



# AMERICAN LEGION AUXILIARY

## Department of North Carolina



### 2021-2022 Membership Update

As we start this new year let's remember why we are here.

Our veterans, active-duty military, children and youth, and our communities are our first order of business. Next in line is our membership in the unit and our department.

The Sunflower is the theme for membership. Sunflowers represent Loyalty, Strength, Vitality, Intelligence, and Happiness. The traditional color yellow symbolizes Friendship. These are the things we should embody in our everyday life.

All officers in the unit, district and division should have their membership paid by October 6, 2021. If we do this, we can eliminate zero units. If you have any Past Department Presidents in your unit, district or division, contact them and ask them to be an ambassador with membership. Everyone with a membership card should be working to retain and recruit members. We need to retain every member this year and we need to add at least "1" new member this year in every unit.

Calling members on phone to do a buddy check is a great way to get to know those members and start a friendship. The next way to make contact is through email or the old standby snail mail.

When you receive membership, send a "thank you card", along with the membership card. In the card, remind them of the next meeting or upcoming event. A simple thank you can go a long way in building those relationships. Please do not "hold" 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 a member's rights and due process. Dues received by the unit should be transmitted at least every week or two depending on the number you receive. Renewal notices will be sent out by National around September 15th and again around January 15th.

When National Convention is over, I will share more detailed membership information regarding incentives for units with dates and or holiday goals.

Please know that I and the entire membership committee are here to help you in any way to retain and recruit members.

Remember this, "from the East to the West we are 1 department". Working together to grow our Auxiliary is the only way we can move forward as a department.

Mary