



Department of Ohio Plan of Action



MEMBERSHIP

CHAIRMAN

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REPORT DUE :

April 15, 2016

SEE BACK SIDE FOR REPORT FORM & NARRATIVE INFORMATION

Please be sure to make a copy of your Department Report Form and Narrative submission as they will not be returned to your Unit.

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2015 – 2016 Department Report Form

This form should be attached to each narrative that is submitted for information, Citation of Merit requirements and possible Department award. Please fill out the information as completely and accurately as possible. If a Unit only completes this form and does not do a narrative, they will still receive credit as having completed a report. However, if the report shows all zero's or blank information this will not qualify as an actual report.

Please complete the following. Be sure to give the complete name of your Unit.

District # _____ Unit # _____ Membership Goal _____

Full Official Name _____

Unit President/Chairman (circle one) Name: _____

Phone Number: (____) _____ Email: _____ Member ID # _____

Specific Award Name (if applicable) _____

PROGRAM:

MEMBERSHIP

Answer the following Questions in your narrative and fill in the boxes that apply at the bottom
Please share how your department is using membership tools and other Auxiliary programs to engage, retain and recruit members, which tools were most effective, and which incentives were most effective.

Program Summation:

Total Number of Volunteers	Total Number of Jr. Volunteers	Total Number of Volunteer Hours	Total Dollars Spent to Promote Membership	Total Number of Veterans Served	Total Dollars Distributed to Recipients
			\$		\$

If you would like to be considered for a Department or National Award attach your narrative to this report form. Follow all criteria when composing your Unit Program Narratives. Criteria for ALL narratives are as follows:

Narrative must be typed written in narrative form.

Narrative must not exceed 1,000 words. (Can be fewer words if program dictates)

Narrative may include photographs and news articles.

Optional-A copy of your Unit ALA Impact Form (Only necessary if it requires it based on the Plan of Action Directions)

Report Deadline: April 15, 2016

Narrative Deadline: April 15, 2016

MAIL TO DEPARTMENT MEMBERSHIP CHAIRMAN
DENISE CONRAD, 1108 ERIE CT., WOODVILLE, OH 43469

Department of Ohio Plan of Action

The role of the Ohio Membership Team is to encourage and support the nationwide effort to attract and retain a diverse, active membership and establish new units to ensure the future of the American Legion Auxiliary.

Members enable us to carry out our mission to assist veterans, their families, youth and our communities.

Theme: National – The 4 R's: Renew – Recruit – Reward - Remember

Theme: Department – Get Your Game On Ohio for Membership

MEMBERSHIP

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 establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, their families, youth and our communities.

National Membership Goal

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow to 1 million members by our Centennial Anniversary. *Note: Our Centennial Anniversary will be celebrated during the 2019-2020 administrative year.*

What Can You Do?

1. Help retain current members.

Ideas:

Units

1. Offer volunteer ideas in which members can participate to support and deliver the Auxiliary's mission.
 - Examples for members: volunteer at a VA Medical Center, participate in a stand down to provide necessities for homeless veterans, mentor military children with the big brother/big sister concept.
2. Recognize all members for any and all contributions—volunteering, serving as a chairman or officer, preparing food, organizing events, being a mentor to new members, contacting other members to renew, being a good example of Service Not Self, etc.
3. Ensure a positive experience for all members:
 - Be welcoming, kind and respectful to members of all ages and backgrounds.
 - Ask for and be open to new and different ideas.
 - Encourage personal contact with all members at the unit level.
 - Demonstrate Service Not Self in all activities and interaction with others.
 - Don't expect all members to attend meetings, and don't chastise them for not doing so.
 - Promptly address and resolve conflicts in a positive manner.

Departments

1. Establish a membership committee or team to support efforts throughout the department.
 - Deploy active and consistent communication with units and districts/counties.

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- Use membership tools, available on the national website, and ensure all units have access to all membership resources.

2. How to rejoin former members.

Ideas:

Unit and Department

- Identify former members
 - Use the ALAMIS member database, or contact your department headquarters to obtain an Unpaid Roster (information on members who have not paid dues since 2013).
- Reach out to these former members.
 - Set up a committee to establish a phone bank of members to call former members.
 - Send letters.
 - Make phone calls.
 - Meet periodically to make calls – monthly, quarterly, semi-annually.
 - Provide light refreshments.
 - Develop a script to identify reasons for not renewing and what would cause them to consider rejoining.
 - When they did belong, did they find Auxiliary membership meaningful?
 - Did they feel engaged in unit activities and a part of the unit and Legion Family?
 - Are there certain programs or activities in which they are particularly interested?
 - Do they need a ride to meetings and events?
 - Do they need a babysitter so they can participate?
 - Would they like to attend the meeting virtually via Skype, Google Hangout, FaceTime, etc.?
 - Do they have other ideas that would make their Auxiliary experience a positive one?
 - Share former members' feedback with the unit; determine what the unit might need to do differently to retain all members.

3. How to attract new members.

Ideas:

Unit and Department

- Positive new-member experience.
 - Personally contact a new member shortly after she joins.
 - Provide a personalized welcome letter from the unit president or Membership chairman.
 - Provide a New Member Packet, available on the national website, and personalize for your unit and department.
 - Find out how a new member wants to be involved, and invite her to participate.
 - Assign a “big sister” or mentor to each new member.
 - Offer a variety of volunteer opportunities in which new members can participate, at times convenient to them, to support and deliver the Auxiliary's mission.
 - Example 1: Mom with young children cannot/will not attend meetings, but may be willing to make phone calls while her children are napping.
 - Example 2: Member can't or won't attend monthly meeting but may enjoy participating in the annual gift shop.
 - Example 3: Prepare and donate food for special events.
- Increase the Auxiliary's visibility in the community.
- Increase community involvement by using Auxiliary programs that encourage responsible, active citizenship supporting our military service members and their families.

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- Engage other community-based organizations in Auxiliary projects such as welcome-home/deployment events, support of military families and providing services that may include plumbing, carpentry, childcare, etc., for families of those deployed.
- Volunteer at schools, giving flag demonstrations and serving as mentors, with a special emphasis on military children and the issues they face with deployments and transfers.
 - Identify girls to participate in unit events to build Junior membership.
- Encourage Junior members to recruit their eligible friends and relatives.
 - Promote the many Auxiliary opportunities for service, fun and lifelong friendships.
 - Promote how shared patriotic and family values honor the service of veteran family members.
 - Explain Auxiliary benefits, including scholarships.
- Identify recruitment target groups such as women veterans, military families, relatives of American Legion members, ALA Girls State alumnae and local colleges.
 - Waive first-year membership dues for eligible women veterans.
 - **The national portion of the 2016 dues (\$9), and Department (\$8) will be waived for the new women veteran members. Units are encouraged to do the same.**
 - To process, send application to your department. Indicate on her application that this member is part of the “Honor Our Female Veterans” program.
- Ensure the Auxiliary is appealing to new members:
 - Share the benefits and value of belonging:
 - “We (American Legion Auxiliary) remain as relevant today as we were in 1919. Our veterans continue to need our support and advocacy to assist them at home and abroad, during war and peacetime, to receive the attention and benefits they deserve.”
- Be welcoming, kind and respectful to persons of all ages and backgrounds.
- Exhibit Service Not Self in all activities and interaction with others.

Renewal Notice Schedule

There will only be two renewal notices from National: The 1st Renewal Notice will be mailed September 15, 2015 and the 2nd Renewal Notice will be mailed January 15, 2016.

Additional Resources

1. American Legion Auxiliary Unit Guide Book, available at www.ALAforVeterans.org or from American Legion Emblem Sales.
2. Materials provided during the 2015 Department Leadership National Conference.
3. Go to www.ALAforVeterans.org for award forms and additional resources.

DEPARTMENT MEMBERSHIP UNIT AWARDS

Jane Bates Membership Plaque: Unit with the highest numerical increase over goal.

Patricia Riley Membership Plaque: Unit with the second highest numerical increase over goal.

Doloris Kilgore Membership Plaque: Unit with the highest percentage of membership over goal.

Jackie Bayer Membership Plaque: Unit with the most new members per capita. (New members divided by goal---New units will use the number of charter members, all other units will use 2015-2016 goal)

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NATIONAL MEMBER AWARDS

A. Member Award: Rejoin 1

Guidelines: Rejoin 1 FORMER Auxiliary Junior or senior member (must not have paid dues after 2013). Submit Rejoin 1 form to National Headquarters by May 1, 2016, to receive a Rejoin 1 button. All verified entries will be eligible for \$100 cash drawing.

Note: One entry per recruiter.

B. Member Award: Recruit 1

Guidelines: Recruit 1 NEW Auxiliary Junior or senior member. Submit Recruit 1 form to National Headquarters by May 1, 2016, to receive a Rejoin 1 button. All verified entries will be eligible for \$100 cash drawing. **Note: One entry per recruiter.**

C. Member Award: Recruit 10

Guidelines: Recruit 10 or more NEW Auxiliary Junior or senior members. Submit form to National Headquarters by May 1, 2016, to receive an American Legion Auxiliary padfolio. All verified entries will be eligible for \$250 cash drawing. **Note:**

One entry per recruiter.

D. Member Award: Silver Brigade

Guidelines: Recruit 25 or more NEW SENIOR Auxiliary members to receive a special gift from National President Sharon Conatser. Entry forms must be received at National Headquarters by May 1, 2016, in order to qualify. **Note: One gift per recruiter.**

NATIONAL UNIT AWARDS

A. Unit Award: 100%

Guidelines: Units that reach 100% of their annual target set by National Headquarters by December 31, 2015, will receive \$100 plus a 100% flagpole ribbon. Check will be made payable to the unit to be used for mission outreach and/or membership efforts.

B. Unit Award: 102%

Guidelines: Units that reach 102% of their annual target set by National Headquarters by 30 days prior to national convention (July 30, 2016) will receive \$150 plus a 102% flagpole ribbon. The unit president, secretary and membership chairman will also receive a special gift from the national president. Checks will be made payable to the unit to be used for mission outreach and/or membership efforts.

DEPARTMENT INCENTIVES

1. Incentive #1

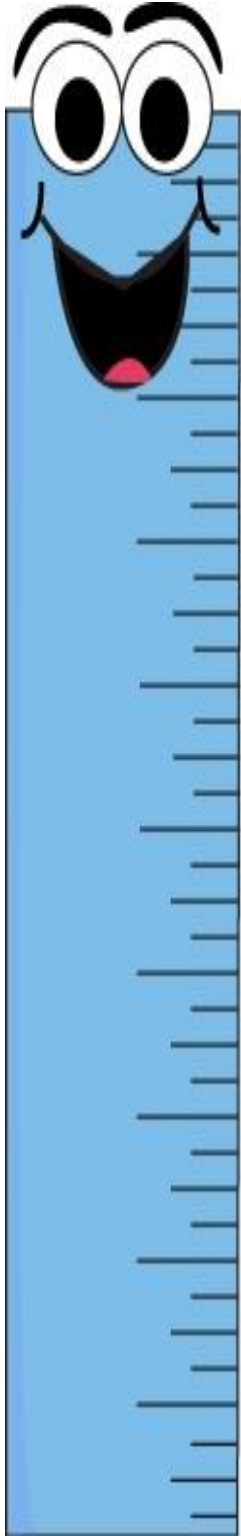
Goal Units (If there are no goal Units, then Units with Highest percentage of goal) by December 31st 2015 will be eligible for **\$500.00** drawing. Winner to be drawn at Mid-Winter in January 2016.

2. Incentive #2

Goal Units (If there are no goal Units, then Units with Highest percentage of goal) by May 31st 2016 will be eligible for **\$250.00** drawing. Two winners to be drawn at Department Convention.

ARE YOU “KEEPING THE PROMISE”?

“I Promise to work the Centennial Plan”



- 102% **July 30, 2016**.....“I Promise to continue working membership.”
- 100% **July 1, 2016**“I Promise to celebrate our independence!”
- 95% **June 10, 2016**..... “I Promise to fly my flag every day!”
- 90% **May 10, 2016**..... “I Promise to continue to support our military.”
- 85% **April 10, 2016** “I Promise to plant the seeds of membership!”
- 80% **March 10, 2016**.....“I Promise to breathe life into our organization!”
- 75% **February 10, 2016** “I Promise to show my love for our veterans!”
- 70% **January 10, 2016**..... “I Promise to celebrate new and renewed members.”
- 60% **December 1, 2015**..... “I Promise to honor those who gave their lives to save ours.”
- 45% **November 1, 2015**.....“I Promise to thank a veteran for their service to our country!”
- 35% **October 1, 2015** “I Promise to explore new ways of signing up members.”
- 25% **September 1, 2015** “I Promise to pay my dues early!”
- ???? **August 1, 2015**..... “I Promise to do my best to work membership.”

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2015-2016 REJOIN 1 Former Member

Senior and Junior ALA Members are eligible to receive this award
ENTRY FORM

(Please Type or Print Legibly)

Recruiter's Unit # _____

Recruiter's Dept: _____

Recruiter's Name _____ Recruiter's Member ID#: _____

Recruiter's Address _____

Recruiter's Email Address: _____

Recruiter's Phone Number: _____

Name of **REJOINED Former* Auxiliary Member**: _____

Original Member ID Number _____

* Must not have paid dues after the 2013 dues year to qualify as a Former Senior Member for this award.

***Unit submit to State Department Secretary for verification**

DEPARTMENT VERIFICATION

DEPARTMENT: _____ UNIT # _____

I have verified that the above named "former" member has been rejoined for the 2015 membership year and has not paid membership dues since the 2013 membership year

Department Secretary printed name: _____ Katie Tucker _____

Department Secretary Signature (required): _____

Note: TAL and SAL members also eligible to receive this award

Submit Completed Forms To:

American Legion Auxiliary Department of Ohio

Attn: Membership Rejoin 1

Po Box 2760

Zanesville OH 43702-2760

STOP

ANY MODIFICATION TO THIS AWARD FORM WILL NOT BE ACCEPTED AS AN ELIGIBLE ENTRY.

Forms must be received in Department Headquarters **by APRIL 1, 2016** to receive button.

Only one entry/one button per recruiter.

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2015-2016

RECRUIT 1 New Member

Senior and Junior ALA Members are eligible to receive this award

ENTRY FORM

(Please Type or Print Legibly)

Recruiter's Unit # _____

Recruiter's Dept: _____

Recruiter's Name: _____ Recruiter's Member ID#: _____

Recruiter's Address: _____

Recruiter's Email Address: _____

Recruiter's Phone Number: _____

Name of New Auxiliary member recruited: _____

UNIT VERIFICATION

DEPARTMENT: _____ UNIT # _____

I have verified that the above named new member has been recruited and that the application has been completed and processed.

Unit Secretary printed name: _____

Unit Secretary signature (*required*): _____

Unit Secretary's email: _____ phone #: _____

Note: TAL and SAL members also eligible to receive this award

Submit Completed Forms To:
American Legion Auxiliary National Headquarters
Attn: Membership Division
8945 N. Meridian St., Ste. 200
Indianapolis, IN 46260



ANY MODIFICATION TO THIS AWARD FORM WILL NOT BE ACCEPTED AS AN ELIGIBLE ENTRY.

Forms must be received in National Headquarters by May 1, 2016 to receive button.
Only one entry/one button per recruiter.

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2015-2016 RECRUIT 10

Members who recruit ten (10) or more *NEW* Junior or Senior Auxiliary members.

One entry per recruiter.

Certification forms must be received in Department Headquarters no later than April 1, 2016.

CERTIFICATION FORM

Please type or print legibly

Recruiter's Name: _____ Recruiter's Member ID#: _____

Recruiter's Dept: _____ Unit #: _____

Recruiter's Address: _____

Names of *New* members recruited:

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

Certified by:

Unit Secretary printed name: _____ Unit # _____

Unit Secretary Signature (required): _____

Unit President printed name: _____

Unit President Signature (required): _____

Dept. Secretary printed name: Katie Tucker Dept: _____

Dept Secretary Signature (required): _____

Units— Please send certified forms to:

American Legion Auxiliary
Department of Ohio
Membership Recruit 10
PO Box 2760
Zanesville OH 43702

Forms must be received in Department Headquarters by April 1, 2016 to be eligible
Each recruiter will receive an American Legion Auxiliary Padfolio and be entered in a cash drawing
One award per recruiter.

This form may be duplicated.

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SILVER BRIGADE

An Auxiliary member who recruits 25 or more new **2016** Senior Auxiliary Members will qualify for enrollment in the Silver Brigade of the American Legion Auxiliary. TAL and SAL members are also eligible to receive this award.

Certification forms must be received by National Headquarters no later than May 1, 2016.

CERTIFICATION FORM

Please type or print legibly

Recruiter's Name: _____ Recruiter's Member ID#: _____
Recruiter's Dept: _____ Unit #: _____
Recruiter's Address: _____

Names of TWENTY-FIVE New Senior Members recruited:

NOTE: Forms submitted with less than 25 certified names will be disqualified.

- | | |
|-----------|-----------|
| 1. _____ | 14 _____ |
| 3. _____ | 15 _____ |
| 4. _____ | 16 _____ |
| 5. _____ | 17. _____ |
| 6. _____ | 18 _____ |
| 7. _____ | 19. _____ |
| 8. _____ | 20 _____ |
| 9. _____ | 21. _____ |
| 10. _____ | 22 _____ |
| 11. _____ | 23 _____ |
| 12. _____ | 24 _____ |
| 13. _____ | 25 _____ |

Certified by:
Unit Secretary printed name: _____ Unit if _____
Unit Secretary Signature (required): _____
Unit President printed name: _____
Unit President Signature (required): _____
Dept. Secretary printed name: _____ Katie Tucker _____ Dept: _____
Dept Secretary Signature (required): _____

Units: Please send certified forms to:
SILVER BRIGADE AWARD
American Legion Auxiliary
Department of Ohio
Membership Silver Brigade
Po Box 2760
Zanesville OH 43702

Forms must be received in Department Headquarters by April 1, 2016

Note: Silver Brigade winners will receive a special gift from the National President. Only one gift per Silver Brigade winner.

This form *may* be duplicated.