



## Ohio Unit Plan of Action

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### MEMBERSHIP

**CHAIRMAN**

Shirley Maurer  
06247 St. Rt. 219  
New Knoxville, Ohio 45871  
(419) 753-2486 (home)  
(419) 733-3397 (cell)  
Email – pmaurer@nktelco.net

**REPORT DUE : April 15, 2017**

**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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# 2016 – 2017 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, 2017**

**Narrative Deadline: April 15, 2017**

**MAIL TO DEPARTMENT MEMBERSHIP CHAIRMAN**  
Shirley Maurer, 06247 St. Rt. 219, New Knoxville, Ohio 45871

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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 – Make Membership Meaningful – Enhancing the Member Experience**  
**Theme: Department – Membership – Together We Can Do It!**

## 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, military, and their families.

### National Membership Vision

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the auxiliary's most valuable asset. *Note: Our Centennial Anniversary will be celebrated during the 2019-2020 administrative year.*

### What Can You Do?

#### 1. Enhance member experience

##### Ideas:

##### Units and Departments

1. Retain all current members
  - What is a member in good standing?
  - A member who is current with annual dues is a member in good standing.
  - A member failing to pay annual dues by January 31 of the current membership year, shall be classed as delinquent and shall be suspended from all membership privileges.
  - **Unit, department and national leaders “Lead by Example” date: In the spirit of goodwill, the National Membership Committee urges all members who hold an elected or appointed position on the unit, department or national level to have their 2017 dues paid by September 1, 2016.** Rational: Members follow leaders' examples. Paying your dues early encourages others to do the same, giving you the rest of the year to concentrate on recruitment and Auxiliary programs.
2. What is the value of a volunteer's time?
  - The time Auxiliary members volunteer is invaluable. In 2015, it was valued at \$3.1 billion!
  - To enhance a member's volunteer contributions, offer ideas and opportunities in which members can support and deliver the Auxiliary's mission.

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- Examples for members: Volunteer at a VA Medical Center serving as veterans' escorts to appointments, participate in a stand down to provide necessities for homeless veterans, mentor military children
- with the big brother/big sister concept.
- 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. Share member tools.

- Help members set up a user profile on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org), so that they can access the "Members Only" section and take advantage of all the tips and tools available.
- Inform members of member benefits and discounts available.
- Rid units/departments of member discrimination. (Goal 1 & 2)
- Ensure a positive experience for all members.
- Be welcoming, kind and respectful to members of all ages and backgrounds.
- Ask for new ideas and be open to them. Encourage personal contact between members of the unit. Demonstrate *Service Not Self* in all activities and interactions with others. Realize that not all members will attend meetings, and be respectful of their choice.
- Create meaningful participation.
- Hold regular information sessions to refresh members on ALA programs.
- Ask members to participate in programs they are passionate about.
- Establish a membership committee or team to support efforts throughout the department.
- Deploy active and consistent communication with units and districts/counties.
- Share contact information of committee/team with units.
- Use membership tools, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), and ensure all units have access to all membership resources.
- Utilize your committee/team by giving them an assignment to make your program a success.
- Challenge members to help recruit members using "You Plus One, New or Renew." Offer a small incentive for achieving the challenge.

### 2. Reach out to former members.

#### Ideas:

#### Units 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 2014).
- Reach out to former members: Set up a committee to establish a phone bank of members who will call former members. Meet periodically to make calls – monthly, quarterly, semi-annually. Develop a script to identify reasons for not renewing and what would cause the former member to consider rejoining. A sample phone script is included in the "How to hold a revitalization event or participate in TAL District Revitalizations" how to sheet. Send follow-up letters to those contacted, thanking them for taking the time to talk with you. Send letters

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to those you were unable to reach.

- Share former members' feedback with the unit; determine what the unit might need to do differently to retain all members.

### 3. Attract new members.

#### Ideas:

#### Units and Departments

- Ensure a 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. Also send a New Member Kit, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), and personalize it for your unit and department. *See "Suggested Additions to New Member Kit" to help create a complete new member packet.*
- Find out how a new member wants to be involved and which volunteer activities might best suit her skills and interests. *Utilize the interest form provided in the Leadership Programs Action Plan.*
- 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. *See the ALA Service Not Self Volunteer Toolbox at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for tips, ideas and strategies on how to be a better volunteer.*
- Be welcoming, kind and respectful to persons of all ages and backgrounds.
- Do not expect all new members to attend regular meetings; be grateful for whatever way she wants to participate, even if only to pay her dues.
- Assign a "big sister" or mentor to each new member.
- Increase the ALA's visibility in the community.
- Increase community involvement by using ALA programs that encourage responsible, active citizenship supporting our military service members and their families.
- Engage other community-based organizations in ALA 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. Contact JROTC leaders to assist with projects.
- Encourage Junior members to recruit their eligible friends and relatives.
- Identify recruitment target groups such as women veterans, military families, and 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 2017 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 ALA is appealing to new members.
- Exhibit *Service Not Self* in all activities and interaction with others.
- Create a significant membership experience for Junior members. Encourage Junior members to attend the senior meeting to share their vision of the unit. Encourage

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struggling units to elect Junior members to positions that don't incur significant liability risks. Examples include: Chaplain, Sgt.-At-Arms, and Historian.

## 4. Understand and Respect Member Rights

### Units

- Membership dues
  - Members can pay dues in one of the following ways:
    - Directly to the appropriate member in their unit
    - Via the renewal notice sent by National Headquarters
    - Via [www.ALForVeterans.org](http://www.ALForVeterans.org)
    - Effective with the 2016 membership year, members have the *option* to renew their dues online.**
  - Membership cannot be withheld from a member who chooses to pay her dues online.
  - Once a member has paid her current year's dues, regardless of payment method, she is a member in good standing and entitled to all rights and privileges of membership.
  - Units have a legal and fiduciary responsibility to process a member's dues (new or renewal) in a timely manner. Failure to do so is a violation of the members' rights and due process. Dues received by the unit should be transmitted to your department once a month (minimum).
- Membership cards
  - Membership cards are provided by the national organization and shipped to departments to distribute to their units.
  - Units must provide to members their membership card as soon as payment is received.
  - Units must provide membership cards to members who renew online as soon as the unit becomes aware that the member has paid, either by notification from their department or, for units having ALAMIS access, via the "Unit Dues Paid Online" report which is available 24/7.

### Renewal Notice Schedule

There will only be two renewal notices from National: The 1<sup>st</sup> Renewal Notice will be mailed September 15, 2016 and the 2<sup>nd</sup> Renewal Notice will be mailed January 15, 2017.

### Additional Resources

1. American Legion Auxiliary Unit Guide Book, available at [www.ALForVeterans.org](http://www.ALForVeterans.org) or from American Legion Emblem Sales.
2. Materials provided during the 2016 Department Leadership National Conference.
3. Go to [www.ALForVeterans.org](http://www.ALForVeterans.org) for award forms and additional resources.

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AMERICAN LEGION AUXILIARY

2016-2017 PROGRAMS ACTION PLAN HOW TO GUIDES

(LETTER TO LEGIONNAIRE CONCERNING REVITALIZING A UNIT)

**It is recommended this letter be written on post stationery.**  
*SAMPLE LETTER*

Date

Dear Legionnaire,

When you joined The American Legion, you chose to continue your fellowship with others who have served our country. You also chose to support an organization that stands strong for veterans and their rights as American citizens.

Our American Legion post is very interested in assisting the American Legion Auxiliary in re-organizing our local ALA unit. The American Legion is proud of this unit's past goals and accomplishments. Thanks to these Auxiliary volunteers, many veterans, service members and their families as well as our community have benefited.

To make this unit stronger, we welcome the eligible girls and women you know to join our American Legion Family. There are many different programs and activities for members of all ages to volunteer. Please contact either of us for additional information about the Auxiliary's programs and activities. We can be reached at XXX-XXX-XXXX and XXX-XXX-XXXX respectively.

The revitalization event for both Post \_\_\_\_\_ and Unit \_\_\_\_\_ will be held on \_\_\_\_\_ date \_\_\_\_\_ at \_\_\_\_\_ location \_\_\_\_\_ from *start time* to *end time*. Representatives from the unit will be available to speak to anyone interested in joining the American Legion Auxiliary.

Remember, those eligible for membership are the wife, daughter, mother, granddaughter, great granddaughter, sister and grandmother of a Legionnaire or deceased veteran who served during the eligibility dates.

Thank you for your consideration.

\_\_\_\_\_  
Post Commander

\_\_\_\_\_  
Unit President

Membership

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AMERICAN LEGION AUXILIARY

2016-2017 PROGRAMS ACTION PLAN HOW TO GUIDES

(LETTER TO FORMER MEMBER ASKING HER TO REJOIN THE UNIT)

**It is recommended this letter be written on unit stationery.**  
*SAMPLE LETTER*

Date

Dear Former Member,

When you joined the American Legion Auxiliary, you chose to stand strong for veterans, the military, their families and our communities. You chose an organization that has supported and touched with kindness many veterans and their families.

I know that you cared about the programs and activities of the American Legion Auxiliary. That is why I am inviting you to rejoin Unit \_\_\_\_\_.

An application for membership is enclosed along with a sheet showing the many benefits available to Auxiliary members. The dues are \$XX.XX for senior members and \$X.XX for Juniors. Please mail completed application and dues to:

Name, Unit Secretary  
American Legion Auxiliary Unit XXXX  
Street Address  
City, State Zip

Or, please come visit us during our revitalization event occurring, Date at location from Start Time to End Time. Members of the unit will be available to answer any questions you may have about the Auxiliary and our programs as well as assist you in rejoining the unit.

If you have any questions, contact one of the individuals at the address and phone number listed below.

We look forward to your participation in the programs and activities of the American Legion Auxiliary!

Sincerely,

Unit President  
Unit XXXX  
Street Address  
City, State, Zip  
Phone Number  
Email

Unit Membership Chairman  
Unit XXXX  
Street Address  
City, State, Zip  
Phone Number  
Email

Membership

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AMERICAN LEGION AUXILIARY

2016-2017 PROGRAMS ACTION PLAN HOW TO GUIDES

(LETTER TO UNIT MEMBER CONCERNING REVITALIZATION EVENT)

**It is recommended this letter be written on unit stationery.**  
*SAMPLE LETTER*

Date

Dear Unit Member,

As you know, the American Legion Auxiliary has a proud heritage of volunteering, and as a volunteer member you understand the importance of our programs and activities and the effect they have on our veterans, service members and their families. The possibilities for us to continue to have an impact in these areas are limited only by our creativity, desires and enthusiasm.

As a member you have been able to volunteer in many capacities in your unit. If you are a member who has not volunteered as much as you would like, now is the time to take another look your options and find new ways for our mission outreach programs to fit into your life. We also ask your help in attracting other women who want to make a difference in the lives of veterans, servicemembers and their families.

We invite you to attend a special revitalization event for Unit \_\_\_\_\_. This event will be held on *date* \_\_\_\_\_ at \_\_\_\_\_ location \_\_\_\_\_ from *Start time* \_\_\_\_\_ to *End time* \_\_\_\_\_.

A team of unit members will be available to answer questions on the Auxiliary's programs and activities to help you decide where your interests best fit and at what level you would like to participate. Please come by and visit us anytime between *Start Time* and *End Time*.

Thank you for being a member and a volunteer with our exceptional organization. We look forward to your continued membership and volunteer work.

Sincerely,

\_\_\_\_\_  
Unit President

\_\_\_\_\_  
Unit Secretary

Membership

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AMERICAN LEGION AUXILIARY

2016-2017 PROGRAMS ACTION PLAN HOW TO GUIDES

## SUGGESTED TELEPHONE SCRIPT FOR FORMER/EXPIRED MEMBERS

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in *insert city and/or state* and I see that you were once an ALA member. I'm calling because we are conducting a membership drive and want to invite you to renew your membership.

**If they reply affirmatively:**

Great! I'd be happy to email or send you the application. Is this contact information still correct? (Verify address & email). If you aren't sure if you still have your proof of eligibility documents, you may be able to contact your previous unit or your department headquarters to see if they've retained them.

**Optional:** If there are other women in your family who might be interested in joining, please invite them. I can send additional applications or you can forward my email address to them.

**If they object or reply negatively,** simply thank them for their time.

**If they have any questions that you are unable to answer,** you can refer them to the department headquarters:

American Legion Auxiliary Department of XXXXX  
Phone: XXX.XXX.XXXX  
Name of Department Secretary

**If you need to leave a message:**

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in *insert city and/or state* and I see you were once an ALA member. I'm calling because we are conducting a membership drive, and we want to invite you to rejoin our great organization.

If you are interested in rejoining the American Legion Auxiliary, please call the Department of \_\_\_\_\_ *insert state* at \_\_\_\_\_ *insert dept secretary/membership chair's phone number* and they will be happy to assist you!

**\*\*Keep a record of the objections to find a pattern of responses. This indicates changes your unit may need to address to get members to pay their dues and participate in our programs. If your unit is not experiencing growth or renewals, changes should be made.**

Membership

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## 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 2016-2017 goal)

## NATIONAL MEMBER AWARDS

### **A. Member Award: Rejoin 1**

Guidelines: Rejoin 1 FORMER Auxiliary Junior or senior member (must not have paid dues after 2014). Submit Rejoin 1 form to National Headquarters **by May 1, 2017**, to receive a Rejoin 1 pin. 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, 2017**, to receive a Recruit 1 pin. 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, 2017**, to receive an ALA microfiber cleaning cloth for your cellphone and electronic screens. 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 the national president. Entry forms must be received at National Headquarters **by May 1, 2017**, in order to qualify. All verified entries will be eligible for a \$500 cash drawing. Note: One gift per recruiter.

## NATIONAL UNIT AWARDS

### **Unit Award: Best Member Experience**

Guidelines: Units that demonstrate the most effective way(s) to improve the member experience must complete the Best Member Experience Award form. Units submitting the Best Member Experience Award form are eligible to receive a letter from the national president, recognition in *Auxiliary* magazine and at national convention, and \$100 to be used for membership and mission outreach.

**Units must submit completed Best Member Experience Award form to Department Membership chairmen, Shirley Maurer by April 15, 2017.**



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## DEPARTMENT INCENTIVES

**INCENTIVE #1** - \$200 to the **first district** to have all their unit officers membership paid. Winner will be announced at **Mid-Winter Conference**. If there is no district that has their membership paid, then \$100 will be given to the **first district** at **Department Convention**. (It is the responsibility of the **District President** to inform either **Shirley Maurer or Heather Wilson** that all their unit officers are paid for their district. We will then verify our records to make sure everyone is paid.) Unit officers are defined as President, Secretary, Treasurer and Membership Chairman for this purpose.

**INCENTIVE #2** - \$50 to two units that have all their unit officers' membership dues paid by **December 31, 2016**. The names will be put in a drawing and will be drawn at **Mid-Winter Conference**.

**INCENTIVE #3** - \$50 to the unit with the greatest increase of Junior members from **April 1, 2016 to March 31, 2017**, to be given at **Junior Convention**.

**INCENTIVE #4 – (FOR DISTRICT PRESIDENTS)** - \$100 TO THE District President that transfers the most members out of 888, with verification, by **MAY 31, 2017**. To be given at **Department Convention**.

**INCENTIVE #5** - \$100 to the first goal unit. If more than one, then they will be put in a drawing and drawn at **Department Convention**.

**INCENTIVE #6** - For all goal units by **June 1, 2017**, a drawing will be held at **Department Convention**. **Three** units will be drawn with the first drawn receiving \$100; second one drawn receiving \$50; and the third one drawn receiving \$25.

**INCENTIVE #7** - \$50 to the unit that brings in the most membership at **School of Instructions**. Membership turn in is to be given to **Shirley Maurer, Department 1<sup>st</sup> Vice**. This award will be presented at the **Mid-Winter Conference**.

**INCENTIVE #8** - \$50 to the unit that brings in the most membership at **Mid-Winter Conference**. Membership turn in is to be given to **Heather Wilson, Membership Secretary** by **9 a.m. on Saturday of the Conference**. This award will be presented at the **Mid-Winter Conference**.

**\*\*WATCH FOR SURPRISE INCENTIVES THROUGHOUT THE YEAR\*\***

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## RAISE WHAT YOU PRAISE IN MEMBERSHIP



### 2016-2017 MEMBERSHIP CALENDAR PRAISE DATES

**September 1, 2016-** Praise to **ALL** National, Department, Unit Officers, DEC, NEC members, Committee Chairman at **ALL** levels of the organization who have **their dues paid** and posted by this date in honor of Labor Day, September 5, 2016.

**October 22, 2016-** Praise your members and units for making a Difference, do something extraordinary!

**November 11, 2016 (VETERAN'S DAY)** - Praise your members and units for showing their patriotism for our veterans in honor of.

**December 7, 2016 (Pearl Harbor Remembrance Day)** - Praise members and units for sharing their military history.

**January 3, 2017-** Praise your members and units by acknowledging their successes and encourage them to continue in honor of another year to serve our veterans, military and their families.

**February 14, 2017 (Valentine's Day)** - Praise your members and units for the love they have shown to veterans and our organization.

**March 15, 2017 (The American Legion's Birthday)** - Praise your members and units for taking the time to assist your Legion Post.

**April 22, 2017 (Earth Day)** - Praise members and units that show interest in their communities.

**May 21, 2017 (Armed Forces Day)** - Praise members and units that teach the history of our military.

**June 14, 2017 (Flag Day)** - Praise members and units that promote Flag Etiquette.

**July 4, 2017 (Independence Day)** - Praise your members and units for continuing to fight for freedom in our country and abroad. Celebrate Independence Day by helping your unit and department by renewing and recruiting members for the Auxiliary.

**July 30, 2017** – Praises will be going on nationwide for all the dedicated hard work on membership for our organization. Praise your members and units for a job well done in preparation for National Convention to hear all the great work accomplished by the American Legion Auxiliary.



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2016-2017

## 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, 2017 to receive pin.

*\*Note -One entry/pin per recruiter per year. If you recruit additional members, please save their names to complete a "Recruit 10" entry form.*

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2016-2017

## 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 2014 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 2017 membership year and has not paid membership dues since the 2014 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:*

ALA Department of Ohio

PO BOX 2760

ZANESVILLE OH 43702-2760

Forms must be received in Department Headquarters by April 1, 2017 to receive pin.

***\*Note: Only one entry/pin per recruiter.***



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

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## 2016-2017 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, 2017.**

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### -----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:  
Ala Department of Ohio  
PO BOX 2760  
ZANESVILLE OHIO 43702-2760

**Form must be received in Department Headquarters by April 1, 2017 to be eligible**

Each recruiter will receive an ALA microfiber cleaning cloth for your cellphone and electronic screens and be entered in a cash drawing for \$250. One award per recruiter.

This form may be duplicated.

NOTES

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# SILVER BRIGADE

An Auxiliary member who recruits **25 or more new 2017 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, 2017**.

### -----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. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_
6. \_\_\_\_\_
7. \_\_\_\_\_
8. \_\_\_\_\_
9. \_\_\_\_\_
10. \_\_\_\_\_
11. \_\_\_\_\_
12. \_\_\_\_\_
13. \_\_\_\_\_
14. \_\_\_\_\_
15. \_\_\_\_\_
16. \_\_\_\_\_
17. \_\_\_\_\_
18. \_\_\_\_\_
19. \_\_\_\_\_
20. \_\_\_\_\_
21. \_\_\_\_\_
22. \_\_\_\_\_
23. \_\_\_\_\_
24. \_\_\_\_\_
25. \_\_\_\_\_

#### **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: OH

Dept Secretary Signature (required): \_\_\_\_\_

Units Send forms to:

**SILVER BRIGADE AWARD**  
ALA Department of Ohio  
PO BOX 2760  
ZANESVILLE OHIO 43702-2760

**Forms must be received in Department Headquarters by April 1, 2017.** *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.**

# Ohio Unit Plan of Action



## Best Member Experience Award

Units that demonstrate the most effective way(s) to improve the member experience are eligible to receive a letter from the National President, recognition in *Auxiliary* magazine and at National Convention, and \$100 to be used for membership and mission outreach. One winner per division will be selected.

### Guidelines:

- Complete this nomination form & questionnaire.
- Include a short narrative on how the unit has improved the member experience for their members. Examples include: educating members on the benefits of belonging to the ALA, increasing members' participation based on their specific interests, mentoring and electing new unit officers and chairmen, etc.
- Include at least one photograph of your unit that represents how the unit has improved the member experience. Submitted photographs may be included in national publications.
- Forward completed form to your Department Membership Chairman. **SHIRLEY MAURER By April 1st 2017**
- ~~• Department Membership Chairmen are to forward the completed form to their National Division Membership Chairman. Form must be received by the National Division Membership Chairman no later than May 1, 2017.~~

## NOMINATION FORM

*Please type or print legibly*

Unit Name: \_\_\_\_\_ Unit#: \_\_\_\_\_ Dept: \_\_\_\_\_

Unit Address: \_\_\_\_\_

### Answer the following questions:

1. Does your Unit do any of the following?

a. Conduct a Member Benefits Fair or an informational session about member benefits?  
Yes \_\_\_\_\_ No \_\_\_\_\_

b. Invite guest speakers to Unit meetings?  
Yes \_\_\_\_\_ No \_\_\_\_\_

c. Survey members of your unit to determine their specific talents and interests?  
Yes \_\_\_\_\_ No \_\_\_\_\_

- If yes, describe what your unit does when they learn of a member's talents and interests.  
\_\_\_\_\_

d. Call to check on the well-being of members that the Unit has not heard from?  
Yes \_\_\_\_\_ No \_\_\_\_\_

e. Offer rides to members to things such as Unit meetings/events, Post functions, doctor's appointments?  
Yes \_\_\_\_\_ No \_\_\_\_\_

f. Recognize members for their efforts on such things as working a program, assisting with an event, recruiting new members, calling on renewals, or for sharing a new idea?  
Yes \_\_\_\_\_ No \_\_\_\_\_

- If yes, describe how you recognize these members. (Examples: recognition at a meeting, given a certificate/pin/ribbon, recognized in unit newsletter, etc.)  
\_\_\_\_\_

# Ohio Unit Plan of Action

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2. Do members of your Unit participate in any of the following?

- a. Distribute Poppies Yes \_\_\_\_\_ No \_\_\_\_\_
- b. Volunteer at a VA Hospital Yes \_\_\_\_\_ No \_\_\_\_\_
- c. Organize or participate in a Stand Down Yes \_\_\_\_\_ No \_\_\_\_\_
- d. Organize or participate in a Christmas Shop Yes \_\_\_\_\_ No \_\_\_\_\_
- e. Send packages to active duty military Yes \_\_\_\_\_ No \_\_\_\_\_
- f. Donate items for homeless veterans Yes \_\_\_\_\_ No \_\_\_\_\_
- g. Other (*please specify*): \_\_\_\_\_  
\_\_\_\_\_

3. Does your Unit distribute any of the following information to your members? *Circle all that apply*

- a. New Member Kit
- b. Unit Guidebook
- c. Member Benefits Flyer
- d. AEF Application (*iff/when applicable*)
- e. Scholarship Applications (*iff/when applicable*)
- f. Other (*please specify*): \_\_\_\_\_  
\_\_\_\_\_

4. Does your Unit promote your Auxiliary activities within your community? Yes \_\_\_\_\_ No \_\_\_\_\_

- a. If yes, does your unit use any of the PR tools available on the National Headquarters website? (Newsletter templates, bulletin templates, posters, banners, etc.)  
Yes \_\_\_\_\_ No \_\_\_\_\_
- b. If Yes, list the tools your unit uses: \_\_\_\_\_  
\_\_\_\_\_

c. Please list other ways your Unit promotes the Auxiliary within your community?  
\_\_\_\_\_  
\_\_\_\_\_

5. Attach a short narrative in which you provide three examples that demonstrate how your unit provides an exemplary member experience that keeps members renewing their membership year after year.

*Form may be duplicated.*



# Ohio Unit Plan of Action

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## Shining Star Contact Form

Department: \_\_\_\_\_

Name of Person Completing Form: \_\_\_\_\_

Do you know a member or unit that is doing extraordinary work for the American Legion Auxiliary? Include their contact information below and submit to the national membership vice chairman. They may be interviewed to be included in national publications such as the monthly membership newsletter, the eNews or eBulletin.

### **Individual Member**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Check One:                      Seasoned Member (*more than 1 year*)  
    New Member  
    Recruiter

### **Unit**

Unit Name & Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Submit forms to National Membership Committee Vice Chairman:  
Donna Ray, 5724 Willnean Dr., Milford, OH 45150; [rrayent@aol.com](mailto:r-rayent@aol.com)