



Membership Plan of Action 2014-2015

The purpose of the membership committee is to support our national effort to ensure further growth, retain our active membership and establish new units. Members enable our organization to carry out our mission to assist veterans, their families and our communities. By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow to one million members by our centennial anniversary which will be celebrated during the 2019-2020 year.

We need to ensure a positive experience for all members. Everyone is not going to attend meetings, and they should not be ridiculed for it. If your Post building has the space, a suggestion to help young mothers attend your meeting is to provide a nursery and have a member watch/play with the children during the meeting. Continue this for several months and rotate the member who stays in the nursery. This might encourage mothers with small children to actually start attending meetings.

Here are several ideas that may help you strengthen your unit. Always contact new members personally within 30 days of them becoming a member. Share former members' feedback with the unit to determine what the unit might need to do differently to retain members. Explain Auxiliary benefits, including scholarships, and promote the many Auxiliary opportunities for service to veterans and their family members. Plan programs/projects that will increase our visibility in the community. Encourage Junior members to invite their friends to join and help them to sponsor special projects for veterans and the youth in their community.

Units, please remember that National is waving their portion of 2015 dues (\$9) for new female veterans who join. What a great recruitment tool to get eligible female Legionnaires to join your unit.

The first renewal notice from National Headquarters will be mailed by September 15, 2014 and the second reminder will be mailed by January 15, 2015. However, we need to start working renewals now and we will be able to reach our milestones quicker. Please do not sit on memberships, send them in immediately.

We need to all work together in order to help our organization grow. Be welcoming, kind and respectful to persons of all ages and backgrounds, and remember all contributions need to be recognized no matter how small or how large. Most importantly, we need to always exhibit "Service Not Self" in all our activities and interaction with others.

As our new year begins and the firefighters are trying to see who can reach the top of the ladder first and who can put out the most fires, let us have a burning love for our organization and set the woods on fire with new members.

You have been made aware of the numeric membership goals and I challenge you to retain members, recruit FOUR new ones and rejoin old ones. By doing this, we can gear up for the Fire Inspection (target) dates.

November 11, 2014, 60%

February 14, 2015, 85%

The last inspection, 95% will be 30 days prior to National Convention 2015 in Baltimore, Md.

If you have any questions please contact Headquarters by phone at 919-832-4051, or contact me.

Together I know we can have a great year.

Linda Laws

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