



## Membership Guide 2016-2017 "Hats off to Our Veterans"

National Membership Chairman - Martha Corriher (Dept. of North Carolina)

Central Division Chairman - Jacquelynn Boughner (Dept. of Michigan)

Michigan Dept. Chairman - LoraLee Nauta (#287 -5<sup>th</sup> District)

As per National's plan, each state has been given a goal of helping achieve our 5-year plan. We are working hard with Michigan Strategic Plan Committee to help make this happen.

Be Humble & Kind

Remember to ALWAYS be respectful to one other.

Remember what we stand for and why we are a part of this wonderful organization. Helping our Veterans.....

Members can pay their 2017 dues on line with and debit or credit card.  
Remember that a confirmation email will be sent to you with a temporary card.

Renewals can be paid on line starting July 1, 2016

New Members starting September 1, 2016

Renewal notices will be sent out from National September 15, 2016

## MEMBERSHIP

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Membership	Oriene Penning Citation-Unit having the most new Juniors
Membership	Chloe O'Neal Citation-Unit having the greatest numerical increase
Membership	Elizabeth Lyons Citation-District with highest percentage of increase
Membership	Doyle Citation-Unit having the highest percentage of goal by April 1st
Membership	Ethel Stitt Citation-District with greatest numerical increase
Membership	Gladys Taylor Citation-Unit having the highest percentage
Membership	Esther V. McCoy Citation-Unit with highest percentage of increase over last year
Membership	Patricia Donaldson Citation-Unit of 200+ members-greatest numerical increase
Membership	District with the largest number of goal units by May 1st, 2016

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Membership

Membership and the 2014-2019 Centennial Strategic Plan – By living our values, the members of the National Membership Committee encourage and support the nationwide effort to attract, engage and retain a diverse, active membership – person by person – to ensure the future of the American Legion Auxiliary. (Goals 1 – 5)

### Committee Contact Information

membership@ALAforVeterans.org



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

The role of the National Membership Committee is to encourage and support the nationwide effort 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.

## National Membership Vision

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.

*Note: Our centennial anniversary will be celebrated during the 2019-2020 administrative year.*

*"Success is not achieved in one day; it is achieved by doing the right things every day."  
~ Kenneth Kuykendall*

## What Can You Do?

### 1. Enhance member experience

#### Ideas:

#### Units and Departments

- 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.
    - **Unit, department and national leaders "Lead by Example" date:** In the spirit of goodwill, the National Membership Committee urges all members who hold an elected or appointed position on the unit, department or national level to have their 2017 dues paid by September 1, 2016. Rationale: Members follow leaders' examples. Paying your dues early encourages others to do the same, giving you the rest of the year to concentrate on recruitment and Auxiliary programs.
  - What is the value of a volunteer's time?
    - The time Auxiliary members volunteer is invaluable. In 2015, it was valued at \$3.1 billion!
    - 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](http://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](http://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.
  - Challenge members to help recruit members using “You Plus One, New or Renew.” Offer a small incentive for achieving the challenge.

## 2. Reach out to former members.

### Ideas:

#### Units and Departments

- Identify former members: Use the ALAMIS member database, or contact your department headquarters, to obtain an Unpaid Roster (information on members who have not paid dues since 2014).
- Reach out to former 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:

#### Units and Departments

- 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 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](http://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.
  - Assign a “big sister” or mentor to each new member.
- 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 welcome-home/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

### Units

- 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.ALAforVeterans.org](http://www.ALAforVeterans.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 notification from their department or, for units having ALAMIS access, via the "Unit Dues Paid Online" report which is available 24/7.

### Departments

- Membership Dues
  - Departments 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.
- Membership cards
  - Membership cards cannot be withheld from units for any purpose. Distribute membership cards and rosters to units in a timely manner so they can be promptly provided to members upon payment.
- American Legion Auxiliary Management Information System (ALAMIS)
  - Encourage units to sign up for access to ALAMIS. Units having access to ALAMIS can minimize work for the department by entering new members as pending members, update their member's profile, run reports showing who has and has not paid dues, and can pull the "Unit Dues Paid Online" report which means that units can promptly provide membership cards to members who pay dues on-line.

## Membership Reporting

### Mid-Year Reports

Mid-year reports reflect the program work of units in the department. Each department membership chairman is required to submit a narrative report by **January 5, 2017**, to the division membership chairman at her address found on the front page of this program Plan, along with a copy to the national membership chairman.

### Year-End Reports

Annual reports reflect the program work of units in the department. Each department membership chairman is required to submit a narrative report by **May 15, 2017**, to the division membership chairman at her address found on the front page of this program Plan, along with a copy to the national membership chairman. Members and units should follow their department's protocol and deadlines.

## Membership Awards

### A. Member Award: Rejoin 1

Guidelines: Rejoin 1 FORMER Auxiliary Junior or senior member (must not have paid dues after 2014). Submit Rejoin 1 form to National Headquarters by **May 1, 2017**, to receive a Rejoin 1 pin. All verified entries will be eligible for \$100 cash drawing. Note: One entry per recruiter.

### B. Member Award: Recruit 1

Guidelines: Recruit 1 NEW Auxiliary Junior or senior member. Submit Recruit 1 form to National Headquarters by **May 1, 2017**, to receive a Recruit 1 pin. All verified entries will be eligible for \$100 cash drawing. Note: One entry per recruiter.

### C. Member Award: Recruit 10

Guidelines: Recruit 10 or more NEW Auxiliary Junior or senior members. Submit form to National Headquarters by **May 1, 2017**, to receive an ALA microfiber cleaning cloth for your cellphone and electronic screens. All verified entries will be eligible for \$250 cash drawing. Note: One entry per recruiter.

### D. Member Award: Silver Brigade

Guidelines: Recruit 25 or more NEW SENIOR Auxiliary members to receive a special gift from the national president. Entry forms must be received at National Headquarters by **May 1, 2017**, in order to qualify. All verified entries will be eligible for a \$500 cash drawing. Note: One gift per recruiter.

### E. Unit Award: Best Member Experience

Guidelines: Units that demonstrate the most effective way(s) to improve the member experience must complete the Best Member Experience Award form. Units submitting the Best Member Experience Award form are eligible to receive a letter from the national president, recognition in *Auxiliary* magazine and at national convention, and \$100 to be used for membership and mission outreach.

Units must submit completed Best Member Experience Award form to your department Membership chairmen. Department Membership chairmen are to submit completed forms to their national division Membership chairman by **May 1, 2017**. The National Membership Committee will select *one winner per division*.



**F. Department Award: Most Outstanding Membership Chairman in each Division**  
Guidelines: National Membership Committee will select one outstanding membership chairman per division. Selection will be based on department chairmen's year-end report. Year-end reports are due to your national division chairman by **May 15, 2017**. Each winning department membership chairman will receive a citation plaque. National Membership division chairmen will select three department chairmen from their division and submit nominations to the national Membership chairman, vice chairman and Membership committee members to select the winner in each division.

**G. Department Award: Best Membership Performance**  
Guidelines: Overall membership performance will be based on a comparison of total 2016 membership as of 30 days prior to 2016 National Convention and total 2017 membership as of 30 days prior to 2017 National Convention. Seating at National Convention will be based on best overall membership performance.

#### **How To Sheets**

- How to create a new member packet
- How to hold a revitalization event or participate in a TAL District Revitalization
- How to create an account for the members only section of the national website
- How to make a personal connection to get members to renew

#### **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 welcome to supplement the national renewal notices with unit generated renewal notices. The ALA membership year is from January 1 to December 31.

#### **Additional Resources You Can Use**

1. American Legion Auxiliary Unit Guide Book, available at [www.ALAFORVeterans.org](http://www.ALAFORVeterans.org) or from American Legion Emblem Sales.
2. Materials provided during the 2016 Department Leadership National Conference.
3. [www.ALAFORVeterans.org](http://www.ALAFORVeterans.org) for award forms and additional resources.
4. Your national committee members (see cover page of this program Plan).



## HOW TO CREATE A NEW MEMBER PACKET

Committee:

Membership

Submitted by: Martha Corriher, National Membership Chairman

Contact Information for Questions: Martha Corriher, ncusa1993@hotmail.com

### Step-by-Step Instructions:

- Download the New Member Kit available on the national website:  
<https://www.ALAforVeterans.org/Members/Membership/>
- Personalize the New Member Kit with additions that are unique to your unit. Additions could include:
  - Welcome letter from your unit president
  - Membership card and pin (*Pin is optional*)
  - Unit Constitution and Bylaws
  - Unit budget – A budget communicates a unit's values and priorities. A unit may use the budget to determine whether resources are being appropriately and beneficially used to achieve its stated mission and objectives. Essentially, the budget is a numerical representation of the Programs Action Plan for a specific time period. Make sure the budget is flexible to allow the unit to take advantage of unexpected opportunities. Identify the sources of the funds and their planned uses.
  - Unit roster – A list of all of the current members, as well as a list of past officers, district, department and national information, and even local contact information for the press and city officials.
  - Latest newsletter (if applicable)
  - Calendar of events including monthly meetings
- Other suggested items (available on the national website) include:
  - TAL Family Brochure
  - AEF Brochure
  - Scholarships Brochure
  - American Legion Auxiliary Girls State Brochure
  - Member Benefits Flyer
- Include an interest form (available in the Leadership Committee Programs Action Plan) for the new member to complete and return to the unit.



## HOW TO HOLD A REVITALIZATION EVENT OR PARTICIPATE IN A TAL DISTRICT REVITALIZATION

Committee:

### Membership

Submitted by: Martha Corriher, National Membership Chairman

Contact Information for Questions: Martha Corriher, [ncusa1993@hotmail.com](mailto:ncusa1993@hotmail.com) or Kelly Harrier, National Membership Manager, [kharrier@alaforveterans.org](mailto:kharrier@alaforveterans.org)

### Step-by-Step Instructions:

Revitalization is about identifying new and current members with new ideas that breathe life into units that are declining in membership and mission outreach. Revitalization is also about providing mentors for struggling units, providing training for new members and finding leaders to replace longtime chairmen and officers. More importantly, revitalization is about finding, exploring and trying new ways for all members to become more engaged in meaningful opportunities for mission outreach. Outlined below are three revitalization events that your unit may want to consider:

#### 1. Hold an open house for your unit.

- Establish a time and place for your open house.
- Promote your open house by sending flyers/pamphlets/postcards/brochures to your units' current and former members. Work with your American Legion post to obtain a roster of their membership so you can send information to their households.
- Notify your local newspaper of the event and post flyers within your community. Newsletter and news release templates are available at <https://www.ALAforVeterans.org/Resources/Marketing---Promotional-Materials/>
- During the event, have several tables set up and manned by unit members. Tables to include are:
  - Membership: Members can renew/rejoin or sign up as a new member. Make sure to have plenty of membership applications, American Legion Auxiliary At-A-Glance brochures and Legion Family brochures.
  - Program tables: Set up tables for each program in which the unit participates. Include information regarding each program and include pictures of the units' activities if possible.
  - Member benefits: Have a unit member available to answer any questions and highlight all of the member benefits. Display copies of *Auxiliary* magazine and make sure to have plenty of copies of the member benefits flyers and the Auxiliary Emergency Fund brochure.
  - ALA national website: Enlist a member to demonstrate how to navigate the ALA national website and assist members in creating a login and/or paying their dues online.
- Keep a list of those attending the event. Don't forget to follow up afterwards to thank them for coming and to notify them of upcoming unit events.

#### 2. Hold a phone tree night

- Establish a time and place for your phone tree night.
- Obtain a list of expired and former members. If the unit currently has access to ALAMIS they can pull this report themselves or you can request a report from your department.
- Enlist the assistance of unit members to make phone calls to expired and/or former members. *See the sample phone script at the end of this document.*
- Have members offer to drive and pick up dues from members.



- Keep a list of members who renew. Follow up to thank them for their membership and to keep them informed of unit activities.

### 3. Participate in a TAL District Revitalization

#### • Preparing for a TAL District Revitalization

- Departments: Contact National Headquarters for a schedule of TAL visit(s) to your state. Assist affected units prepare for revitalization events.
- Units: Contact your department headquarters to see if/when a TAL district revitalization event will be scheduled in an area near you.
- Identify a revitalization coordinator(s) or point of contact(s) to organize the unit revitalization
- Solicit ALA members to participate. Contact other units within your district to see if they would like to participate. You may wish to create two groups from your volunteers: One group to stay at the location and make phone calls to former/expired/department headquarters unit members (see attached sample script) and to be available to speak with any walk-ins. Have a display table showing Auxiliary programs. The second group will ride along with TAL teams who are canvassing neighborhoods knocking on doors to make contact with expired/former TAL members and inviting them to rejoin.

*Note: ALA members that go door knocking with TAL members may not always have an opportunity to ask each homeowner about women in the home who might be interested in the ALA. TAL members have a short amount of time when talking to someone. If no opportunity is presented to discuss the ALA, politely ask if the homeowner would like an ALA brochure to pass on.*

- Make arrangements with the hosting post to have a section of tables and chairs for your needs. Create signs for your table(s).
- Make arrangements to have ALA information (brochures, applications, etc.) for walk-ins. Have clipboards and writing utensils for both those who stay on site and those that go out knocking on doors with TAL members.
- Arrange for drinks and food/snacks to be available for all of the participating volunteers.

#### • Publicity

- Publicize the dates, times and information of the revitalization event in post and/or unit newsletters two months prior to the event so that members are aware that TAL and the ALA will be out in their community. This can also be used as a way to solicit volunteers for the event.
- Two weeks prior to the event obtain newspaper coverage. Display posters/flyers in the area (community bulletin board, grocery stores, church bulletin board, etc.). Let the community know that there will be ALA members available throughout the day at the location of the event to answer questions and talk to people if they are interested in joining and/or rejoining the ALA.

#### • Unit and Post Rosters

- Obtain a membership roster for local units in the area to be covered as well as the department headquarters unit to identify any of those members that live in the area. Rosters for your individual unit can be pulled from ALAMIS. If your unit does not have access to ALAMIS, you can request a membership roster for local units from your department. Reports that show members who are paid and not paid for the current membership year are also available.
- Ask the local post if they can provide a TAL membership roster with mailing addresses. This can be used to send mailings to Legionnaires to invite their eligible family members to join the ALA.

#### • Letters

- Letters/invitations to the event can be sent to current unit and post members who may have family members who are eligible to join the ALA, members of the department headquarters:



- unit in the local area who you may wish to invite to transfer to a local unit, and members who have not yet renewed or that you are asking to rejoin the unit.
- See sample letters included in this document that can be used to contact current unit members, post members from TAL commander and unit president, and to past Auxiliary members from unit president.
  - Make your own mailing labels or secure mailing labels from department (check with your department to see if this option is available).
  - Letters should be mailed two-three weeks in advance of the revitalization event. This allows time for letters with wrong addresses to be returned. Keep track of any returned mail and update your records that the address currently on file is inaccurate. If the bad address belongs to a member of the ALA (current or former), notify your department headquarters so that they can update that member's record. *If your unit currently has access to ALAMIS, you can update the records yourself.*
- **Brochures**
    - From your department headquarters, order the "American Legion Auxiliary At-A-Glance" brochure and in the space provided on the back, place a label with the name, address and phone number of a contact person. Also include contact information for other participating units.
    - Obtain copies of the "ALA Member Benefits" flyer, fold and insert in the brochure. The Member Benefits flyer can be printed off the national website (found in the "Member's Only" section of the website under "Member Benefits") or ordered from your department.
  - **Day of TAL Revitalization Event**
    - Meet at the designated time and event location. Advise participants to bring cell phone chargers for both wall and car.
    - Members who go out door knocking with TAL members: Take several of the "American Legion Auxiliary At-A-Glance" brochures that are stuffed with the Member Benefits flyer and the local unit's contact information to hand out or leave on doors.
      - **NOTE: Reminders when visiting homes:**
        - *Wear appropriate ALA-branded clothing; make a good first impression. Smile!*
        - *Wear visible name tag with Auxiliary emblem on it if possible.*
        - *Keep a list of the names and addresses where ALA information was distributed. Each TAL team will have their list of homes to visit. Ask (in advance of the event date) if the Auxiliary member may have a copy to use during the door knocking session.*
    - Members who stay at the event location should set up a table/display of ALA program pamphlets/brochures and membership applications for any walk-ins.
  - **Follow-Up**
    - Have a plan for who will follow up at a later date and contact anyone who was a walk-in (and those homes that you handed out ALA information to) and do it SOON after the event! Do not lose the momentum and fresh contacts you just made.
    - Consider writing an article for the unit/post/dept newsletter to "celebrate" the outcome of the event. Include helpful hints that made your event a success and state statistics for the number of new or renewed members. Also thank all of those members who participated and gave of their time.



(LETTER TO UNIT MEMBER CONCERNING REVITALIZATION EVENT)

It is recommended this letter be written on unit stationery.

*SAMPLE LETTER*

Date

Dear Unit Member,

As you know, the American Legion Auxiliary has a proud heritage of volunteering, and as a volunteer member you understand the importance of our programs and activities and the effect they have on our veterans, service members and their families. The possibilities for us to continue to have an impact in these areas are limited only by our creativity, desires and enthusiasm.

As a member you have been able to volunteer in many capacities in your unit. If you are a member who has not volunteered as much as you would like, now is the time to take another look your options and find new ways for our mission outreach programs to fit into your life. We also ask your help in attracting other women who want to make a difference in the lives of veterans, servicemembers and their families.

We invite you to attend a special revitalization event for Unit \_\_\_\_\_. This event will be held on date at location from Start time to End time.

A team of unit members will be available to answer questions on the Auxiliary's programs and activities to help you decide where your interests best fit and at what level you would like to participate. Please come by and visit us anytime between Start Time and End Time.

Thank you for being a member and a volunteer with our exceptional organization. We look forward to your continued membership and volunteer work.

Sincerely,

\_\_\_\_\_  
Unit President

\_\_\_\_\_  
Unit Secretary

Membership



(LETTER TO FORMER MEMBER ASKING HER TO REJOIN THE UNIT)

It is recommended this letter be written on unit stationery.

*SAMPLE LETTER*

Date

Dear Former Member,

When you joined the American Legion Auxiliary, you chose to stand strong for veterans, the military, their families and our communities. You chose an organization that has supported and touched with kindness many veterans and their families.

I know that you cared about the programs and activities of the American Legion Auxiliary. That is why I am inviting you to rejoin Unit \_\_\_\_\_.

An application for membership is enclosed along with a sheet showing the many benefits available to Auxiliary members. The dues are \$XX.XX for senior members and \$X.XX for Juniors. Please mail completed application and dues to:

Name, Unit Secretary  
American Legion Auxiliary Unit XXXX  
Street Address  
City, State Zip

Or, please come visit us during our revitalization event occurring, Date at location from Start Time to End Time. Members of the unit will be available to answer any questions you may have about the Auxiliary and our programs as well as assist you in rejoining the unit.

If you have any questions, contact one of the individuals at the address and phone number listed below.

We look forward to your participation in the programs and activities of the American Legion Auxiliary!

Sincerely,

Unit President  
Unit XXXX  
Street Address  
City, State Zip  
Phone Number  
Email

Unit Membership Chairman  
Unit XXXX  
Street Address  
City, State Zip  
Phone Number  
Email



## SUGGESTED TELEPHONE SCRIPT FOR FORMER/EXPIRED MEMBERS

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in insert city and/or state and I see that you were once an ALA member. I'm calling because we are conducting a membership drive and want to invite you to renew your membership.

**If they reply affirmatively:**

Great! I'd be happy to email or send you the application. Is this contact information still correct? (Verify address & email). If you aren't sure if you still have your proof of eligibility documents, you may be able to contact your previous unit or your department headquarters to see if they've retained them.

*Optional:* If there are other women in your family who might be interested in joining, please invite them. I can send additional applications or you can forward my email address to them.

**If they object or reply negatively,** simply thank them for their time.

**If they have any questions that you are unable to answer,** you can refer them to the department headquarters:

American Legion Auxiliary Department of XXXXX  
Phone: XXX.XXX.XXXX  
Name of Department Secretary

**If you need to leave a message:**

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in insert city and/or state and I see you were once an ALA member. I'm calling because we are conducting a membership drive, and we want to invite you to rejoin our great organization.

If you are interested in rejoining the American Legion Auxiliary, please call the Department of insert state at insert dept secretary/membership chair's phone number and they will be happy to assist you!

**\*\*Keep a record of the objections to find a pattern of responses. This indicates changes your unit may need to address to get members to pay their dues and participate in our programs. If your unit is not experiencing growth or renewals, changes should be made.**





## HOW TO CREATE AN ACCOUNT FOR THE MEMBERS ONLY SECTION OF THE NATIONAL WEBSITE

**Committee:**

**Membership**

**Submitted by:** Martha Corriher, National Membership Chairman

**Contact Information for Questions:** ALAMIS Help Desk, [alamishelp@ALAforVeterans.org](mailto:alamishelp@ALAforVeterans.org)

### **Step-by-Step Instructions:**

- Go to the American Legion Auxiliary's national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- Click on "Log In," which is located in the upper right hand corner of the home page.
- Click on "Sign Up" which is located under the "Log In" button.
- Provide the following information:
  - Member Number
  - First Name\*
  - Last Name\*
  - Department
  - E-mail Address
- Click "Submit"
- Check your email. Registration instructions will be mailed to you to finish the Log In process.
- Click on the link provided in the email you receive to claim your account.
  - The link will open a page of the American Legion Auxiliary's website. You will need to create the following:
    - Username
    - Password (Your password must be at least 6 characters long and exclude spaces, tabs, single quotes, double quotes, percent signs and pound signs).
    - Reconfirm your password
  - Click "Submit"
- Once you click submit you will be redirected to the American Legion Auxiliary homepage. You now have full access to the American Legion Auxiliary's national website!

***\*Please note that names (first and last) need to be spelled exactly as they are entered into the ALAMIS database.***



## HOW TO MAKE A PERSONAL CONNECTION TO GET MEMBERS TO RENEW

Committee:

Membership

Submitted by: Martha Corriher, National Membership Chairman

Contact Information for Questions: Martha Corriher, ncusa1993@hotmail.com

### Step-by-Step Instructions:

Too often the only contact a member receives is her Dues Renewal Notice sent by the national headquarters office. Personal connection is necessary to help members become engaged in the American Legion Auxiliary. Below are samples for how units can reach out and make a personal connection with their members and ask them to renew their membership:

- Personal phone call – Remind members why they joined the American Legion Auxiliary. Share the ways your unit has made a difference in the lives of veterans in your community, state and country. Encourage them to become a part of activities. Transportation may be an issue, so if your unit members can offer to provide a ride, this may be the key to increasing involvement. Offer to pick up their dues at a scheduled time.
- Personal letter – Send letters out to all of your members at the beginning of the Auxiliary year. Outline the events on a calendar for all of the exciting things your unit is planning throughout the year and let members know that their membership is important to the mission of the organization. *See sample letter.*
- Renewal Open House – Host an event at the beginning of the year where members can come renew their dues and mingle with other members. Encourage them to bring other family members along. These family members may be eligible for membership, but if not, remind them they are welcome to attend activities and that you do welcome their help in advancing the mission of the American Legion Auxiliary. Combine this event with your Legion family. It is a win-win for everyone.
- Plan a Member Day of Recognition. Everyone needs a pat on the back or a “way to go.” At your meetings, you can share information about a member’s family history with the Auxiliary, what she is doing to advance the mission of the Auxiliary, her community service work, etc. Then share this information with your division Membership chairman so we can begin to share her accomplishments with the entire American Legion Auxiliary membership.
- Share your own personal experience as a member. Let your members know there will be ups and downs, but to always keep their eye on the big picture – the mission of the Auxiliary – not just personal rewards.



### Sample Letter

*Customize the letter below to fit your unit and members. Make it your own and make it personal to your member.*

Dear Member,

As another American Legion Auxiliary year begins, it's nice to reflect on some of our unit's accomplishments this past year. We worked hard and had fun on great projects such as: assisting with the VA Homeless Veterans Stand Down, Bingo with veterans at the VA, teaching flag etiquette classes at local schools, and collecting 2,500 pounds of food items valued at \$5,000 for local mission houses and homeless veterans. Volunteer hours in the community and VA were well over 400; we collected Box Tops, soup can labels, computer ink cartridges for Give 10 to Education, and the list goes on and on. This could not have been accomplished without you, our most valuable asset to the unit. This is why renewing your membership in the unit is so important. Even if you aren't able to always attend meetings or events, YOU play an important and valuable roll, and we thank you for that.

Enclosed you will find our tentative yearly calendar of events. We have lots of exciting things planned and would love to have you join us for some or all of them. If you have a suggestion for a program or event, or have concerns, please let us know so we can work together to resolve them or find the answer for you.

Save a stamp by bringing your renewal to the meeting! Or call me, President \_\_\_\_\_, or another member you know, and we would be happy to come by and collect your dues at your home. The dues schedule is below. Make checks payable to ALA Unit \_\_\_\_\_.

We hope to see you at an upcoming meeting to hear more about our plans, successes and would love to have your input with projects and programs that will assist our veterans, military and all their families.

For God and Country,

President Name  
Address  
Phone Number  
Name of unit and unit number

Name of Membership Chairman

Mailing address of unit Membership chairman

Phone number- home

Yearly Senior Auxiliary Dues (amount) - \_\_\_\_\_

Phone number- cell

Yearly Junior Auxiliary Dues (amount)- \_\_\_\_\_



## Shining Star Contact Form

Department: \_\_\_\_\_

Name of Person Completing Form: \_\_\_\_\_

Do you know a member or unit that is doing extraordinary work for the American Legion Auxiliary? Include their contact information below and submit to the national membership vice chairman. They may be interviewed to be included in national publications such as the monthly membership newsletter, the eNews or eBulletin.

### Individual Member

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Check One:             Seasoned Member (*more than 1 year*)  
                              New Member  
                              Recruiter

### Unit

Unit Name & Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Submit forms to National Membership Committee Vice Chairman:  
Donna Ray, 5724 Willnean Dr., Milford, OH 45150; [rrayent@aol.com](mailto:rrayent@aol.com)



2016-2017

# RECRUIT 1 New Member

*Senior and Junior ALA Members are eligible to receive this award*  
ENTRY FORM

*(Please Type or Print Legibly)*

Recruiter's Unit # \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_

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

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

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

Recruiter's Phone Number: \_\_\_\_\_

Name of *New* Auxiliary member recruited: \_\_\_\_\_

### UNIT VERIFICATION

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

I have verified that the above named new member has been recruited and that the application has been completed and processed.

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

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

Unit Secretary's email: \_\_\_\_\_ phone #: \_\_\_\_\_

*Note: TAL and SAL members also eligible to receive this award*

*Submit Completed Forms To:*  
American Legion Auxiliary National Headquarters  
Attn: Membership Division  
8945 N. Meridian St., Ste. 200  
Indianapolis, IN 46260



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

Forms must be received in National Headquarters by May 1, 2017 to receive pin.

*\*Note - One entry/pin per recruiter per year.*

*If you recruit additional members, please save their names to complete a "Recruit 10" entry form.*



2016-2017

# REJOIN 1

## Former Member

*Senior and Junior ALA Members are eligible to receive this award*

### ENTRY FORM

*(Please Type or Print Legibly)*

Recruiter's Unit # \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_

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

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

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

Recruiter's Phone Number: \_\_\_\_\_

Name of *REJOINED Former\* Auxiliary* Member: \_\_\_\_\_

*Original Member ID Number* \_\_\_\_\_

\* Must not have paid dues after the 2014 dues year to qualify as a Former Senior Member for this award.

*\*Unit submit to department secretary for verification*

#### DEPARTMENT VERIFICATION

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

I have verified that the above named "former" member has been rejoined for the 2017 membership year and has not paid membership dues since the 2014 membership year

Department Secretary printed name: \_\_\_\_\_

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

*Note: TAL and SAL members also eligible to receive this award*

*Submit Completed Forms To:*

American Legion Auxiliary National Headquarters

Attn: Membership Division

8945 N. Meridian St., Ste. 200

Indianapolis, IN 46260



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

Forms must be received in National Headquarters by May 1, 2017 to receive pin.

*\*Note: Only one entry/pin per recruiter.*



2016-2017  
**RECRUIT 10**

Members who recruit ten (10) or more *NEW* Junior or Senior Auxiliary members.

One entry per recruiter.

Certification forms must be received in National Headquarters no later than **May 1, 2017**.

**CERTIFICATION FORM**

*Please type or print legibly*

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

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

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

Names of *New* members recruited:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

***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): \_\_\_\_\_

Departments – please send certified forms to:

American Legion Auxiliary  
National Headquarters  
Attn: Membership Division  
8945 North Meridian Street  
Indianapolis, IN 46260

**Form must be received in National Headquarters by May 1, 2017 to be eligible**

Each recruiter will receive an ALA microfiber cleaning cloth for your cellphone and electronic screens and be entered in a cash drawing for \$250.

One award per recruiter.

This form may be duplicated.



# SILVER BRIGADE

An Auxiliary member who recruits 25 or more new **2017** Senior Auxiliary Members will qualify for enrollment in the Silver Brigade of the American Legion Auxiliary. TAL and SAL members are also eligible to receive this award.

Certification forms must be received by National Headquarters no later than **May 1, 2017**.

## 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): \_\_\_\_\_

Departments – please send certified forms to:

**SILVER BRIGADE AWARD**  
American Legion Auxiliary  
National Headquarters  
Membership Division  
8945 North Meridian Street  
Indianapolis, IN 46260

**Forms must be received in National Headquarters by May 1, 2017.**

*Note: Silver Brigade winners will receive a special gift from the National President. Only one gift per Silver Brigade winner.*

This form may be duplicated.





## 2017 MEMBERSHIP AWARDS

*By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary.*

### Department Award

**Most Outstanding Membership Chairman:** The National Membership Committee will select one outstanding membership chairman per division. Selection will be based on the department membership chairman's year-end report. Year-end reports are due to your national division chairman by **May 15, 2017**. Each winning department membership chairman will receive a citation plaque.

### Unit Award

**Best Member Experience:** Units that demonstrate the most effective way(s) to improve the member experience are eligible to receive a letter from the National President, recognition in *Auxiliary* magazine and at National Convention, and \$100 to be used for membership and mission outreach.

Units to complete the Best Member Experience Award form and submit to your Department Membership Chairman. Department Membership Chairmen are to submit completed forms to their National Division Membership Chairman by **May 1, 2017**. The National Membership Committee will select one winner per division.

### Individual Awards

#### Rejoin 1:

Rejoin 1 *FORMER* Auxiliary Junior or Senior member (*must not have paid dues after 2014*)

Submit Rejoin 1 form to National Headquarters by **May 1, 2017** to receive a Rejoin 1 pin.

All verified entries will be eligible for \$100 cash drawing.

*Note: One entry per recruiter*

#### Recruit 1:

Recruit 1 *NEW* Auxiliary Junior or Senior member

Submit Recruit 1 form to National Headquarters by **May 1, 2017** to receive a Recruit 1 pin. All verified entries will be eligible for \$100 cash drawing.

*Note: One entry per recruiter.*

#### Recruit 10:

Recruit 10 or more *NEW* Auxiliary Junior or Senior members

Submit form to National Headquarters by **May 1, 2017** to receive an ALA microfiber cleaning cloth for your cellphone and electronic screens. All verified entries will be eligible for \$250 cash drawing.

*Note: One entry per recruiter*

#### Silver Brigade:

Recruit 25 or more *NEW SENIOR* Auxiliary members and receive a special gift from our National President. Entry forms must be received in National Headquarters by **May 1, 2017** in order to qualify. All verified entries will be eligible for a \$500 cash drawing.

*Note: One gift/entry per recruiter*

*For Awards Forms or more information visit [www.ALForVeterans.org](http://www.ALForVeterans.org)  
or email [membership@alaforveterans.org](mailto:membership@alaforveterans.org)*

## Raise what You Praise in Membership 2016-2017 Membership Calendar Praise Dates

### September:

**September 1, 2016:** Praise to ALL National, Department, Unit Officers, DEC, NEC members, Committee Chairman at ALL levels of the organization who have **THEIR DUES** paid and posted by this date in honor of Labor Day, September 5, 2016

### October:

**Make a Difference Day, October 22, 2016:** Praise your members and units for Making a Difference, do something extraordinary!

**Honor A Female Veteran Through Membership:** *The national organization is waiving the national portion of 2017 dues (\$9.00) for every new 2017 female veteran member through the "Honor Our Female Veterans" program. Contact your department for more information.*

### November:

**Veteran's Day, November 11, 2016:** Praise your members and units for showing their patriotism for our veterans in honor of.

**Honor Their Service with Membership:** *Wearing an Honor Their Service button is a great way to recognize the veteran through whom you are eligible. Order yours today! Order forms are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).*

### December:

**Pearl Harbor Remembrance Day, December 7, 2016:** Praise members and units for sharing their military history.

**The Gift of Membership:** *What better way to get in the holiday spirit than to give the gift of membership to a potential new member, surprise a loved one for the holidays with a gift of membership or pay it forward for a member that may be going through grief or financial difficulties.*

### January:

**January 3, 2017:** Praise your members and units by acknowledging their successes and encourage them to continue in honor of another year to serve our veterans, military and their families.

**Ring in the New Year with Membership:** *Personal contact is so important. Call those members who have not renewed or haven't been to a meeting letting them know you are concerned. Ask if they have any needs and then discuss their membership renewal. Call new members to remind them of the meeting. Have the benefit list ready to share with all members. Share how their dues support our mission at the local, state and national level.*

### February:

**Valentine's Day, February 14, 2017:** Praise your members and units for the love they have shown to veterans and our organization. Why not honor that extra special member with a

**Membership for Life:** *Show your love for our veterans by getting your Paid Up for Life (PUFL) Membership today! Gift a Paid Up for Life Membership to member/members in your unit that have gone above and beyond the call of service to your unit.*

**March:**

**The American Legion's Birthday, March 15, 2017:** Praise your members and units for taking the time to assist your Legion Post.

**Members Helping Members:** *Spring is in the air! And so are spring storms! The American Legion Auxiliary Emergency Fund offers assistance to members whose lives are affected by natural disasters. Donate today to help fellow Auxiliary members in need!*

**April:**

**Earth Day, April 22, 2017:** Praise members and units that show interest in their communities.

**Watch your Membership Grow:** *Plant the seed in your community by starting a new unit or sowing the seed with your community of Who We Are, What We Do and Why We Matter. Spring into action and watch your unit grow!*

**May:**

**Armed Forces Day, May 21, 2017:** Praise members and units that teach the history of our military.

**Membership Awards Deadlines:** *Recruit 1, Recruit 10 and Silver Brigade forms must be received at National Headquarters by May 1 in order to qualify.*

**June:**

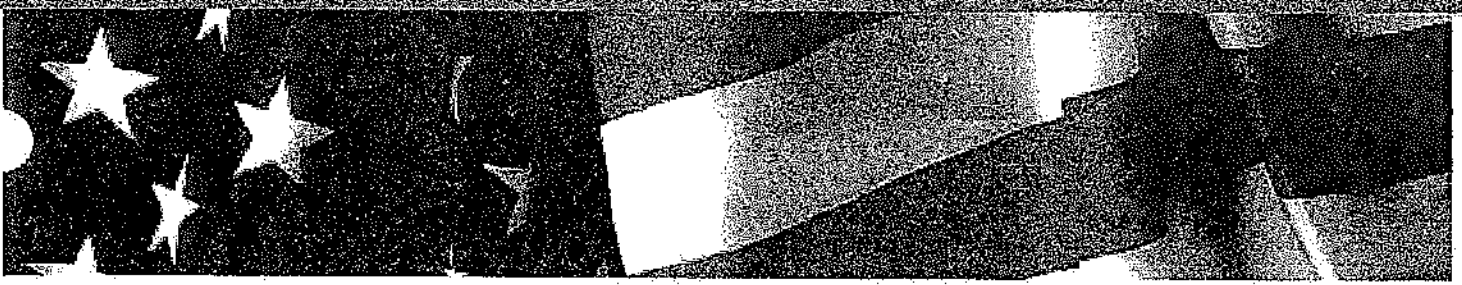
**Flag Day, June 14, 2017:** Praise members and units that promote Flag Etiquette.

**Membership and Junior Activities:** *Flag Day is this month. Involve your juniors in a ceremony and invite the community to take attend. Involve juniors in all your plans. Distribute flag etiquette pamphlets. Have a flag disposal ceremony and show the community the proper way to dispose of old, worn flags. Advertise this event to the community!*

**July:**

**Independence Day, July 4, 2017:** Praise your members and units for continuing to fight for freedom in our country and abroad. Celebrate Independence Day by helping your unit and department by renewing and recruiting members for the Auxiliary.

**July 30, 2017:** Praises will be going on nationwide for all the dedicated hard work on membership for our organization. Praise your members and units for a job well done in preparation for National Convention to hear all the great work accomplished by the American Legion Auxiliary.



## **American Legion Auxiliary**

# **Honor Our Female Veterans**

For Female Veterans who join as new members for the 2017 Membership Year, the national portion of dues (\$9.00) will be waived for their first year of membership.

### **Units**

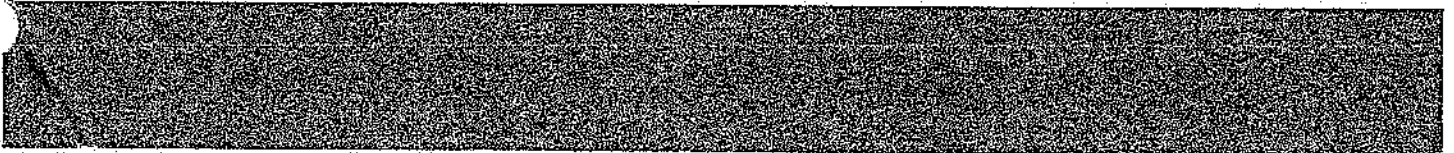
- Verify the new member's eligibility
- Submit her application and department dues to your department. Indicate on her application that this member is part of the "Honor Our Female Veterans" program.

### **Departments**

- Enter the new member into ALAMIS as a pending member. Be sure to mark her eligibility as "Self" if the new member is eligible in her own right or the appropriate eligibility category.
- Email [membership@ALAforVeterans.org](mailto:membership@ALAforVeterans.org) with "Honor Female Veterans" in the subject line
  - In the body of the email, list the member's Name, Unit Number, and Department
- National Headquarters' Membership Division will process the new member's application to show her as an active member.

### ***Questions?***

Email National Membership Division at [membership@ALAforVeterans.org](mailto:membership@ALAforVeterans.org)





## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:       Department       Unit       Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award. Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.**

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_) \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award. Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.**

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_) \_\_\_\_\_

Nominator's Email address: \_\_\_\_\_