



2019-2020 Program Action Plan ***MEMBERSHIP***

Chairman

Valerie Padgett

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What is this program and why do we have it?

The role of the national Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and to establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families. By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.

Member Award: 10 X 10 •

Award: \$100 •

Presented to: Members that recruit 10 (ten) NEW junior and/or senior members for the 2020 membership year by November 1, 2019. Ten by the 10th – the ALA's 100th birthday!

- **Deadline:** Members must be entered in ALAMIS system by deadline. FORMS must be received at Department Headquarters by November 1, 2019.
- **Drawing:** All verified entries will be placed in a drawing for \$1000 towards a trip to the ALA 2020 National Convention plus two States Dinner tickets (there will be one winner) Note: If winner of the drawing does not attend National Convention, reimbursement will be required. There will not be a second drawing/alternate winner.
- **Materials and guidelines:** Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "Members only" area to access the page. One entry per recruiter



Member Award: R/R5 – Recruit/Rejoin 5

- **Award:** Special gift from the National Membership chairman (gift will be different for each deadline)
- **Presented to:** Members who recruit or rejoin five or more Auxiliary Junior or Senior members into the 2020 membership year. Note: Rejoins must not have paid dues after the 2017 membership year
- **First Deadline:** President’s Day, February 2020
- **Second Deadline:** Flag Day, June 2020 Note: If you win the 10 X 10 award you will have met the requirements for the first deadline of this award and will automatically qualify for & receive this gift. No additional action or form required. Note: You can enter for both deadlines, but if you got the award for the first deadline, to be eligible for the second deadline, you will need to recruit/rejoin 5 additional members by June 1 (can’t be same people from the 10x10 or Feb. 1 deadline)
- **Materials and guidelines:** Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the “members only” area to access the page One entry per recruiter.

Unit Award: 100% Unit Award

- **Award:** 100 unit awards of \$100 to be used to advance the ALA mission
- **Presented to:** Units that reach 100% of their 2020 membership goal by November 2019 deadline will be placed into a random drawing from which 100 units will be selected to receive \$100.
- **Deadline:** American Legion Auxiliary birthday, get in to Department by November 1, 2019
- **Materials and guidelines:** This award will be based on units that reach 100% of their reported goals by November 1, 2019, as verified by ALAMIS Note:

****DEPARTMENT AWARDS****

Per Nicole’s “ALA’s 100th birthday wish,” Department awards will be based on assigned Department Goals which will be one (1) new member per number of Units in the Department over last year’s membership numbers as of 30 days prior to the 2019 National Convention – July 27, 2019. A department’s unit count will be the number in the ALAMIS system as of July 27. This will include any units that haven’t yet been cancelled at the 2019 National Convention (i.e.: if you are submitting 7 units for cancellation during convention, those 7 will still be part of your unit count for determining your 2020 Department membership goal.)



Department Award: Pearl Harbor Day Award

- Award: \$250 to be used to advance the ALA mission
- Presented to: Departments reaching 75% of their 2020 Department membership goal
- Deadline: December 7, 2019 • Materials and guidelines: o Award will be based on membership entered in the ALAMIS system by December 7, 2019

Department Award: Armed Forces Day Award

- Award: \$250 to be used to advance the ALA mission
- Presented to: Department reaching 95% of their 2020 Department membership goal
- Deadline: May 18, 2020
- Materials and guidelines: o Award will be based on membership entered in the ALAMIS system by May 18, 2020

****NOTE:** Departments that receive the Pearl Harbor Day Award are also eligible for the Armed Forces Day Award

Department Award: The Celebration Award

- Award: \$500 to be used to advance the ALA mission
- Presented to: Any Department that has reached the Department Goal
- Deadline: 30 days prior to the 2020 National Convention – Aug. 1st, 2020
- Materials and guidelines: o Award will be based on the membership entered in the ALAMIS system by Aug. 1, 2020. o Winners to be announced at National Convention 2020.

****NOTE:** Departments that receive either or both the Pearl Harbor Day and the Armed Forces Day Awards are also eligible for the Celebration Award The National Membership Chairman will inform any department that has award winners except for The Celebration Award. It will be announced during Membership remarks at National Convention.

Additional Membership Incentive for the ALA's 100th Year

"One Week of Caring & Sharing for the Next Century of the ALA"

For one week this spring, April 1-7, 2020, we are asking Units members and leaders to work together to contact all members of their Unit. We want you to call (or visit) members in good standing, members who still need to renew, and former members that need to rejoin (have not paid dues since 2017). The purpose of these calls is to let ladies know their membership is valued and/or they are missed.



- Award: 100 unit awards of \$25 to be used to advance the ALA mission
- Presented to: Units that fulfill the intent of the incentive during the week of April 1-7, 2020, and meet the criteria outlined on the award certification form, will be placed into a random drawing from which 100 units will be selected to receive \$25.
- Deadline: Certification form must reach National HQ by midnight on Friday, April 30, 2020, with the required rejoin processed in ALAMIS by Friday, April 24, 2020 – four business days prior to form being due to National — to give time for Departments to process the rejoin and get form forwarded to National by April 30.
- Materials and guidelines:
 - o This award will be based on units that organize a unit-wide/inclusive event to reach all unit members (past and present) to reinforce their value to the unit and its mission.
 - o How to Sheets, scripts for use during the event, and an optional award certification form are included in this supplement (and on the ALA Membership Committee page on the national website). Our sincerest hope is that every unit commits to some sort of effort during this week to make sure their members know how important they are — whether or not the unit meets the criteria to or chooses to fill out the form to be placed in the drawing.
 - o One entry per unit

Membership Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each unit Membership chairman is required to submit a narrative report by December 21, 2019 to the department Membership chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each unit Membership chairman is required to submit a narrative report by May 1, 2020 to the department Membership chairman, plus copy the national Membership chairman.



NOTE: The National Chairman will use the information and pictures that department chairmen share to craft their platform speech, as well as create their annual report that goes in the convention guide. It is important that clear, properly formatted emailed photos are sent in with both the mid-year & annual department reports so these can be considered for use at end of year.

Seating at National Convention:

Seating at the 2020 National Convention will be based on best overall membership performance as determined by a department's percentage to National President Nicole's "100th Birthday Wish" department goals as of 30 days prior to the 2020 National Convention (August 1, 2020). Departments will be sorted by best overall membership performance starting with the top ten (10) with the highest percentage to goal being seated at the front. All other departments will be seated based on overall membership performance according to rank. *No category groupings or reports this year.

Renewal Notice Schedule:

The first renewal notice will be mailed by September 15, 2019, for the upcoming membership year. A second notice is mailed by January 15, 2020, for the current membership year to members who have not paid dues by the beginning of December 2019. Units are encouraged to supplement the national renewal notices with unit generated renewal notices and personal phone calls. The ALA membership year is from January 1 to December 31.

Special 100th Anniversary History Program Facts:

Membership has been a focus since the ALA's inception. Within the first year, 1,342 units had been organized. By the first convention in 1921, forty-two states had chartered Departments (with Minnesota being the first) as well as the territory of Hawaii. The first ALA National Membership Chairman was Lillian M. Towne from the Department of Maine, in 1924. Membership saw steady growth until the great depression. However, shortly after the depression ended, membership again grew each year. By 1950, the ALA reached 975,000 members. Granddaughters did not become eligible until 1970. History shows us that each time the ALA served our active military or veterans 'hands on' our membership grew.



2020 10 X 10 Award

Members who recruit 10 new junior or senior Auxiliary members by Nov. 10th, 2019 will earn \$100!

Ten by the 10th! One entry/check per recruiter.

Certified forms must be received at National Headquarters by November 15th, 2019. Please have this form to your Dept HQ office no less than one week prior to the deadlines! New members must be entered into ALAMIS by November 10, 2019 – the ALA’s 100th birthday! -----

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 Dept: _____ Unit #: _____

Email: _____ Recruiter’s Address: _____

Name of New members Member ID Name of New members Member ID

- 1. _____ 6. _____
- 2. _____ 7. _____
- 3. _____ 8. _____
- 4. _____ 9. _____
- 5. _____ 10. _____

All verified entry forms will be entered into a drawing for \$1000 specifically to attend the 2020 ALA National Convention.... plus two States Dinner tickets! **If winner of the drawing does not attend Nat’l Convention, reimbursement will be required. There will not be a second drawing/alternate winner. See back for additional clarifications.

Departments Please either scan & email to: membership@ALAforVeterans.org (Subject line: 10x10)
Or Fax: 317-569-4502 (Attn: Membership)

Due to the unpredictability of mail, use the above methods of transmittal instead. *Must be received at NHQ by midnight 11/15/19

Certified by Department Secretary: DATE _____ Dept. Secretary printed name: _____
Dept: _____

Dept Secretary Signature (required): _____ *I certify that all 10 members are new and joined into the 2020 year. I’ve provided or verified member ID’s & that the form is filled out legibly & completely. DO NOT SEND INCOMPLETE FORMS



10 x 10 Award Details & Clarifications:

10 x 10 = 100 Years of ALA history to celebrate on ALA's 100th!!

☑ Please fill out ALL of the lines on the form completely & ACCURATELY (spelling & legibility of names is vital).

☑ Please do not submit this form with less than 10 new members. Only one of each gift per award period per person.

☑ Due to the volume of forms we get right before the deadlines, incomplete forms (WITH LESS THAN 10 NAMES) and those with misspelled/illegible names that cannot be verified in ALAMIS may not be processed and time constraints will likely prevent department or national staff from informing about the need for or requesting corrected information.

☑ DEPARTMENT SECRETARIES MUST VERIFY & SIGN ALL OF THE FORMS. Allow ample time to get them to the Dept Secretary before each deadline. NEITHER NATIONAL NOR DEPT'S WILL ACCEPT FORMS AFTER THE DEADLINE. Dept Secretaries: Please do NOT snail mail forms after you've already scanned or faxed them to National. We just need them once!

☑ It is extremely helpful to the staff at National HQ if these forms are transmitted as frequently as possible (i.e. as a member gets their 10th recruit or as soon as the department receives the form). Please do not hold them to submit all at one time near the deadline. National literally get hundreds at once and it would be greatly appreciated if we could process them earlier.

☑ All members (recruiters) who submit the 10 x 10 Award entry form are automatically qualify to receive the first R/R 5 award. There is no additional action or form required for them to get that. If a member goes on to recruit/rejoin more members beyond the 10 on this award, they can start keeping track of & submit those additional people on one additional R/R 5 Award form for the June 14th deadline.

☑ Multiple forms (from several members) can all be mailed to the Dept in one envelope saving postage costs. Or, better yet, most departments happily accept scanned/emailed forms...or faxes if they have it.

☑ Some sort of award will be offered each year....the annually updated forms are housed in the "Member's Only" area of the ALA website on the "Membership Committee" page or you can request them from your department. Each year is a clean slate so members can earn them every year!

☑ The "Recruit or Rejoin 1" and "Recruit 10" awards from previous years have been discontinued and are invalid.

☑ TAL /SAL members can earn this award for recruiting/rejoining ALA members, too. Share this with your Legion family.

PRIZE DISTRIBUTION: The \$100 checks will be mailed as soon as possible after the award deadline. The 2020 National Membership Chairman, Pam Ray, will notify the department HQ & leaders of members in those departments that won the \$100 awards.

**Oklahoma
American Legion Auxiliary**



**Together We Can!
We Can Do It!**

2020

RRR///RRR 555 --- Recruit & Rejoin 5

For members who recruit or rejoin five (5) or more junior or senior Auxiliary members into the 2020 membership year. Rejoined members must not have paid dues since 2017. One entry per recruiter per deadline.

Certified forms must be received at National Headquarters no later than:

Check one: _____ Feb. 17th, 2020 _____ June 14th, 2020 -----

CERTIFICATION FORM Please type or print legibly

Recruiter's Name: _____ Member ID#: _____

Recruiter's Dept: _____ Unit #: _____

Email: _____ Recruiter's Address: _____

Name of New and/or Rejoined members

Member ID

1. _____

2. _____

3. _____

4. _____

5. _____

Form must be received at National Headquarters by Feb. 17 and/or June 14, 2020 to be eligible! Please have this form to your Dept HQ office no less than one week prior to the deadlines!

Each recruiter will receive a special gift selected by the 2020 National Membership Chairman One award per award period per recruiter. Do not send multiple forms.

See back for additional clarifications.

Certified by Department Secretary: DATE _____ Dept. Secretary printed name:

_____ Dept: _____

Dept Secretary Signature (required): _____ *I certify that all 5 members are new in 2020 - or last paid in 2017 or prior and rejoined into the 2020 year. I've provided or verified member ID's & that the form is filled out legibly & completely. DO NOT SEND INCOMPLETE FORMS or more than 1 form per recruiter.



R/R 5 Award Details & Clarifications:

- ☑ Please fill out ALL of the lines on the form completely & ACCURATELY (spelling & legibility of names is vital).
- ☑ Due to the volume of forms we get right before the deadlines, incomplete forms (WITH LESS THAN 5 NAMES) and those with misspelled/illegible names that cannot be verified in ALAMIS may not be processed and time constraints will likely prevent department or national staff from informing about the need for or requesting corrected information.
- ☑ REJOINS must not have paid since 2017 to count. A “rejoin” is someone who joins again after they’ve let their membership lapse more than 2 years. To rejoin, a unit should again verify the former member’s eligibility status (OR have her pay all of her back dues in lieu of doing so). Rejoins should not be entered as new members (even if changing units) - they keep their former member ID #. -Someone renewing their overdue 2018 or 2019 dues does NOT qualify as a “rejoin”...but we do hope everyone checks in on these members and encourages them to renew their past due membership!
- ☑ NOTE THAT THE DEPARTMENT SECRETARIES MUST VERIFY & SIGN ALL OF THE FORMS. Allow ample time to get them to the Dept Secretary before each deadline. NEITHER NATIONAL NOR DEPT’S WILL ACCEPT FORMS AFTER THE DEADLINE.
- ☑ Dept Secretaries: Please do NOT mail forms after you’ve already scanned or faxed them. We just need them once!
- ☑ It is extremely helpful to the staff at National HQ if these forms are transmitted as frequently as possible (i.e. as a member gets their 5th recruit/rejoin or as soon as the department receives the form). National literally get hundreds at once near the deadlines.
- ☑ Please note....once a member (recruiter) has sent in their first “Recruit/Rejoin 5” form (or been awarded the 2020 10 x 10 Award which automatically qualified them for the first R/R 5 award period – they do NOT have to submit this form in addition to the 10x10 form), but goes on to recruit/rejoin others, they can start keeping track of & submit those additional people on one additional R/R 5 Award form for the June 14th deadline. Only one of each gift per award period per person.
- ☑ Multiple forms (from several members) can all be mailed in one envelope saving postage costs. Or, better yet, most departments happily accept scanned/emailed forms...or faxes if they have fax.
- ☑ The “Recruit/Rejoin 5” gifts may be mailed periodically as received or shortly after the end of each award period.
- ☑ Some sort of award will be offered each year....the annually updated forms are housed in the “Member’s Only” area of the ALA website on the “Membership Committee” page or you can request them from your department. Each year is a clean slate so members can earn them every year!
- ☑ The “Recruit or Rejoin 1” and “Recruit 10” awards from previous years are discontinued/invalid.
- ☑ Note that TAL /SAL members can earn this award for recruiting/rejoining ALA members, too. Share this with your Legion family.