



2016-2017 NATIONAL MEMBERSHIP MONTHLY NEWSLETTER

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“Honor Their Service”

Wear your officially branded ALA apparel and “Honoring Their Service” button when out and about. Button order forms are available at www.ALAforVeterans.org. Be prepared to answer when asked who the Auxiliary is, what we do in communities, and why we matter.

ALA Tea Party:



Plan a Tea Party. Have each member of the Unit invite a friend, co-worker or even a new neighbor.

Reach out to the wives of the servicemen that are stationed at the local military base.

Distribute the “At A Glance” pamphlet, so they can see the benefits they would enjoy as a member of the American Legion Auxiliary.

Point out the fact that as a member of the American Legion Auxiliary they would be an **ADVOCATE** for veterans, and the military.

We’re Ready to Praise—Are you Ready to Raise?

Martha Corriher, National Membership Chairman

Can I have an AMEN?

I don’t know about you, but I feel the need to shout AMEN! The departments across this great nation are working membership. Some are having better success than others, but I know with fall conferences winding down, membership will be turned in to move those numbers up.

Please remember that departments aren’t in a contest to beat each other because no two departments have the same numbers to reach. Departments are in a contest with themselves, to see if they can get more members to renew, rejoin or sign new members than they had last year. The contest, for those who want to look at it that way, needs to be looked at as “Stop The Slide”. Praise those members that put forth an effort to help attain your unit numbers and work the auxiliary programs. We can only “Raise What We Praise”, so I **Praise All Members** that have sent in their renewals, those that have signed new members and those that have pounded the streets to get those rejoins. For those members who are still waiting to send in their renewals, don’t worry, I have lots of praises to send your way, so why delay? If you get your dues in that will free you up to concentrate on the auxiliary’s mission working for our veterans, active military and their families.

Happy Membership Day, that is EVERYDAY!!

Shining Star—Department of Oregon

In Oregon we held a Membership Training for all our District Presidents with a folder full of information on how to enhance the Membership experience. We have a survey to see what our Units need for training. A District President and I have attended two of her struggling Units to provide Membership training.

The Oregon Membership goal this year is to see that every Unit has an increase in Membership. We plan to accomplish this by all Districts and Units working all together.

Our theme this year is Thomas the train. We are all traveling on the Membership Train. We have train whistles to toot our success. The District with the highest increase in Membership gets to take the Thomas the Train Piñata home to use with their membership promotions. At the end of the year, the Piñata will be given to the District with the highest increase in Membership. We are including our Juniors in the Thomas the train Membership fun.

~ Maggie Lamont, Department of Oregon Membership Chairman

Membership—Do Something Today!

- ★ **Build and maintain a relationship with the person in charge of veteran admissions and/or veteran student organizations that may be on community college and university campuses.**
- ★ **Visit a Senior Community to explain the benefits of becoming a member of the largest patriotic women’s organization in the world.**
- ★ **Distribute membership information in front of the local grocery store.**
- ★ **Participate in the local Chamber of Commerce event.**
- ★ **Network with first responders, civic organizations, and other veteran service organizations to expand your pool of potential members.**