



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

**2011-2012**  
**MEMBERSHIP**  
**PLAN OF ACTION**

**Department of Ohio Membership Chairman**

**CHAIRMAN : Karen Peel**  
**2216 25<sup>th</sup> Street SW**  
**Akron, Ohio 44314-2202**  
**(330) 848-1001 (home)**  
**(330) 962-0738 (cell)**  
**Email – bowlermom@neo.rr.com**



**Shining Stars**  
**Vi Grzybowski**  
**2011-2012 Department President**

# MEMBERSHIP

2011 -2012

**“HONORING THEIR SERVICE”** is the National Membership theme this year. We also have **One Wildly Important Membership Goal (WIG)** – Through mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase.

## OBJECTIVES

**1. OBJECTIVE** – Engage to retain current members.

**Action Steps:**

- a. Identify and offer meaningful volunteer opportunities.
- b. Recognize all members for and all contributions.
- c. Ensure a positive experience for all members.

**2. OBJECTIVE** – Attract new members.

**Action Steps:**

- a. Increase visibility in the community.
- b. Engage with service/community-based organizations to participate in American Legion Auxiliary projects.
- c. Identify recruitment target groups such as active military families.
- d. Ensure the Auxiliary is appealing to new members.
- e. Provide a positive new member experience.

*The future success of membership organizations depends on a clear purpose, strong values, and engaging opportunities for people to form meaningful relationships as they work together for a common purpose. Amid the chaos of rapid change, meaning and purpose are the enduring qualities that attract and retain members. **Meaning matters most.***

What better way to **“Honor Their Service”** than to belong to the American Legion Auxiliary. Clear purpose, strong values and endless opportunities are just some of the things that will make our organization appealing to prospective members.

**“BRANCH OUT FOR MEMBERSHIP!”** is our membership theme for this year and that is exactly what we must do to reach our goal. Our 2012 Numeric Goal is to retain our July 28, 2011 membership plus 1%. We can make goal by every member seeking one other new member to grow. Our “celebration” event is GOAL by Department Convention.

Pay close attention to the Membership Milestones for 2011 – 2012:

**Milestone #1** – 55% September 23, 2011 School Of Instructions

**Milestone #2** – 70% January 29, 2012

**Milestone #3** – 85% March 23, 2012

**Milestone #4** – 100% June 30, 2012

The Districts have been divided into 4 teams:

**Team #1 – Marines**  
Districts 1, 7 and 9

**Team #2 – Air Force**  
Districts 4, 5 and 8

**Team #3 – Army**  
Districts 3, 6, 11 and 14

**Team #4 - Navy**  
Districts 2, 10, 12 and 13

If we all work together we can obtain our goal!

### **MEMBERSHIP PLEDGE OF PURPOSE**

*I pledge a promise to the team of the American Legion Auxiliary.  
Our mission of Service Not Self, United in purpose, for commitment to veterans and their families, For God and Country.*

### **MEMBERSHIP INCENTIVES**

- **Incentive #1** – To the **DISTRICT** who brings the highest percentage per capita of dues to Department School of Instructions - \$50.00 gas card. To the **UNIT** who brings her District President the highest percentage per capita dues – a gift basket.
- **Incentive #2** – To the **UNIT** at 55% membership or more by September 23, 2011 (Milestone #1) – “Celebration” event to be announced School of Instructions.
- **Incentive #3** – To the **UNIT** with 95% or more renewals only by December 31, 2011 - \$50.00 to two Units (drawn at Mid-Winter).
- **Incentive #4** – To the **UNIT** at GOAL or above by December 31, 2011 - \$100.00 to two Units (drawn at Mid-Winter).
- **Incentive #5** – To the **UNIT** with the best **Bullet List** of what their Unit does to retain and grow membership. Must be received by December 31, 2011. - \$50.00 at Mid-Winter.
- **Incentive #6** – To the **UNIT** with the highest percentage over GOAL by May 31, 2012 - \$100.00 (at Department Convention).
- **Incentive #7** – To the first **DISTRICT** to reach GOAL - \$100.00 (Given at Department Convention).
- **Incentive #8** – To the **UNIT** who is GOAL or above by May 31, 2012 - \$50.00 to three Units (drawn at Department Convention).
- **Incentive #9** – To the **UNIT** with 95% or more renewals only between December 31, 2011 and May 28, 2012 - \$50.00 (drawn at Department Convention).
- **Incentive #10** – To the **UNIT** with the greatest increase of Junior members from April 1, 2011 to March 31, 2012 - \$100.00 (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.

### **RESOURCES**

1. American Legion Auxiliary Handbook
2. American Legion Auxiliary National Headquarters website – [www.alaforveterans.org](http://www.alaforveterans.org)

## AWARDS

### RECRUIT 3 AWARD – RENEW 3 INSTRUCTIONS

Members of the American Legion Auxiliary are eligible to receive the award if:

1. The provided Recruit 3 – Renew 3 entry form is filled out completely – be sure to list a total of **3 NEW** senior members.
2. The provided Recruit 3 – Renew 3 entry form is filled out completely – be sure to list a total of **3 RENEWALS** OF senior members.
3. Units are to submit entry form to Department Headquarters for verification no later than April 1, 2012.
4. The Department Headquarters has certified and forwarded the Recruit 3 – Renew 3 forms to National Headquarters to be received no later than May 31, 2012.

### SILVER BRIGADE AWARD INSTRUCTIONS

American Legion members (American Legion Auxiliary, The American Legion and the Sons of the American Legion) who go above and beyond and recruit **25 new senior members** will qualify to be enrolled in the Silver Brigade of the American Legion Auxiliary and will earn a Pandora bracelet with 2012 National President charm. 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 the award if:

1. The provided Silver Brigade Award form is completely filled out – 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's signature.*
3. The Department Headquarters has certified and forwarded the Silver Brigade Award form to National Headquarters to be received no later than June 1, 2012.
4. The form is to be received by Department Headquarters by May 1, 2012.

### NATIONAL PRESIDENT'S "SERVICE NOT SELF" AWARD

(To be presented at National Convention)

This award, presented at National Convention, is for Units that exemplify Service not Self, promoting harmony in the Unit. Units must show how practicing "Service not Self" (promoting harmony in the Unit, zero tolerance for discrimination, practicing conflict resolutions, engaging members and have a welcoming attitude towards all) has helped them maintain or even grow their membership. Completed nominations forms must be submitted and signed by Department Secretary Katie Wainwright to validate Unit membership total. The form and narrative are due to Department Headquarters by March 15, 2012.