



2020

ONE WEEK OF CARING & SHARING

April 1-7, 2020

Purpose: Unit members & leaders organize during this one designated week to contact and check in with EVERY possible unit member, past and present, to kick off our next century and celebrate our 100th anniversary.

One entry per unit (no matter how many rejoins you end up with)

This certified form must be received at ALA National Headquarters **no later than April 30th**.

CERTIFICATION FORM

Please type or print legibly

Unit Name: _____ Unit # _____ Dept: _____

UNIT Tax ID # (TIN/EIN): ____ - ____ - ____ - ____ ****REQUIRED**

Unit representative's name (who is filling out form): _____ Title: _____

Email: _____ Phone: _____

To qualify for entry into the drawing for \$25 for the unit to use towards furthering the mission, the unit must have secured at least one REJOINED member from their unit during this week. That member must not have paid dues since 2017 & **must be entered as a rejoin into ALAMIS between April 1 - April 24th** using her former member ID.

Name of rejoined member: _____ Member ID: _____
***Please attach a copy of her signed application & verify that her eligibility status didn't change from when she first applied.*

Certified by Department Secretary: _____ **DATE** _____

Dept. Secretary
 printed signature: _____ Dept: _____

Check here that the unit included their Tax ID #

***I certify that the rejoined member last paid in 2017 or prior & was entered in ALAMIS between 4/1-4/24/20. I've provided or verified her member ID & that the form is filled out legibly & completely. DO NOT SEND INCOMPLETE FORMS.**

Departments

Please either scan & email to:
membership@ALAforVeterans.org
 (Subject line: Week of Caring & Sharing)

Or

Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead.

***Must be received by NHQ by midnight 4/30/20**

Please fill out the following information:

Number of unit members participating in making calls or visits during this week: _____

Number of unit members who were called or visited: _____

Number of members that renewed their membership due to unit contact: _____

Number of members that rejoined due to unit contact: _____

OPTIONAL: Share a specific story where you felt this week made an impact on a member:

How to Implement the 2020 Week of Caring and Sharing

1. Gather a team of Unit members to call or personally visit members and former members of your unit. Divide and conquer. If each member of the team calls or visits 10 members you can reach more members. **Please see the “Sample Scripts and Resources” document created for this event.**
2. At least one week prior to the Week of Caring & Sharing, if you don’t have ALAMIS access to pull a list of members and former members, request one from Department. Ask them to include current paid members, unpaid members (titled as “expired” in the system), and former members of your Unit. These reports will show the date dues were last paid, as well as addresses and whatever contact information we have for them.

IMPORTANT: *Please keep track of and send new or updated contact information to the Dept when you find any. If the unit has ALAMIS access, they can usually do this themselves. And be sure to also inform Dept of any members you may find that are deceased. It is helpful to include an approximate month/year of death.*
3. Create a spreadsheet that includes names, phone numbers, addresses and what your unit members’ current membership status is (current, unpaid/expired or former member not paid since 2017). Those with ALAMIS can export the reports already in an excel spreadsheet. It would be handy if the spreadsheet had columns to make notes after each call/visit. ***If you’d like ALAMIS access for your unit, contact your Dept HQ to request it. It is \$10 per person per year & each unit can purchase up to two users.*
4. Divide the spreadsheet/list among your team members. If a team member has a personal connection with someone on the list, be sure you assign that person to her.
5. Start calling. Make sure you are in a quiet place at the Post or in your home. Start the conversation with general questions concerning their well-being such as:
 - a. Thank you so much for your membership. Mention their number of years of membership if known.
 - b. Let them know you value their membership and time
 - c. Ask how they are doing...and how their family is
 - d. We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons we are calling today.
 - e. Gently question why you may not have seen them lately if they use to attend.
 - f. Mention some of the mission related events the unit has undertaken in the last year or so and thank them for contributing by way of paying their dues (either recently or in the past) for those that you don’t think have generally attended meetings or come to the Post.
 - i. This could be a lead in to inquire if they might be interested in volunteering in any way if you sensed interest when relaying the good deeds of the unit or if you feel it appropriate to inquire about them renewing or rejoining if it’s been a while – though the purpose of this week is not primarily on asking them for money/dues/membership. That should be a natural cause and effect just from expressing care towards them in general.
 - g. Ask them who the unit can honor in May for the upcoming Memorial Day holiday. Thank them for honoring their veterans by their past or present membership.

- h. Let them know you'd love to see them at a Unit meeting or a special event or activity (perhaps celebrating the ALA 100th birthday). Have your Post/Unit calendar handy for dates of upcoming events.
6. Make sure you thank all members, current or former, at the beginning and at the end of the call.
7. If you plan to visit members at their homes, please make sure to follow common sense safety rules – if you are traveling to a home or person you've not visited before or are unfamiliar with the area, please go in pairs. Don't go after dark unless they are expecting you. Have a letter, flyer, or business card to leave if no one is home or the member isn't available. Make note to follow up with them another time.
8. If the member wishes to renew or rejoin, be sure to have your payment methods available to share with the member:
 - a. Point them to the ALA National website to pay online if they are not more than one year behind – only current dues can be paid online;
 - b. Call ALA National Headquarters at 317-569-4536, M-F, 8-5 p.m. EST to pay by credit card.
 - c. Bring or send payment to the Post/Unit; or better yet...if they are near enough to you, volunteer to pick up the payment.
9. Be sure you leave contact information with the member or with a family member that may be taking a message for the member.
10. Use the spreadsheet to record your calls or visits. Continue to try to reach all members, even if it is after this special week.
11. Consider having the team make calls at the same time at your Post. Make it an "event" and have fun! Invite local news media to show the community just one of the ways you are celebrating the ALA's 100th birthday and staying engaged with your members and letting them know they are valued.
12. **Optional:** We'd love to hear how your event went and celebrate with you for taking this step towards sharing or renewing the spirit of the Legion Family. For your unit to be placed in a drawing for a chance at one of 100 award checks of \$25, complete the "One Week of Caring & Sharing" award certification form & submit to the Dept. See form for details and requirements to qualify for this drawing. Rejoining one former member is required and she must be processed by the Department by April 24th, 2020.

NOTE: If a member specifically asks that she be removed from the roster or is irritated and says she doesn't want to get the magazine/renewal notices/mail/calls from the unit/ALA anymore, please provide her your Dept HQ phone number and direct her to call them to request cancellation of her membership.

Sample Scripts for the 2020 “Week of Caring & Sharing” Calls

For a Member in Good Standing:

Hi [member name]. This is [your name] from [your Unit name and number]. As part of the American Legion Auxiliary’s 100th birthday, I am just calling to say thank you for your membership in the ALA. We really appreciate your passion for serving or supporting our veterans. We want you to know we value your membership and respect your time.

How you are doing? We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons I am/we are calling today. [Take time to really listen to the member if she expresses concerns or difficult family circumstances.]

We would love to see you at our next meeting or special event [provide the member of the event day, date, and time – especially if you have one to celebrate the 100th anniversary]. Please let us know if you would like to help with this event. If you are unable to help but would like to attend, we would love to see you.
Optional: If you are having trouble getting to the meetings/events, we can try to arrange to have someone pick you up.

This year our National President has focused on the health and well being of our members and our veterans. What a great reminder that we should always care for and nurture our own members, as well as our veterans and the community.

Thanks for taking the time to speak with me. I look forward to seeing you soon. If you need anything further here is my telephone number and email address.

For a Member Who Has Not Renewed Yet this Year or Last Paid More Than a Year Ago:

Hi [member name]. This is [your name] from [your Unit name and number]. I want to thank you for your membership [last year/___ years ago] and see how things are going for you and your family.

We are celebrating the American Legion Auxiliary’s 100th birthday this year. You and your family are invited to join us as we celebrate the beginning of our second century. [If you are having a special celebration, share the day, date, time and place and invite the member].

What a great time to be in the ALA...in our 100th year! We understand that everyone has financial and family obligations, and have so many good causes they could choose to support.....but I know you joined to honor a special veteran or service member. Even if you can’t be active in the unit, your membership supports the mission and the veterans we serve. Can I assist you in renewing/rejoining?

If they renew/rejoin: Thanks so much for your renewed support for our veterans. [Make arrangements for how to collect their dues...and application/eligibility documentation for rejoins.]

We value your membership and we respect your time. We would love to see you at the next Unit meeting. However, if you are unable to attend, I would be happy to call you after the meeting and share what was discussed. I will keep you updated on upcoming events as well. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time and I hope to see you soon!

If they are unwilling to commit:

No problem. We'll be holding a _____ for Memorial Day next month. Feel free to come out. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time today.

These are sample scripts. Please adapt them to suit your needs.

***If you receive negative reasons why people don't want to renew or rejoin, jot them down. These might be good talking points for a future unit meeting.*

RESOURCE IDEA: Please feel free to utilize the attached "Unit Brag Sheet" document to create and have a quick, easy reference sheet to help you share what you are most proud of about your unit as well as your own membership. A "sample" completed one is included as well as a blank one you can print to complete. Brainstorm (with your unit) a few things you might share with those you plan to call. It'll be right at your fingertips if you get "stuck" or need talking points. It could be copied and supplied to all of those involved in the calling campaign....or the completed one you develop even be copied and given to those that you might visit. This is a handy, quick reference tool that, like the "Elevator Speech," can be useful in feeling better prepared to share your passion about the ALA....and possibly excite others to join, renew, or rejoin.