

Celebrating 250 Years

What is your “Why ALA”?

Mother, there's no need to feel down
I said, sister, pick yourself off the ground
I said daughter, cuz you're new in town
There's no need to be unhappy!
Spouse, there's a place you can go
I said, granddaughter, when you're short on your dough
You can meet there and I'm sure you will find
Many ways to have a good time!

Sing to
Instrumental/karaoke
version of
Y.M.C.A.

What is your Why A.L.A?
I am asking you Why A.L.A?

Cuz we have everything
Maybe even some bets
YOU CAN HELP OUT ALL THE VETS

What is your Why A.L.A?
I am asking you Why A.L.A?

You can get yourself seen
You can volunteer
You can even have a beer!

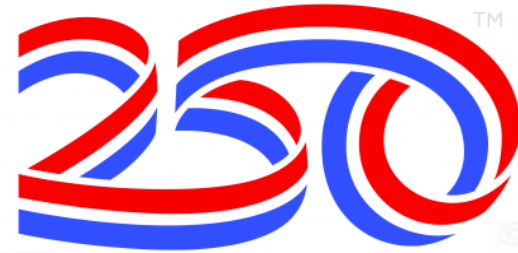
People, are you listening to me?
I said, People, are you happy you're free?
Well then join us and honor your vet
You can make a difference you bet
No one does it all by themselves
I said, people, believe in yourself
And just go there, join the ALA
Don't wait, do it today!!!

Repeat Chorus



Let's have fun working
membership!!!

AMERICA



“Building our Patriotic Future”

Membership Program

POLL: What is the Membership Program about?

_____ Increasing the number of new members ← If you build it, they will come

_____ Retaining existing members ← If you build it, they will stay

_____ Endless numbers and percentages ← If you build it, I will count it!
Endless numbers and percentages

_____ Engaging members in our mission ←



If you build it.....

Imagine yourself at a Unit General meeting.....

When the President asks if there are any guests, there are 3. One is introduced by a member as her cousin, who came because she's heard so much about the Auxiliary. Another is introduced as a granddaughter: grandma invited so she'd see patriotism at work. Another is a winter visitor and a member from an out of state Unit who someone invited to come.

During the meeting, a member at large announces that she has found a teacher who wants her students to participate in the Americanism essay contest. She moves for cash prizes. After thoughtful discussion representing all points of view, the motion is voted upon based on information presented. She then asks for members to judge submissions.

Getting New members:

When members are engaged with the Unit and the work it does– they naturally bring others into the Unit.

Keeping Members:

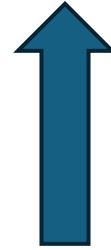
Members are seeking mission opportunities that align with their skills and interest– giving them a sense of purpose. They feel *respected* and *fairly* heard *regardless of vote outcome*.



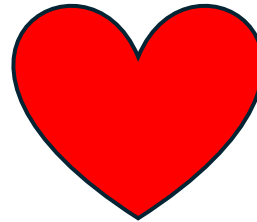
Pro tip: watch what happens after the meeting closes

Members Recruiting **New** Members

Welcome Walk-ins: BE FRIENDLY & KNOWLEDGABLE



Be ready for chance meetings-Elevator Speech (AKA “What Is Your Why ALA?”)



Invite acquaintances- Always have applications with you

They've joined– now what?

Member Lifecycle

New Member



- Personality & interest development
- Where do I fit?
- Learning about the mission, organization & Unit

- Found “Comfort zone”
- Takes responsibility for “happiness”
- Bring in friends



TIME

Every timeline occurs at a different rate!

Unit Leadership

- Individual care
- Get to know them
- Offer “no-pressure” volunteer opportunities
- Invite to meetings
- Observe & give feedback
- Engage & recognize them in efforts
- Look for leadership capabilities/ interest
- Meet them where they are
- Provide “interesting” opportunities
- Leadership development?
- **Notice when they're gone**

The Member

You got 'em

Which

member

member



Where are you on the road to reach our goals?



Membership Goals

25% 9/15/25 See you at the U.S. Navy Museum to celebrate the S.A.L birthday!

60% 11/10/25 Let's explore Rushmore together on the Auxiliary's birthday

85% 3/15/26 So much to see in the original 13 states! See you there on the Legion's Birthday!

95% 6/12/26 Women Veteran's Recognition Day at the Women Veterans Monument in Okaloosa

100% 7/4/26 Celebrate Tuskegee WWII pioneers fight for freedom on Independence Day!

102% 8/1/26 Don't give up now---- 30 days to Nat'l Convention -- keep fighting at the Alamo!

Come on home to celebrate reaching our goals !!!!

District 1

Yuma, Bouse

Units: 19, 46, 56

Goal: 317

% of Goal: 45.74%



District 2

Tucson, Green Valley, Oro Valley, Vail
Units: 7, 36, 59, 66, 68, 73, 109, 125,
131, 132

Goal: 2513

% of Goal: 54.44%*

FIRST PLACE!!!!



District 3

Southeast Arizona

Units: 11, 16, 24, 45, 52, 141

Goal: 862

% of Goal: 53.71%*

3rd Place!!!!



District 4

Casa Grande, Florence,
Coolidge, Queen Creek,
Maricopa

Units: 8, 9, 51, 54, 129, 133

Goal: 425

% of Goal: 20.94%



District 5

Globe, Clifton, Safford, Solomon

Units: 4,28,32,95

Goal: 352

% of Goal: 51.42%



District 6

Northeast Arizona

Units 30, 37, 69, 86, 147

Goal: 710

% of Goal: 47.89%



District 7

Upper North Central Arizona
Unit: 3,13,14,22,42,57,81,87,
88,103,123,136

Goal: 1554

% of Goal: 52.83%



District 8

North Central Arizona

Units 6, 25, 40, 78, 79, 90, 93,
108, 135, 140

Goal: 1329

% of Goal: 53.20%



District 11

West Valley

Units: 1, 5, 12, 29, 53, 61, 62,
105, 115, 145

Goal: 2394

% of Goal: 53.17%



District 12

East Valley

Units

2,26,27,34,35,39,41,44,58,64,65,
84,91,107,114,117,124,138

Goal: 6092

% of Goal: 54.10%*

2nd Place!!!!



Americana Road trip: keep those wheels turning!!!!

District Standings as of 11/7/25

District 1



45.74%

Goals:

60%
11/10/25

85%
3/15/26

95%
6/12/26

100%
7/4/26

District 2

1st!



54.44%

District 3

3rd!



53.71%

District 4



20.94%

District 5



51.42%

District 6



47.89%

District 7



52.83%

District 8



53.20%

District 11



53.17%

District 12

2nd!



54.10%

Remember, help
is just a call away!



Call Department!!!

Challenges..... Coming due!!!!

- Sign up 3 new Legionnaire's, 3 new ALA members, and 3 new SAL members, by 30 days prior to Convention 2026
Jane Shoemaker Challenged Ginger Cox: \$25 President's Project and a bottle of wine to winner
- Highest percentage % of Membership Goal **by November 11th, 2025**, \$\$ to President's Special Project
 - **District 8 (53.20%) challenged District 11 (53.17%): \$100**
 - **District 12 (54.10%) challenged District 11 (53.17%): \$100**
 - **Unit 25 (62.50%) challenged Unit 62 (57.93): \$100**
 - **Unit 41 (40.17%) challenged Unit 65 (24.58%): \$100**
 - **Unit 41 (40.17%) challenged Unit 117 (49.79%): \$100**
 - **Unit 86 (60.68%) challenged Unit 25 (62.50%): \$100**
 - **Unit 24 (61.11%) challenged Unit 11 (70.69%): \$25**
 - **Unit 56 (51.39%) challenged Unit 19 (56.59%): \$25**
- Greatest percentage % of Dual members (TAL and ALA) by **November 11th, 2025**, \$\$ to President's Project
 - **Unit 86 challenged Unit 25; \$100**
- Highest percentage % of Membership Goal by **January 1st, 2026**, \$\$ to President's Special Project
 - **Unit 91 challenged Unit 35; \$100**
- Units to get 5 new Juniors per unit by **January 1st, 2026**; Units not meeting challenge: \$100 to President's Special Project
 - **Unit 8 challenged 27,36,41,39,86,25,61,29,65,109 & 8**

Marge challenges all Districts: Meet the National 85% goal by March 15, 2026; Poppy Bling pins to all Unit and District membership chairs in the winning Districts—ONE FOR ALL AND ALL FOR ONE!



2026: RECRUIT/REJOIN 10

Members who recruit and/or rejoin 10 junior or senior Auxiliary members for the 2026 membership year. Rejoins must not have paid membership dues since 2022 or earlier.

One entry per recruiter.

Certified forms must be received at ALA National Headquarters by **June 6, 2026**.
Please send this form to your department headquarters office no later than
one week prior to the deadlines.

New members must be paid in ALAMIS by June 1, 2026.

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 Department: _____ Unit #: _____ Email: _____
Recruiter's Address: _____

Names of <u>New/Rejoined</u> Members	Member <u>ID#</u>	Names of <u>New/Rejoined</u> Members	Member <u>ID#</u>
1. _____	6. _____		
2. _____	7. _____		
3. _____	8. _____		
4. _____	9. _____		
5. _____	10. _____		

Certified by Department Secretary:

DATE: _____

Department Secretary

Printed Name: _____ Dept: _____

Dept Secretary Signature (required): _____

***I certify that all 10 members are new or rejoined into the 2026 year.**
***I've provided or verified member ID numbers and that the form is filled out legibly and completely.**

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

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Units: Send form to your department secretary.

Departments:

Please either scan and email to:
membership@ALAforVeterans.org
(Subject line: Recruit 10/ Member Name & ID)

Or

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

*Must be received at NHQ no later than midnight June 6, 2026.

Each recruiter will receive a special gift selected by the 2026 National Membership Committee Chairman.

One award per recruiter.

**National
Incentives
!!!!!!**



FAMILY 3

Members who recruit 3 New Legion members, 3 New Auxiliary members and 3 New SAL members for the 2026 membership year.

One entry per recruiter.

Certified forms must be received at ALA National Headquarters by **June 6, 2026**.
Please send this form to your department headquarters office no later than one week prior to the deadline.

New members must be paid by June 1, 2026.

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 Department: _____ Unit #: _____ Email: _____
Recruiter's Address: _____

Names of 3 <u>New Auxiliary</u> Members	Member <u>ID#</u>	Names of 3 <u>New Legion</u> Members	Member <u>ID#</u>
1. _____		1. _____	
2. _____		2. _____	
3. _____		3. _____	

Auxiliary Unit Officer Signature - Verifying Membership

Legion Post Officer Signature - Verifying Membership

Names of 3 New SAL Members

Member ID#

1. _____
2. _____
3. _____

SAL Squadron Officer Signature - Verifying Membership

Forms must be signed by officers from
TAL, ALA & SAL to be valid.

Please email forms to
membership@alaforveterans.org

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

Please do not send incomplete forms.

*Must be received at ALA NHQ no later than midnight June 6, 2026.

Each recruiter will receive a special gift selected by the 2026 National President. One award per recruiter.



JULY 4, 2026

250TH BIRTHDAY
UNITED STATES OF AMERICA

RENEW YOUR COMMITMENT TO YOUR VETERAN

REJOIN THE
AMERICAN LEGION AUXILIARY

5 free in your mailbox

PreOrders with Rae

More available: 25 for \$2.50

YOUR MEMBERSHIP IN THE
AMERICAN LEGION AUXILIARY
MATTERS:

Your membership represents influence--
in legislation, community and support
services for veterans and their families.

You can make a difference!

Renew or rejoin today:

Call 317-569-4570
to talk with a real person
or

drop by your local
American Legion Post



PLEASE TRACK!!!

We want to know how well this concept works!