

# Membership Guide

2020-21

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

*All Members are encouraged to 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.*

*By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.*

### Department Membership Team:

**Chairperson:** Anita L. Mennel #16/7<sup>th</sup> (810.796.9844) amie657@yahoo.com

#### Area Chairpersons:

**Eastern:** Angela Galbraith #143-18<sup>th</sup> (248-420-3456)

**Lower Northern:** Wendy Reyburn #381-9<sup>th</sup> (231-303-2575)

**Southern:** Kim Lipman #14-18<sup>th</sup> (248-568-7978)

**UPAA:** Kathleen Stamms #559-UPAA (906-241-2804)

**Western:** Deb Chambers #287-5<sup>th</sup> (616-571-0817)

And **ALL** members of the D.E.C.

**Central Region Chairperson:** Cathie Goth-MO egoth1@charter.net

**National Chairperson:** Pam Ray-IL – sparkle1979@hotmail.com

**National Headquarters Liaison:** Karin Romani -[kromani@ALAforVeterans.org](mailto:kromani@ALAforVeterans.org)

As a reminder, please, if you have questions, follow the chain. Start with your District Chair, then Area Chair, then Department Chair, then if ALL ELSE FAILS, our Central Region Chair, then *lastly* our National Chair/National Headquarter Liaison.

Each area has its own special recognition, which goes along with our President Georgia's theme: *Cruising for our Veterans.* The areas are named from 'elite-elegant' cars.

Eastern: Alfa Romeo

Lower Northern: Rolls Royce

Southern: Ferrari

UPAA: Bentley

Western: Duesenberg

*Embrace and have some fun with this!*

## Celebrate your membership with fellow members and your community

### **Please read this guide, it is full of information, dates, awards, and facts.**

The 2020-21 membership year in our American Legion Auxiliary, is sure to be another exciting one. As we are going into the next Century, we are certainly in unprecedented times. And a pandemic is of course a topic in our conversations. It is also a challenge, making us think out of the box, in how we recruit and retain. Now more than ever, we must work together. Share ideas, utilize our resources, and work our Mission.

**Eligibility:** Membership in The American Legion Auxiliary shall be limited to the grandmothers, mothers, sisters, spouses, daughters, and direct and adopted female descendants of members of [The American Legion](#), and to the grandmothers, mothers, sisters, spouses, and direct and adopted female descendants of all men and women who were in the Armed Forces of the United States during any of the following periods: April 6, 1917, to November 11, 1918; and any time after December 7, 1941; or who, being citizens of the United States at the time of their entry therein, served on active duty in the Armed Forces of any of the governments associated with the United States during any of said periods, and died in the line of duty or after honorable discharge; and to those women who of their own right are eligible for membership in The American Legion. A woman who is eligible for American Legion membership is eligible to join the American Legion Auxiliary regardless of whether she is a member of The American Legion. However, eligibility of her female relatives (sister, mother, direct decedents) depends upon her membership in The American Legion.

*"Exciting Membership Eligibility Information!"*

*Title 10 of the United States Code now includes Space Force as an "Armed Force" and The American Legion's federally chartered membership criteria uses the same wording so all those who have served or continue to serve in the United States Space Force are eligible for TAL membership. Therefore, their spouses are eligible for membership in the ALA! I've attached a copy of the full memo for your review."*

Please note this is taken directly from our National Website and must be adhered to as such. This should be clear, however if you have questions, please follow the "chain of command".

**Reminder: 2 degrees of separation is what is allowed. That means 2 'generations' from the veteran.**

**All members will get 'snail mail' reminders: September 15 & February 1st**

#### **National Membership Awards Deadlines and Submission Requirements:**

##### **Member Award: 10 X 10**

- Award: \$100
- Presented to: Members that recruit 10 (ten) NEW SENIOR members for the 2021 membership year by **November 10, 2020** Ten by the 10th – the ALA's birthday!
- Deadline: Members must be entered in ALAMIS system by 11/10/2020. FORMS must be received at National Headquarters by **November 15, 2020**.

**Materials and guidelines:** Form can be printed from the ALA National Membership Committee page of the national website ([www.ALAforVeterans.org](http://www.ALAforVeterans.org)). You must be logged into the "Members only" area to access the page.

One entry per recruiter.

##### **Member Award: R/R5 – Recruit/Rejoin 5**

- Award: Special gift from the National Membership chairman (gift will be different for each deadline)
- Presented to: Members who recruit or rejoin five or more Auxiliary Junior or Senior members into the 2021 membership year. Note: Rejoins must not have paid dues after the 2018 membership year
- **First Deadline:** December 14, 2020
- **Second Deadline:** Flag Day, June 14, 2021 Note: ***If you win the 10 X 10 award you will have met the requirements for the first deadline of this award and will automatically qualify for & receive this gift. No additional action or form required.***

**Note:** You can enter for both deadlines, but if you got the award for the first deadline, to be eligible for the second deadline, you will need to recruit/rejoin 5 additional members by June 14th (can't be same people from the 10x10 or Dec. 14th deadline)

• **Materials and guidelines:** Form can be printed from the ALA National Membership Committee page of the national website ([www.ALAforVeterans.org](http://www.ALAforVeterans.org)). You must be logged into the "members only" area to access the page

One entry per recruiter

### Unit Award: **100% Unit Award**

- Award: 100 unit awards of \$100 to be used to advance the ALA mission
- Presented to: *Units that reach 100% of their 2021 membership goal by November 10, 2020* will be placed into a random drawing from which 100 units will be selected to receive \$100.
- **Deadline:** American Legion Auxiliary birthday, November 10, 2020
- **Materials and guidelines:** This award will be based on units that reach 100% of their reported goals by November 10, 2020, as verified by ALAMIS

### ***\*Additional Membership Incentive for the 20-2021 Year\****

#### **“One Week of Caring & Sharing for the Next Century of the ALA”**

For one week this spring, April 1-7, 2021, we are asking Units members and leaders to work together to contact all members of their Unit. We want you to *call* (or visit) members in good standing, members who still need to renew, and former members that need to rejoin (have not paid dues since 2018). The purpose of these calls is to let ladies know their membership is valued and/or they are missed.

- **Award:** 100 unit awards of \$25 Emblem Sales gift certificate.
- **Presented to:** Units that fulfill the intent of the incentive during the week of April 1-7, 2021, and meet the criteria outlined on the award certification form, will be placed into a random drawing from which 100 units will be selected to receive \$25. Emblem Sales gift certificate.
- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2021, with the required rejoin processed in ALAMIS by Friday, April 24, 2021 – four business days prior to form being due to National – to give time for Departments to process the rejoin and get form forwarded to National by April 30.
- **Materials and guidelines:**
  - o This award will be based on units that organize a unit-wide/inclusive event to reach all unit members (past and present) to reinforce their value to the unit and its mission.
  - o How to Sheets, scripts for use during the event, and an optional award certification form are included in this guide (and on the ALA Membership Committee page on the national website). Our sincerest hope is that every unit commits to some sort of effort during this week to make sure their members know how important they are — whether the unit meets the criteria to or chooses to fill out the form to be placed in the drawing.
  - o One entry per unit

### **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, 2021.

**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, 2021.

**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.

**Ethel Stitt Cup** – The district having the greatest numerical increase in members 30 days prior to the Department Convention.

**ALL UNITS THAT REACH THEIR GOAL BY MAY 25, 2021 WILL BE AWARDED RIBBONS.**

REMINDER PLEASE UTILIZE WEBSITES FOR MORE INFORMATION AND FORMS

michalaux.org our National Website: ALAforVeterans.org (under ‘members only’)



# 2021 10 X 10 Award

Members who recruit 10 NEW SENIOR AUXILIARY MEMBERS by Nov. 10<sup>th</sup>, 2020 will receive a gift selected by the National Membership Chairman.

One entry/gift per recruiter.

Certified forms must be received at National Headquarters by November 15th, 2020.

Submit form to your Dept HQ office no less than one week prior to the deadlines!

New members must be entered and paid in ALAMIS by November 10, 2020

## ENTRY/CERTIFICATION FORM

*Please type or print legibly and fill out the form completely. Incomplete forms may not be processed.*

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

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

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

Name of New members

Member ID

Name of New members

Member ID

- |          |           |
|----------|-----------|
| 1. _____ | 6. _____  |
| 2. _____ | 7. _____  |
| 3. _____ | 8. _____  |
| 4. _____ | 9. _____  |
| 5. _____ | 10. _____ |

***Certified by Department Secretary:***

DATE \_\_\_\_\_

Dept. Secretary

printed name: \_\_\_\_\_ Dept: \_\_\_\_\_

Dept Secretary Signature (required): \_\_\_\_\_

**\*I certify that all 10 members are new and joined into the 2021 year. I've provided or verified member ID's & that the form is filled out legibly & completely.**

**DO NOT SEND INCOMPLETE FORMS or more than 1 form per recruiter.**

## Departments

Please either scan & email to:  
[membership@ALforVeterans.org](mailto:membership@ALforVeterans.org)

(Subject line: 10x10)

Or

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

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

**\*Must be received at NHQ by midnight 11/15/20**



# 2021 R/R 5 - Recruit & Rejoin 5

For members who recruit or rejoin five (5) or more junior or senior Auxiliary members into the 2021 membership year.  
Rejoined members must not have paid dues since 2018. **One entry per recruiter per deadline.**

Certified forms must be received at National Headquarters **no later than:**

**Check one:** \_\_\_\_\_ **December 14, 2020**      \_\_\_\_\_ **June 14, 2021**

## CERTIFICATION FORM

*Please type or print legibly*

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

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

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

Name of New and/or Rejoined members

Member ID

- |    |       |       |
|----|-------|-------|
| 1. | _____ | _____ |
| 2. | _____ | _____ |
| 3. | _____ | _____ |
| 4. | _____ | _____ |
| 5. | _____ | _____ |

***Certified by Department Secretary:***

DATE \_\_\_\_\_

Dept. Secretary

printed name: \_\_\_\_\_ Dept: \_\_\_\_\_

Dept Secretary Signature (required): \_\_\_\_\_

**\*I certify that all 5 members are new in 2021 - or last paid in 2018 or prior and rejoined into the 2021 year. I've provided or verified member ID's & that the form is filled out legibly & completely.**

### Departments

Please either scan & email to:

[membership@ALAFforVeterans.org](mailto:membership@ALAFforVeterans.org)

(Subject line: R/R 5)

Or

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

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

**\*Must be received at NHQ by midnight  
12/14/2020 or 6/14/2021**

**Form must be submitted to your Department Headquarters for verification. Department headquarters will then submit form to the national headquarters.**

Each recruiter will receive a special gift selected by the National Membership Chairman  
**One award per award period per recruiter**



# 2021

## ONE WEEK OF CARING & SHARING

### April 1-7<sup>th</sup>, 2021

**Purpose:** Unit members & leaders organize during this one designated week to contact and check in with EVERY possible unit member, past and present.

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 30<sup>th</sup>**.

### CERTIFICATION FORM

*Please type or print legibly*

Unit Name: \_\_\_\_\_ Unit # \_\_\_\_\_ Dept: \_\_\_\_\_

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

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

To qualify for entry into the drawing for a \$25 Emblem Sales Gift Certificate the unit must have secured at least one REJOINED member from their unit during this week. That member must not have paid dues since 2018 & **must be entered as a rejoin into ALAMIS between April 1 - April 24<sup>th</sup>** using her former member ID.

Name of rejoined member: \_\_\_\_\_ Member ID: \_\_\_\_\_

***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 2018 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.**

### Departments

Please either scan & email to:  
[membership@ALaforVeterans.org](mailto: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 4/30/21**

**Please complete 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:

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