

American Legion Auxiliary

Membership Guide

2018 - 2019

Our Department Theme is: Recruiting New Members from Lake to Shinning Lake

Department Membership Chairman: Deb Chambers (Unit 287, 5th District)

874 Fourth St. N.W Grand Rapids, Mi 49504 (616-570-0817)

Eastern Area: Angela Gailbraith (#143, 18th)

155 Juniper, Auburn Hills, Mi 48326 (248-420-3456)

Western Area: Sandy Stehle (#6, 5th)

2927 Redbird Ct, Holland, Mi 49424 (616-403-5399)

Lower Northern: Kim Lefler (#35, 9th)

1231 Hastings St. Traverse City, Mi 49684 (231-218-4282)

UPAA: Kathleen Stams (#559, UPAA)

13154 State Hwy M-35 Rock, Mi 49880 (906-359-4835)

Southern Kim Lipman (#14, 18th)

13633 Vernon St. Oak Park, Mi 48327 (248-568-7978)

Membership is one of our most important programs. The membership program ensures we keep the title of the largest women's service organization in the world. Membership is how we safeguard that our future will be strong. The membership committee has been developed to assist at all levels to develop and strengthen membership programs. We are committed, along with our national chairman by using the centennial strategic plan points (1-5) by living our values, encourage, and support the effort to attract retain and engage to ensure active membership.

The national website is an excellent source for answering questions and several downloads to assist your program **alaforveterans.org/Members/Membership**.

**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 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.

Membership and the 2014-2019 ALA 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)

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.*

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:
 - 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 2016.
 - Send to National Headquarters, Attn: Membership Division.
 - One entry per recruiter.
 - 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, 2019
- Materials and guidelines:
 - Award will be presented to members who recruit 25 or more new senior Auxiliary members.
 - Send to National Headquarters, Attn: Membership Division.
 - All verified entries will be eligible for a \$500 cash drawing.
 - One gift per recruiter
 - *NOTE: Recruiter can earn both the R5 & Silver Brigade Award, and senior members recruited for the R5 can be used towards the Silver Brigade Award.*

**C. Unit Award: Newly Chartered Units Award**

- Award: \$25 gift card to Emblem Sales
- Presented to: Each new 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:
 - The department secretary will submit the names of the person(s) most influential in chartering the new unit and she/they will receive a certificate of appreciation from the national president and national membership chairman.
 - All units chartered within the specified dates will be eligible for a \$500 cash drawing.
 - No form is required to apply for this award; entry is automatic with the submission of a charter application (whether it is a brand-new charter or re-charter). Department secretaries will receive instructions on how to submit the additional information regarding the people most influential in organizing the new unit.

D. Department Award: Veterans Day Award

- Award: \$250
- Presented to: Departments
- Deadline: November 11, 2018
- Materials and guidelines:
 - Award will be presented to departments that achieve 2 percent over their previous year's membership total as of Veterans Day (November 11, 2018) compared to their total on the same day last year.
 - To qualify, National Headquarters must receive membership by November 11, 2018. *(Report will be pulled and distributed on Tuesday, November 13, 2018.)*

E. Department Award: National Poppy Day® Award

- Award: \$250
- Presented to: Departments
- Deadline: May 24, 2019
- Materials and guidelines:
 - Award will be presented to departments that achieve 2 percent over their previous year's membership total as of National Poppy Day (May 24, 2019) compared to their total on the same day last year.
 - To qualify, National Headquarters must receive membership by May 24, 2019. *(Report will be pulled and distributed on Sunday, May 25, 2019.)*
 - *NOTE: Departments that received the Veterans Day Award are also eligible for the National Poppy Day Award.*



The National President's Award for Excellence (NPAE) will be awarded to those who emphasize the national president's focus through the American Legion Auxiliary's programs. See criteria and guidelines in the NPAE cover sheet located under "General Information" in the 2018-2019 Annual Supplement to the Programs Action Plan.

Membership Reporting:Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Membership chairman is required to submit a narrative report by **January 5, 2019** to the division Membership chairman, plus copy the national Membership chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Membership chairman is required to submit a narrative report by **May 15, 2019** to the division Membership chairman, plus copy the national Membership chairman. Members and units should follow their department's protocol and deadlines.

Seating at National Convention:

Seating at National Convention will be based on best overall membership performance as of 30 days prior to the 2019 National Convention. I.E.: Departments that gained the most or slid the least compared to the same time the previous year.

Using the updated 2019 membership category groupings*: Departments will be sorted by best overall membership performance within those categories. The top department from each of the six category groups will sit towards the front at National Convention. All other departments will be seated based on overall membership performance (not by category groups).

**The 2019 Membership Category group listing can be found in the Members Only section of the National website by visiting the Membership Committee page.*

Renewal Notice Schedule:

The first renewal notice will be mailed/emailed by September 15, 2018 for the upcoming membership year. A second notice is mailed (no emails for the second/final one) by January 15, 2019 for the current membership year to members who have not paid dues by the beginning of December 2018. 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.

DEPARTMENT AWARDS

Chloe O'Neil Cup – The unit having the greatest numerical increase in members 30 days prior Department Convention.

Doyle Cup – The unit having the highest percentage goal on April 1, 2019.

Elizabeth Lyons Citation – District Membership Chairman who's District shows the highest percentage increase 30 days prior to Department Convention.

Esther V. McCoy Cup – Unit having the highest percentage increase over the previous year's membership 30 days prior to Department Convention.

Gladys Taylor Citation – Unit with the highest percentage of goal by January 31, 2019.

Orlene Penning Citation – Junior group having the newest members for the year.

Patricia Donald Citation – Unit with 200+ memberships having the greatest numerical increase in membership 30 days prior to Department Convention.



2019 R5 - Recruit & Rejoin

For members who recruit or rejoin five (5) or more Junior or Senior Auxiliary members.
Rejoined members must not have paid dues since 2016. **One entry per recruiter.**

Certification forms must be received in National Headquarters **no later than May 1, 2019.**

CERTIFICATION FORM

Please type or print legibly

Recruiter's Name: _____ Recruiter's Member ID#: _____

Recruiter's Dept: _____ Unit #: _____

Recruiter's Address: _____

<u>Name of New and/or Rejoined members</u>	<u>Member ID (if known)</u>
1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____

Certified by:

Dept. Secretary
printed name: _____ Dept: _____

Dept Secretary
Signature (required): _____

Departments – please send
certified forms to:

American Legion Auxiliary
National Headquarters
Attn: Membership
3450 Founders Road
Indianapolis, IN 46268-1334

Form must be received in National Headquarters by May 1, 2019 to be eligible
Each recruiter will receive a special gift selected by the 2019 National Membership Chairman
and will be entered in a \$250 cash drawing.

One award per recruiter.

This form may be duplicated.



SILVER BRIGADE

An Auxiliary member who recruits 25 or more new **2019 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, 2019**.

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
Attn: Membership
3450 Founders Road
Indianapolis, IN 46268-1334

Forms must be received in National Headquarters by May 1, 2019.

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.