**Membership Program Action Plan**

**2022-2023**

Membership is to encourage and support the nationwide effort to attract and retain a diverse, active membership and establish new units to ensure the future of the American Legion Auxiliary. By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow our membership. We must let members know that they are the Auxiliary’s most valuable asset. There are several things members can do to promote membership for the American Legion Auxiliary including enhancing the member experience, reaching out to former and expired members, attracting new members and understanding and respecting member rights.

**2023 MEMBERSHIP AWARDS**

**Member Award**: 10 Plus 3 in 2023

• **Award**: Special gift selected by the National Membership Chairman

• **Presented to**: Members who recruit 10 NEW Senior members and 3 NEW Junior members for the 2023 membership year.

• **Deadline**: Members must be entered and paid in ALAMIS member database by June 1, 2023.

o FORMS must be received at National HQ by June 3, 2023.

• **Materials and guidelines**:

o Form can be printed from the ALA national Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged in to the *MyAuxiliary* area to access the page.

 o One entry per recruiter.

**Unit Award:** 100% Unit Award

• **Award**: $25.00 Gift Certificate to Emblem Sales

• **Presented to**: Units that reach 100% of their 2023 membership goal by November 11, 2022.

• **Deadline**: November 11, 2022.

• **Materials and guidelines**: o This award will be based on units that reach 100% of their reported goals by November 11, 2022, as verified by ALAMIS.

*Note:* Departments must submit unit goals to National Headquarters by September 1, 2022, to be eligible for the 100% Unit Award. These must be sent in a specific format which will be provided by NHQ.

**Unit Award:** New Unit Award

**• Award**: $25.00 Gift Certificate to Emblem Sales

**• Presented to**: New units chartered between September 1, 2022, and July 31, 2023.

**• Deadline**: July 31, 2023.

**• Materials and guidelines**:

o This award is automatically presented upon receipt and processing of new unit charter applications at National Headquarters.

**Department Membership Goals**: Department membership goals are based on each department’s 2022 department goal PLUS one new member for every active unit as of the 2022 Mid-Winter NEC Meeting.

**Department Award**: 75% Award

**• Award**: $75 to be used to advance the ALA mission

**• Presented to**: Departments reaching 75% of their 2023 department membership goal. **• Deadline:** Pearl Harbor Day, December 7, 2022.

**• Materials and guidelines**:

o Award will be based on membership entered in the ALAMIS member database by December 7, 2022.

**Department Award**: 85% Award

**• Award**: $85 to be used to advance the ALA mission

**• Presented to**: Departments reaching 85% of their 2023 department membership goal. **• Deadline**: TAL Birthday, March 15, 2023.

**• Materials and guidelines**:

o Award will be based on membership entered in the ALAMIS member database by March 15, 2023.

**Department Award**: 95% Award

**• Award**: $95 to be used to advance the ALA mission

**• Presented to**: Departments reaching 95% of their 2023 department membership goal.

**• Deadline**: National Poppy Day®, May 26, 2023.

**• Materials and guidelines**:

o Award will be based on membership entered in the ALAMIS member database by

May 26, 2023.

**Department Award**: 100% Award

**• Award:** $500 to be used to advance the ALA mission

**• Presented to**: Any department that has reached 100% of their department goal.

**• Deadline**: Independence Day, July 4, 2023.

**• Materials and guidelines**:

o Award will be based on membership entered in the ALAMIS member database by July 4, 2023.

**Department Award**: 102% Award

**• Award**: $500 to be used to advance the ALA mission

**• Presented to**: Any department that has reached 102% of their department goal.

**• Deadline**: 30 Days Prior to National Convention, July 29, 2023.

**• Materials and guidelines**:

o Award will be based on membership entered in the ALAMIS member database by July 29, 2023.

**Seating at National Convention**: Seating at National Convention will be based on each department’s percentage of their 2023 membership goal, from highest percentage to lowest.

Department Membership Chairman

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