behavior of our organization. Encourage the use of civility, leadership and volunteerism as the basis for recruitment.
- Implement the "Honor Their Service" membership theme using visual elements of veterans from whom we gain eligibility to encourage dialogue from prospective members (display photos everywhere—around the Post home, your booth at the county fair, with your poppy display, at membership drives, at all community events).
- Make meeting location (Post home, etc.) a center for community activity to include voting locale, training or resources for individuals who wish to volunteer (whether eligible to join or not).
- Be versatile in the type of projects, but all should be mission-focused.
- Obtain the National Membership Promotional DVD and distribute to local organizations, television stations and other appropriate outlets. See [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for more information.
- Retrieve, review and actively implement tools available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) to attract members.
- Take maximum advantage of programs that engage non-members (example: ALA Girls State).



## Pod: Membership Development

**Committees included: Advisory, Auxiliary Emergency Fund, Membership, Leadership, Public Relations, and Long Range Strategic Planning**

### Submitted by:

Mary Davis, Marie Goede, Diane Duscheck, Trish Ward, Rita Navarrete, Jan Pulvermacher-Ryan

### Contact Information for Questions:

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Diane Duscheck, ddianeddiane@gmail.com, 414-967-9116

Trish Ward, tbw\_ksaux@yahoo.com, 913-238-1520

Rita Navarrete, rnavarr@comcast.net, 505-877-6939

Jan Pulvermacher-Ryan, jlp004@charter.net, 608-246-9707

### Objective:

The long range plan for each of our Auxiliary Units is to increase membership and to serve veterans, military, and their families. As we serve veterans and invite the community to share in service opportunities, the good works of the Auxiliary will inspire others to want to join the organization. Leadership in our organization is developed as members plan and implement service projects. One vital project that takes care of Auxiliary members in their time of need is the Auxiliary Emergency Fund. Getting the word out before a service activity or project takes place, inviting the public to join the activity, and reporting the accomplishments of the Auxiliary Unit to the public is the role of Public Relations.

One project that can accomplish all these goals is the creation of a Veteran Wall of Honor. The National President encourages Auxiliary members to remember the veterans who provide their eligibility and to "Honor Their Service." The creation of a Wall of Honor will both highlight veterans and offer a fundraising opportunity. Once completed, the Wall of Honor will be a display of veterans' photos, collected from Unit and Post members and the public.

The Unit should consider how funds will be collected. One idea might include raising funds when photos are submitted. As photos are submitted for inclusion on the Wall of Honor, invite Unit and Post members to make a donation for the purpose of supporting the programs and services of the American Legion Auxiliary. Among these outstanding programs is the Auxiliary Emergency Fund, established to aid Auxiliary members who have exhausted all other personal and community resources due to financial hardship, natural disaster or the need for competitive job skill education.

Every year, local citizens have the opportunity of making donations toward a charity and in return receiving a cardboard heart, shamrock, or ribbon that will boldly display their name in the grocery store, bowling alley, or gas station. The Wall of Honor will give citizens the opportunity to make a donation to the American Legion Auxiliary and to proudly post a picture of their loved one.

As we consider what the Veteran Wall of Honor represents and how its presence will impact a community and unit, we should bear in mind pride in the service of our veteran, pride in community, pride in raising funds for alleviation of personal hardship, and pride in membership of the American Legion Auxiliary.

### Step-by-Step Instructions:

#### September

- Hold a planning meeting of the committee appointed by the president to plan the "Honor Their Service" Wall of Honor project.
- Unit and Post members can be asked for a donation in order to add their photo or the photo of their special veteran to the Wall of Honor.
- Project donations are for the purpose of supporting the programs and services of the American Legion Auxiliary.

*continued*



*Pod: Membership Development continued*

- Brainstorm a public location for the “Honor Their Service” Wall of Honor: school, bank, community center, library, other.
- Locate and make initial contact with a TV station/media regarding the upcoming project.

**October**

- Report plan to the Unit.
- Apprise Post and Unit of the project.

**November**

- Collect pictures from Unit and Post members at Veterans Day gathering.
- Promote project in local newspaper and stores: Have you brought in your photo yet?
- Place a photo request in local church bulletins.
- Make a portable temporary display.
- Include “Sponsored by American Legion Auxiliary Unit [unit number], [city/village]” on the display. Include contact information: “For additional information, contact [name, phone number].”
- Display photo board in churches and stores.

**December**

- Contact local nursing homes and assisted living or care facilities to identify veterans. Coordinate with staff for their help in obtaining veterans’ photos.
- Prior to Christmas, ask family members to bring photos.
- At Christmas party, ask attendees if they have turned in their photos.

**January**

- Report to the Unit on the status of the project.
- Appoint a person/group to organize the photo display.
- Prepare plans for the display.
- Decide how many display boards to make, where the boards will be displayed, and how the boards will be organized.

**February**

- Continue gathering photos and advertising for community members to bring in veterans’ photos.
- Recognize the skills and talents of Unit members and ask for their help/include them when making the Wall of Honor.
- Include “Sponsored by American Legion Auxiliary Unit [unit number], [city/village]” on the display. Include contact information: “For additional information, contact [name, phone number].”

**March**

- Gain community support through additional advertising.
- Recheck with businesses/locations that had initially volunteered to display the Wall of Heroes.

**April**

- Finalize the displays.
- Include “Sponsored by American Legion Auxiliary Unit [unit number], [city/village]” on the display. Include contact information: “For additional information, contact [name, phone number].”

**May**

- Unveil the Wall of Honor in May.
- This will be a wonderful salute to veterans for Memorial Day and for other May celebrations.
- Project complete.

*continued*



*Pod: Veteran/Military Support and Advocacy continued*

**Ongoing Potential Fundraisers:**

- Ask for TAL, ALA, SAL to give a donation when they bring in a photo for the display.
- After the display is completed, have a contest in the Unit/Post to guess who each veteran is. For a nominal donation/fee, members can submit their guesses as to the identities of the veterans in the photos.
- Turn the "Wall" into a poster; then sell the poster, and use the funds collected in the poster sale for Auxiliary Emergency Fund. Work with high school art classes to complete the poster.
- Make the poster into greeting cards.
- Ask a high school student to make a sketch of the Wall.
- Have a dinner/silent auction at the "opening" of the Wall.
- See the Auxiliary Emergency Fund How To sheet for additional fundraising ideas.