



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

**2011-2012**  
**UNIT DEVELOPMENT &**  
**REVITALIZATION**  
**PLAN OF ACTION**

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

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

# UNIT DEVELOPMENT & REVITALIZATION

2011-2012

Department President Vi's theme this year is "*SHINING STARS*". The membership theme is "*BRANCH OUT FOR MEMBERSHIP*".

This year's UD&R Committee will consist of Department Chairman, Co-Chairman and the Fourteen District Chairman along with the assistance of the Fourteen District Presidents. Our purpose will be to help our department membership committee oversee and support the nationwide effort to attract and retain a diverse, active membership by establishing new Units to ensure the future growth and prosperity of our organization. The District chairman 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 Units members to know that we are here for you.

### **Actions Steps:**

- a. Help in assisting Units with new ideas for revitalization.
- b. Retain 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 Chairman will be able to provide struggling or new Units with a mentor.
- b. Provide training for Unit Officers and Chairman 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's 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 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.

## **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 mentor’s Unit name and number.** The narrative is due by **May 1, 2012** and is to be sent to Department U D & R Vice Chairman Vera Hill, 2521 Amble Way, Dayton, Ohio 45424.

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 to the District President who had the highest percentage of Units reporting.

## **RESOURCES**

Unit Constitution & By Laws  
Unit Handbook (revised 2009)  
Roberts Rules of Order (newly revised)