



AMERICAN LEGION AUXILIARY
Department of Ohio

2009-2010
MEMBERSHIP
PLAN OF ACTION

Department of Ohio Membership Chairman

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Communication Is Key
Martha Lee Thatcher
2009-2010 Department President

MEMBERSHIP

2009-2010

OBJECTIVES



1. **OBJECTIVE** – Build membership
Action Step
 - a. Place brochures and membership applications in the National Guard Reserve Centers in Ohio.
2. **OBJECTIVE** – Reach out within the communities to strengthen our membership.
Action Step
 - a. Invite other organizations to join us in our volunteer programs and offering those eligible an application.
3. **OBJECTIVE** – Increase Junior membership
Action Step
 - a. Become more involved with youth organizations (Girl Scouts, 4-H, etc.)

“All Aboard” is the National Membership theme this year and Ohio needs to get on track. That’s why I’m inviting all of you to hop aboard the “Ohio Express” and get ready to build our membership in a “hot, hot” way.

This year each District will be striving to get “hotter” as the year goes on. Everyone starts out as a mild *banana pepper*, then as membership grows you change into a *jalapeño*, then a *cayenne*, on to a *chili*, and those with the highest membership will be placed into the “Hot” category of *habaneras*.

Our theme this year is “Ohio is Hot, Hot, Hot on Membership”, and that is just what we have to be to reach our National Goal. It will take all of us climbing aboard early, staying on track, and only making whistle stops to pick up new members and then hurrying to our destination of Department Goal before July 31, 2010. Of course there will be incentives along the way.

TARGET DATES

So, pay close attention to the **Target Dates** for 2009-2010:

Target #1	55%	September 28, 2009
Target #2	65%	October 26, 2009
Target #3	75%	December 21, 2009
Target #4	85%	March 29, 2010
Target #5	100%	June 18, 2010

INCENTIVES

- Incentive #1 – To the DISTRICT at 50% membership or more by Sept. 18, 2009
a “hot” fiesta with me at School of Instructions.
- Incentive #2 – To the UNIT with 95% or more renewals by Dec. 31, 2009
\$50 to two Units (drawn at Mid-Winter).
- Incentive #3 – To the UNIT at GOAL or above by Dec. 31, 2009
\$100 to two Units (drawn at Mid-Winter).
- Incentive #4 – To the UNIT with the BEST PLAN to increase membership
(narrative of 300 or less words) \$50 at Mid-Winter.
- Incentive #5 – To the UNIT with the highest percentage over GOAL by May 28, 2010
\$100 (at Department Convention)
- Incentive #6 – To the First DISTRICT at GOAL
\$100 (given at Department Convention)
- Incentive #7 – To the UNIT who is GOAL or above by May 31, 2010
\$50 to three Units (drawn at Department Convention)
- Incentive #8 – To the UNIT with 95% or more renewals between
12/31/2009 and 5/28/10 - \$50(drawn at Department Convention)
- Incentive #9 – To the UNIT with the greatest increase of Junior members from March
31, 2009 to March 31, 2010 - \$100 (at Department Junior Convention)

All Units or Districts eligible for incentives will be placed in a container and the winner/winners will be drawn at Mid-Winter Conference, Department Junior Convention or Department Convention.

SILVER BRIGADE AWARD INSTRUCTIONS

Legion family members (American Legion Auxiliary, The American Legion, and the Sons of the American Legion) who go above and beyond to recruit **25 new Senior Auxiliary** members will qualify to be enrolled in the Silver Brigade of the American Legion Auxiliary and will earn an award with the Silver Brigade insignia. The recruiter can qualify for this award each time **25** new Senior members are recruited.

Members of the American Legion Auxiliary, The American Legion and the Sons of The American Legion are eligible to receive this award if:

1. The provided Silver Brigade Award form is filled out completely - be sure to list a total of **25 NEW** Senior Auxiliary members.
2. The Unit has verified and signed the National President's Silver Brigade Award form; *this requires both Unit Secretary and Unit President signatures.*
3. The Department Headquarters has certified and forwarded the Silver Brigade Award form to National Headquarters to be received no later than the first Wednesday in July 2010.