

Membership Boost

As we approach the holidays and the end of the year, there are some fun and creative ways you can use to retain, renew, and recruit new members for your units:

1. **Holiday Promotions** – The holiday season is a time when many people are looking for a great deal. Consider these ideas:
 - a. Discounted Rate: Set a goal to offer a certain dollar amount off membership if completed by Thanksgiving, Black Friday, Cyber Monday, etc.
 - b. Referral Bonuses: Offer a discount to members who bring in a new guest. You might even extend the discount to both the member and the guest if they join during one of the upcoming holiday shopping
 - c. Friends and Family Discounts – As we know, many grandmothers handle memberships for their kids and grandchildren. Offer a friends-and-family discount for memberships completed by Thanksgiving.
2. **Host a Festive Activity:**
 - a. Have pamphlets available about the ALA and include membership applications.
 - b. If you're hosting a drive-thru dinner, include your unit's calendar of events, examples of how you've made a difference in the lives of veterans, active military, and their families, and express gratitude for community support. Highlight how membership helps sustain your organization's success.
3. **Raffles and Prizes** – Everyone loves a chance to win!
 - a. Membership raffles for new members can include prizes such as a free membership, a gift basket, or even being "spoiled" at a meeting. The possibilities are endless.
4. **Social Media Engagement** – Don't forget the power of social media! Run contests for likes, shares, or the best post. Have fun and be creative while showcasing the ALA and recruiting new members.
5. **Share Your Story** – Use your personal testimony to share what the ALA means to you and why you are a member.
6. **Know Your Audience:**
 - a. For a busy mom, make her feel welcome at meetings. If all she can do is bake cookies, be sure to thank her and show appreciation for her contribution.
 - b. For a 50-year-plus member, offer her a ride, include her in the group, and give her a meaningful role to help.
7. **Say Thank You!** – One of the most important things we can do is express gratitude. Everyone in our organization is here for the same purpose, even as we celebrate our differences.

This is the perfect time to have fun recruiting, retaining, and renewing. Our veterans are depending on us to keep moving forward and to continue fighting for them.