



Resources



American Legion Auxiliary National President Trish Ward shared her vision with the members attending the Fall Conference 2025. She presented a two-hour presentation with insightful information and shared articles, books, online courses, and websites to help inspire growth in the ALA.

The following is the list of those items and links she shared. President Ward wants to encourage members to read and share the information below.

Articles

“A common-sense approach to reinvigorating small-town America”

<https://www.ruralbusiness.com/a-common-sense-approach-to-reinvigorating-small-town-america/>

“This Town Actually Gets Things Done. What Makes It Different?”

<https://www.strongtowns.org/journal/2024/1/31/this-town-actually-gets-things-done-what-makes-it-different>

“Increase Membership for Associations & Nonprofits with These 50 Tips”

Memberclicks.com - <https://memberclicks.com/blog/increase-membership/>

“11 Proven Strategies to Grow Memberships in 2024”

Suremembers.com - “11 Proven Strategies to Grow Memberships in 2024”

“115 Ideas for How to Grow Membership in an Organization in 2024 [Our Ultimate Guide!]”

Mightynetworks.com - <https://www.mightynetworks.com/resources/how-to-grow-membership-in-an-organization>

“Don’t Rebuild, Upbuild! – Reimagining Nonprofit Infrastructure”

Nonprofitquarterly.org - https://nonprofitquarterly.org/dont-rebuild-upbuild-reimagining-nonprofit-infrastructure/?utm_content=184040356&utm_medium=social&utm_source=facebook&hss_channel=fbp-201100766585851

“Why Our Service Organizations Are Dying (and 6 ways to fix them)”

Michaelbrand.org (as seen on LinkedIn) - <https://michaelbrand.org/wp-content/uploads/2021/05/Reinventing-Service-Clubs-article-format.pdf>

<https://www.linkedin.com/pulse/why-our-service-organizations-dying-6-ways-fix-them-michael/>

Books

“Bowling Alone: The Collapse and Revival of American Community”

By Robert Putnam - <https://a.co/d/7wOZM73>

“Strong Towns: A Bottom-Up Revolution to Rebuild American Prosperity”

By Charles L. Marohn, Jr. - <https://a.co/d/bETOfYg>

“Turn this Ship Around! A True Story of Turning Followers into Leaders”

By L. David Marquet - <https://a.co/d/hFWPnBT>

“Leading with Dignity”

By Donna Hicks - <https://a.co/d/3rKjOVB>

What every leader needs to know about dignity and how to create a culture in which everyone thrives.

Winner of the 2019 PROSE award in the Business, Management and Finance Category

“Nonprofit Kit for Dummies”

By Beverly A. Browning, Stan Hutton and Frances N. Phillips - <https://a.co/d/4EWZFiK>

“Gung Ho”

By Ken Blanchard and Sheldon Bowles - <https://a.co/d/ipL2Hso>

Turn On the People in Any Organization. Increase Productivity, Profits, and Your Own Prosperity

“Gung Ho! Shows in three easy steps how to release the energy and enthusiasm of your whole team and focus it on success.”

~Stephen R. Covey

“Building Brand Communities – How Organizations Succeed by Creating Belonging”

By Carrie Melissa Jones - <https://a.co/d/3cpVa0a>

“Building Communities of Hope”

By Rev. Dr. Anne Hays Egan - <https://a.co/d/fmpi4Sn>

Online Courses

“Building Leadership Skills to Confront Today’s Challenges”

Dalecarnegie.com

“Introduction to Parliamentary Procedure: Dynamics of Leadership”

<https://il.wisconsin.edu> - <https://il.wisconsin.edu/course-catalog/introduction-to-parliamentary-procedure-dynamics-of-leadership/c216-m28-14o/>

Websites

BoardSource.org – <https://www.boardsource.org>

Their mission is to inspire and support nonprofit boards and executives to lead justly and with purpose

Nla1.org – <https://www.nla1.org>

“Empowering Leaders, Transforming Communities”

Nlctb.org - <https://www.nlctb.org>

Their mission is to develop and connect nonprofit leaders to strengthen organizations and our communities.