**AMERICAN LEGION AUXILIARY**

**Department of North Carolina**

**Membership Program Action Plan**

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The role of the Membership Committee is to encourage and support the efforts to attract and retain a diverse, active membership and 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.

**What Can You Do? Let’s Grow Membership Bigger and Stronger for Years to Come.**

**1. Enhance member experience – Units**

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. Member failing to pay annual dues by January 31 of the current membership year, shall be classed as delinquent and shall be suspended from 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.

Recognize all members for ANY and ALL contributions – volunteering, serving as a chairman or officer, preparing food, organizing events, being a mentor to a new member, 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](http://www.ALAforVeterans).org, so that they can access the “Members Only” section and take advantage of tips and tools available

Rid units/departments of member discrimination

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.

Ask members to participate in programs they are passionate about.

**2. Reach out to former and expired members.**

Identify former and expired members: Use the ALAMIS member database, or contact your department headquarters, to obtain a former member report, expired member report or 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. (Handouts provided to participate in TAL District Revitalizations how to sheet)

Share former members feedback with the Unit: determine what the unit might need to do differently to retain ALL members.

**3. Attract new members.**

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](http://www.ALAforVeterans.org), and personalize it for your unit. (Handouts provided)

Find out how a new member wants to be involved and which volunteer activities might best suit her skills and interests.

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.

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 service members and their families. Engage other community-based organizations in ALA projects such as welcome-home/deployment events, support military families.

Volunteer at schools, giving flag demonstrations and serving as mentors, with a special emphasis on military children and the issues they face. Contact JROTC leaders to assist with projects.

Encourage Junior members to recruit their eligible friends and relatives.

Ensure the ALA is appealing to new members.

Exhibit SERVICE NOT SELF in all activities and interactions with others.

Encourage Juniors to attend Senior meetings.

**4. Understand and Respect Member Rights.**

Membership dues – can pay to the Unit, via the renewal notice sent by National Headquarters.

Effective with the 2016 membership year, members have the option to renew their dues online.

Once a member has paid her current year’s dues, 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 a minimum of once a month. **DO** **NOT HOLD MEMBERSHIP.**