Keep that light shining bright!

Western Division
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NOVEMBER WESTERN DIVISION POINT ARENA LIGHTHOUSE NEWSLETTER

Department Membership Chairs

It is important that you share this newsletter with your Unit Membership Chairs. Thank you!

FROM NATIONAL MEMBERSHIP CHAIR – JOHN TESTER

Greetings American Legion Auxiliary Membership,

As we enter the fall season, our thoughts turn to Thanksgiving and all the things we are grateful for. When it comes to membership in the American Legion Auxiliary, we have so much to be thankful for! Every day, our members work to fulfill our mission of supporting and honoring our veterans. We provide comfort, relief, and assistance to those who have served our country, we raise funds to support important veterans' programs, and we honor their service and sacrifice through meaningful programs and ceremonies. These are just a few of the many ways our members make a difference in the lives of our veterans and their families.

Gratitude can be one of our greatest tools in recruiting new members and encouraging current members to renew. When inviting someone to join, share what you are thankful for as a member of the Auxiliary and the difference our organization makes in the lives of veterans. When reminding a current member to renew, help them remember the purpose behind their membership and the good they help accomplish. This Veterans Day, take time to thank our veterans for their service and sacrifice. And as you recruit new members or encourage renewals, always remember our WHY: Our veterans are the reason we serve, the reason we recruit, and the reason we keep our American Legion Auxiliary shining bright!

John R. Tester
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FROM NATIONAL MEMBERSHIP VICE CHAIR – JAMMIE PHILLIPS

Engagement & Mission: The Key to Retaining Members

Recruiting members is only the first step; retaining them, keeping them active, connected, and inspired is where the real work begins. At the 2026 National Membership Workshop, we were reminded that "recruiting may help you gain new members, but engagement retains them." Engagement is the heartbeat of membership, thriving when we stay mission-focused and involve members meaningfully in service.

 Members want to feel valued, and they want their time to matter. Younger members especially look for a return on their investment through hands-on activities and volunteering. When we create opportunities such as packing care packages, hosting community events, or supporting veterans, we give members a reason to stay involved.

 Culture also shapes retention. Ask yourself: What kind of environment are new members entering? A welcoming, genuine, family-friendly, and inclusive culture reflects our mission and encourages members to remain active.

 Follow-up is essential. The ABCs—Always Be Communicating—reminds us that engagement goes beyond dues notices. Buddy Checks and Caregiver Checks show members that they matter. Each check-in becomes a moment of genuine connection, deepening engagement and strengthening the relationships that keep our mission alive.

The Department 95% Retention Award honors departments that achieve a 95% retention rate, including renewals and rejoins, based on ALAMIS data entered by July 31, 2027. This award highlights the importance of keeping members engaged year after year.

To strengthen retention, consider regular check-ins, family-friendly events, leadership opportunities, personalized invitations to volunteer, and timely recognition. When we stay mission-focused and member-focused, engagement becomes a culture—and members stay, serve, and thrive.

Jammie Phillips
American Legion Auxiliary
National Vice Chairman, Membership Committee
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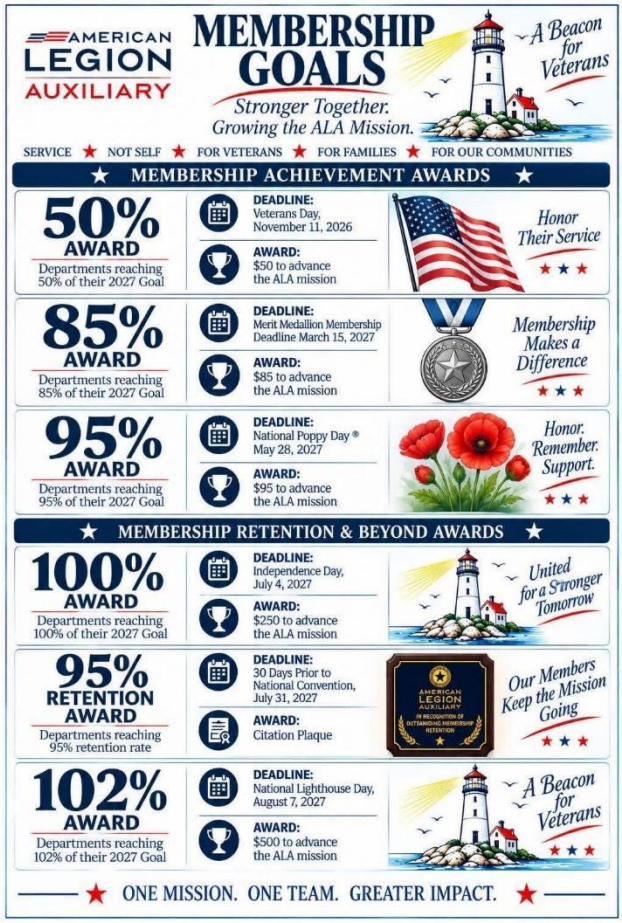
1ST QUARTERLY MEMBERSHIP MEETING

Below is the link to register for the 1st Quarterly Membership ZOOM, which will take place on **Thursday, October 29th at 7:30 PM Eastern.** Register in advance for this meeting:

https://alaforveterans-org.zoom.us/meeting/register/IZa8bvfWTCG9f8bQNgx__Q

You must click the link above and register for the call in order to be sent the link for the meeting. Please make sure to register under your own name and email address.

2027 Membership Goals and Awards



Point Arena Lighthouse Keepers Recognition

Working the programs and getting out into your communities is so important, especially as Veterans Day approaches. Keeping your Units engaged is all part of the important process of encouraging renewals. Here is what a few Western Departments are doing:

The Department of California's President Tracy Varnell-Fercho has a secondary theme of "One Team, One Mission, Veterans First". It seems to have everyone fired up and ready to put their service on the scoreboard! Pictured here is Vice President Jennifer Turner at their Northern Workshop.

The Department of Idaho has used their Facebook page to keep their members updated on membership changes and also encourage renewals, with wonderful colorful flyers. They have aspirations to once again be in the top 4 in the Nation in Membership!

The Department of Washington is going to "Rebuild, Regrow and Renew" their Units with a Butterfly theme added to the Lighthouse. Fall Workshops have been filled with laughter as the entire Legion Family head table adorns beautiful wings!

The Department of Alaska is carrying National President Coral's "A Beacon for Veterans" theme by highlighting Alaska's Lighthouses as their Membership Journey. This Passport to Success will lead them to their membership goals!

The Department of Hawaii is almost to the 50% Veterans Day Goal already! Way to go Hawaii!

The Department of Utah has given themselves a higher membership goal with the "Each One, Reach One." They are working closely with their community partners to get the American Legion Auxiliary name recognized.

Membership Mondays

Facebook Membership Mondays are reaching a wide audience, sharing information and answering questions. Committee member, Linda Smiley, has given us a reminder to remember your passion, dedication and your "why". Be proud of your eligibility. Your membership is valuable. Remember to be a beacon for veterans.

National Vice Chair, Jammie Phillips, shares that when your community sees Auxiliary members actively living the mission, showing up, serving, supporting, and leading, they will want to be part of that energy. They want to belong to something meaningful. National Chair, John Tester, sends a reminder to brag about what we do and why we do it. Be branded, be positive, and encouraging.

Check out the past Membership Mondays and take the time to read the comments and questions. You may find an answer to a question, and a new idea or project you had not thought of yet!

https://www.facebook.com/groups/alamembership

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Lighthouse Keepers Communication

As Veterans Day fast approaches, and you head out to the parades, dinners, and celebrations, take the time to remember your "Why." Don't be afraid to ask a potential new member or a current member about their veteran. Take the time to listen and encourage them to tell the story about the one that they love. A welcoming environment will attract likeminded volunteers. Honor those who have sacrificed with your continued dedication to Service, Not Self.

Lastly, be sure you are communicating with everyone on the membership team with your Monthly Reports. These reports are an important part of the role you play on the Beacon for Veterans team!

Thank you for all that you do!
Elaine Roach
Western Division Membership

CALENDAR OF EVENTS

FACEBOOK- Membership Mondays and Engagement Thursdays

FIRST MEMBERSHIP GOAL

November 11 50% Membership

QUARTERLY ZOOM MEETINGS

January 28 7:30 pm Eastern
April 15 7:30 pm Eastern

DEPARTMENT CHAIRS

AK	April Sinclair	907-830-0970
AZ	Lynda Griffin	623-349-3979
CA	Diana Livas	323-893-0732
HI	Irene Devirgillio	256-783-3349
ID	Cathy Crisp Keever	208-316-0020
NV	Glynis Morris	702-272-3263
NM	Brenda Ahinheim	505-290-2106
OR	Cindy Soria	541-787-0462
UT	Julie Huttabaugh	801-971-5724
WA	Barb Rutherford	509-670-9971

A BEACON FOR VETERANS