



Ohio Unit Plan of Action



MEMBERSHIP

CHAIRMAN

Louise Smerk
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(216) 337-4037
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REPORT DUE: April 15, 2024

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. A Unit must submit a this report form with boxes completed and answer the questions below in order to earn the Citation of Merit. Narrative - word count must follow directions given in award guidelines. Simple or elaborate stories will be accepted as a report. Please complete the following. Be sure to give the complete name of your Unit: _____					
District _____	Unit # _____	Unit Membership Goal _____	Unit Membership Total As of Report _____		
Name of Person Completing Report:			Unit Chair.		Unit Pres.
Phone # _____	Email _____	Membership ID (if available)			
Specific Award Name(if applicable)					

Answer the following Questions in your narrative.

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.

- Please share how your Unit is using membership tools – other Auxiliary programs to engage, retain and recruit members. _____

- How did your Unit recruit Junior members? Please explain. _____

- How did your Unit recruit male spouses? Please explain. _____

- How did you utilize the Legion Family to recruit new members (i.e. mailing lists, Post meetings, Post social gatherings, etc.)? _____

Narrative Deadline: April 15, 2024

MAIL TO DEPARTMENT MEMBERSHIP CHAIRMAN

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MEMBERSHIP

Key Program Statements:

- 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.
- By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow our membership. We must let members know that they are the Auxiliary's most valuable asset.
- There are several things' members can do to promote membership for the American Legion Auxiliary including enhancing the member experience, reaching out to former and expired members, attracting new members, and understanding and respecting member rights.
- Consult our Key Resources for this year's membership awards.

1. **Objective Goal:** Enhance Members Experience

- a. Action Step:** 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 2024 dues paid by September 30, 2023.** 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.
- b. Action Step:** Share Member Tools
 - Help members set up a user profile on the national website, www.ALForVeterans.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.
 - 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 and ask them to participate in programs they are passionate about.
 - Establish a membership committee or team to support efforts throughout the department. Utilize your committee/team by giving them an assignment to make your program a success. Share contact information of committee/team with units.
 - Use membership tools, available at www.ALForVeterans.org, and ensure all units have access to all membership resources.
 - Challenge members to help recruit members using "2024: Recruit 10." Offer a small incentive for achieving the challenge.

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2. Objective Goal: Reach Out to Former Members

- a. **Action Step:** 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 2020).
- b. **Action Step:** 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 to those you were unable to reach.
- c. **Action Step:** Share former members’ feedback with the unit; determine what the unit might need to do differently to retain all members.

3. Objective Goal: Attract New Members

- a. **Action Step:** Be welcoming, kind and respectful to persons of all ages and backgrounds. Personally, contact a new member shortly after joining. Provide a personalized welcome letter from the unit president or membership chairman. Also send a New Member Kit, available at www.ALAforVeterans.org, and personalize it for your unit and department. *See “Suggested Additions to New Member Kit” to help create a new member packet.* Ensure a positive new-member experience.
- b. **Action Step:** Find out how a new member wants to be involved and which volunteer activities might best suit the new member 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 for tips, ideas, and strategies on how to be a better volunteer.*
- c. **Action Step:** Ensure the ALA is appealing to new members. Do not expect all new members to attend regular meetings; be grateful for whatever way the new member wants to participate, even if only to pay dues. Assign a mentor to each new member.
- d. **Action Step:** 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.
- e. **Action Step:** 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.
- f. **Action Step:** Identify recruitment target groups such as women veterans, military families, and relatives of American Legion members, ALA Girls State alumnae and local colleges.
- g. **Action Step:** Encourage Junior members to recruit their eligible friends and relatives. Create a significant membership experience for Junior members. Encourage Junior members to attend the senior meeting to share their vision of the unit. Encourage struggling units to elect Junior members to positions that don’t incur significant liability risks. Examples include Chaplain, Sgt.-At-Arms, and Historian.
- h. **Action Step:** Exhibit *Service Not Self* in all activities and interaction with others. **The National portion of the 2024 dues is \$18, and the Department portion is \$11.**

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4. **Objective Goal:** Understand and Respect Member Rights
- c. **Action Step:** 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; or online via www.ALAforVeterans.org. Membership cannot be withheld from a member who chooses to pay her dues online.
 - d. **Action Step:** Once a member has paid the current year's dues, regardless of payment method, that member is a member in good standing and entitled to all rights and privileges of membership.
 - e. **Action Step:** 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).
 - f. **Action Step:** Membership cards are provided by the national organization and shipped to departments to distribute to their units.
 - g. **Action Step:** 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.
 - h. **Action Step:** Units must provide to members their membership card as soon as payment is received.

MEMBERSHIP RESOURCES

- Membership National Facebook Page: <https://www.facebook.com/groups/1538378623040619>
- Membership Ohio Facebook Page: <https://www.facebook.com/groups/487140535256419>
- ALA National website: <https://member.legion-aux.org/member/committees/membership>

Year-End Reports

Annual reports reflect the program work of your unit and may result in a national award for participants if award requirements are met. Each Unit Membership chairman is asked to submit a narrative report by **April 15, 2024**, to the Department Membership chairman.

NATIONAL AWARD INFORMATION & DEADLINE

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2024 MEMBERSHIP AWARDS

Member Award: Recruit 10

- **Award:** Special gift selected by the National Membership Chairman
- **Presented to:** Members who recruit 10 NEW Senior and/or Junior members
- **Deadline:** Members must be entered and paid in ALAMIS member database by June 1, 2024.
 - FORMS must be received at National HQ by June 5, 2024.
- **Materials and guidelines:**
 - Form can be printed from the ALA national Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged in to the *MyAuxiliary* area to access the page.
 - One entry per recruiter.

Unit Award: 100% Unit Award

- **Award:** 100% Unit Flag Ribbon
- **Presented to:** Units that reach 100% of their 2024 membership goal by January 31, 2024.
- **Deadline:** January 31, 2024 • **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by January 31, 2024 as verified by ALAMIS.

Note: Departments must submit unit goals to National Headquarters by September 1, 2023, to be eligible for the 100% Unit Award. These must be sent in a specific format which will be provided by NHQ. 100% Unit Flag Ribbons for winning units will be mailed to each department for distribution.

Unit Award: New Unit Award

- **Award:** \$25.00 check to be used for items the unit needs from Emblem Sales.
- **Presented to:** New units chartered between September 1, 2023 and July 31, 2024.
- **Deadline:** July 31, 2024.
- **Materials and guidelines:**
 - This award is automatically presented upon receipt and processing of new unit charter applications at National Headquarters.

Department Membership Goals: Department membership goals are based on each department's 2023 department goal PLUS one new member for every active unit as of the 2023 Mid-Winter NEC Meeting.

Department Award: 75% Award

- **Award:** \$75 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2024 department membership goal.
- **Deadline:** Pearl Harbor Day, December 7, 2023.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by December 7, 2023.

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Department Award: 85% Award

- **Award:** \$85 to be used to advance the ALA mission
- **Presented to:** Departments reaching 85% of their 2024 department membership goal.
- **Deadline:** TAL Birthday, March 15, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by March 15, 2024.

Department Award: 95% Award

- **Award:** \$95 to be used to advance the ALA mission
- **Presented to:** Departments reaching 95% of their 2024 department membership goal.
- **Deadline:** National Poppy Day®, May 24, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by May 24, 2024.

Department Award: 100% Award

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any department that has reached 100% of their department goal.
- **Deadline:** Independence Day, July 4, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by July 4, 2024.

Department Award: 102% Award

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any department that has reached 102% of their department goal.
- **Deadline:** 30 Days Prior to National Convention, July 24, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by July 24, 2024.

Seating at National Convention: Seating at National Convention will be based on each department's percentage of their 2024 membership goal, from highest percentage to lowest.

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DEPARTMENT AWARD INFORMATION & DEADLINE

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 2023-2024 goal)

Renewal Notice Schedule

The first renewal notice will be mailed by September 15 for the following membership year. A second notice is mailed and/or emailed in early 2023. Units are encouraged to supplement the national renewal notices with unit generated renewal notices and personal phone calls. The ALA membership year is from January 1 to December 31.

Sample Letters below:

- To Former Members to rejoin
- To Legionnaires for eligible members in the home
- To Unit members & Legionnaires for a Revitalization Event
- Telephone Script to call

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AMERICAN LEGION AUXILIARY

2017-2022 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 at your options and find new ways for our mission outreach programs to fit into your life. We also ask your help in attracting other interested people who want to make a difference in the lives of veterans, service members 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 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 volunteer with our exceptional organization. We look forward to your continued membership and volunteer work.

Sincerely,

Unit President

Unit Secretary

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AMERICAN LEGION AUXILIARY

2017-2022 PROGRAMS ACTION PLAN HOW TO GUIDES

(Letter to Legionnaire Concerning Revitalizing Unit)

It is recommended this letter be written on unit 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 reorganizing 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 family members 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 spouse, daughter, mother, granddaughter, sister and grandmother of a Legionnaire or deceased veteran who served during the eligibility dates. Recently added for eligibility, is a male spouse of a female veteran.

Thank you for your consideration.

Post Commander

Unit President

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AMERICAN LEGION AUXILIARY

2017-2022 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 \$XX.XX for Juniors. Please mail completed application(s) and dues to:

Name, Unit Membership
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 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

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AMERICAN LEGION AUXILIARY

2017-2022 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 and 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 eligible people 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 XXXXXXXX
Phone: XXX-XXX-XXXX
Name of Department Membership Clerk

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 department membership clerk'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.**

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2024: RECRUIT 10

Members who recruit 10 *new* junior or senior Auxiliary members for the 2024 membership year.

One entry per recruiter.

Certified forms must be received at ALA National Headquarters by June 5, 2024.
Please send this form to your department headquarters office no later than one week prior to the deadlines.

New members must be paid in ALAMIS by June 1, 2024.

ENTRY/CERTIFICATION FORM

Please type or print legibly and fill out the form completely. Incomplete forms may not be processed.

Recruiter's Name: _____ Member ID#: _____
Recruiter's Department: _____ Unit #: _____ Email: _____
Recruiter's Street Address: _____
Recruiter's City, State & Zip Code _____

Names of <u>New</u> Members	Member <u>ID#</u>	Names of <u>New</u> Members	Member <u>ID#</u>
1. _____	_____	2. _____	_____
3. _____	_____	4. _____	_____
5. _____	_____	6. _____	_____
7. _____	_____	8. _____	_____
9. _____	_____	10. _____	_____

Certified by Department Secretary: _____ DATE: _____
Department Secretary
Printed Name: Maria Frame Dept: OH
Dept Secretary Signature (required): _____
***I certify that all 10 members are new and joined into the 2024 year.**
***I've provided or verified member ID numbers and that the form is filled out legibly and completely.**
DO NOT SEND INCOMPLETE FORMS or more than 1 form per recruiter.

Units: Send form to your department secretary.
Departments:
Please either scan and email to:
amiller@alaohio.org
(Subject line: Recruit 10) Or
Fax: (740) 452-2620 (Attn: Angie Miller)
***Must be received at Department Headquarters no later than May 25, 2024.**

Each recruiter will receive a special gift selected by the 2024 National Membership Committee Chairman.
One award per recruiter.

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2023-2024 MEMBERSHIP INCENTIVES

- 1. \$50 Drawing: All Units reaching 25% or more by November 11, 2023, are entered into the drawing to be held at Mid-Winter.**
- 2. 2 - \$50 Drawings: All Units reaching 45% by December 7, 2023, are entered into the drawing to be held at Mid-Winter.**
- 3. \$100 Drawing: All Units reaching 75% by December 31, 2023, are entered into the drawing to be held at Mid-Winter.**
- 4. \$50 Drawing: To the District President, to be used for District Membership, who sells the most Membership pins with a turn in date at Mid-Winter. Given out at Department Convention.**
- 5. \$50 to the Unit with the highest increase of Junior members from August 1, 2023, to May 1, 2024. Given out at Department Convention.**
- 6. For all Goal Units by June 1, 2024. Drawing held at Department Convention. 1st gets \$75.00, 2nd gets \$50.00, and 3rd gets \$25.00.**

PERSONAL INCENTIVES:

- 1. A gift to the District President(s) who makes District Goal by May 31, 2024. Gift given at Department Convention.**
- 2. A gift to the Unit Membership Chairman who signs up the most new members by May 31, 2024. Gift given at Department Convention.**