



**AMERICAN LEGION AUXILIARY**  
**Department of Ohio**

**2010-2011**  
**UNIT DEVELOPMENT &**  
**REVITALIZATION**  
**PLAN OF ACTION**

**Department of Ohio U. D. & R. Committee**

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**High on Patriotism**  
Linda Close  
2010-2011 Department President

# UNIT DEVELOPMENT & REVITALIZATION

2010 - 2011

“**High on Patriotism**” is our Department President Linda’s theme this year. The Department Membership theme is “**Traveling State Route 1 for Membership.**”

This year’s UD&R Committee will consist of the Department Chairman, Co-Chairman and the Fourteen District UD&R Chairmen. Our purpose will be to help our department membership committee oversee and support the nationwide effort to attract and retain a diverse, active membership and establish new Units to ensure the future growth and prosperity of our organization. The District chairmen will receive training and will be able to provide the Units in their district with valuable information.

## OBJECTIVES

1. **OBJECTIVE** – Identifying Units with a problem, we want you as Unit members to know that we are here for you.

### **Action Steps:**

- a. Help in assisting Units with new ideas for revitalization.
- b. Retaining current members and attracting new members.
- c. Solicit and be open to new and different ideas.
- d. Promptly and positively address conflicts and disagreements.

2. **OBJECTIVE** – Attracting new members.

### **Action Steps:**

- a. Increase the Auxiliary’s visibility in the community.
- b. Let your community know the programs of the American Legion Auxiliary.
- c. Have an open meeting inviting guest speakers and in return sit down with them and show them what programs your Unit is working on. This could mean a potential new member.
- d. Ensure the Auxiliary is appealing to new members.

3. **OBJECTIVE** – Provide mentoring to both healthy Units and Units who are in need of assistance.

### **Action Steps:**

- a. Making mentors available to you through your District. Each District UD&R Chairmen will be able to provide struggling or new Units with a mentor.
- b. Provide training for Unit Officers and Chairmen and then provide new members or leaders with training, hoping these new members will take an office or chairmanship.

4. **OBJECTIVE** – Maintain fluid communication.

### **Action Steps:**

- a. Keep in touch with your Unit members
- b. A phone call or a short note speaks volumes to your members.
- c. Newsletters are also a good source to reach out to your members.

As members of the American Legion Auxiliary, let us show that we can work together as the **“Power of One”** working for our Veterans, their families, our Communities and the men and women who are so bravely serving our Country. Let us demonstrate **Service Not Self** in all activities and interaction with others.

## **RESOURCES**

Unit Constitution and Bylaws  
Unit Handbook (revised 2009)  
Roberts Rules of Order (newly revised)

## **AWARDS**

### **DEPARTMENT**

A citation will be awarded to the “Mentor of the Year” selected by the Department UD&R committee. The **Unit** will submit a narrative of no more than 500 words describing the mentor’s activities in working with the unit. The cover sheet must include the Unit’s name and number, the city it is located in, the district, and the mentors Unit name and number. The narrative is due by **May 1, 2011** and is to be sent to Co- Chairman Ruth Peters.

A citation will be awarded to the District President who has best promoted the UD&R program in her district. A citation will also be awarded the District President who had the most percentage of Units reporting.