

Membership

2009-2010 Celebrating the 90th Anniversary of the Auxiliary
National President's Theme: Reconnect and Energize!

Plan of Action: Membership Committee

Purpose: Increase membership and volunteer base through program partnership and innovative recruiting, while retaining current members by enhancing the value of their membership.

Committee Contact Information

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National Chairman

Name: Nancy Brown-Park
Department of California

National Vice Chairman

Name: Sue Heil
Department of Oklahoma

Committee Member

Name: Anita Biggs
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Committee Member

Name: Shelley Riggs
Department of Ohio

Central Division Chairman

Name: Wanita Burns
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National Headquarters Contact (Program Coordinator)

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Eastern Division Chairman

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Northwestern Division Chairman

Name: Roxanne Hiatt
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Southern Division Chairman

Name: Marcia Wheatley
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Western Division Chairman

Name: Judy Daybell
Department of Utah

Membership

National-level Objectives

- 1. Objective: RETAIN:** Consistent with the NEC approved Strategic Plan, the National Membership Committee will work to retain 95% of the most recent year's December 31st membership total

Action Steps

- Create Membership Think Tank (a group made of membership representative from all levels including Unit, Department and National) to research methods of enhancing the value of American Legion Auxiliary membership, identify issues and solution that relate to the membership slide.
 - Maintain/Increase membership retention rate through program education
 - Partner with other American Legion Auxiliary programs to create more volunteer opportunities at all levels.
 - "Membership Support Team" (formerly Unit Development and Revitalization) will work with struggling Departments and Units through individual phone calls and conference calls.
 - Use Whistle Stop tours to bridge the gap between Unit members and the National Organization. Use program partnerships to help the grassroots member see the value of her membership investment.
- 2. Objective: RECRUIT:** In addition to the 95% retention, the Membership Program will continue to model the NEC approved Strategic Plan and work to increase the most recent year's December 31st membership total by 38,000 new members.

Action Steps

- Provide instruction on using new technology for social networking venues such as: MySpace, Facebook, Twitter, Webcams, Podcasts, Skype, Teleconferencing and Webinars to engage younger members to get involved.
 - Use the Membership Think Tank and Support Team to create new and innovative ideas to grow membership through research of other membership based organizational models.
 - Develop an exciting membership marketing plan that creates a positive image of the American Legion Auxiliary by using nationally recognized radio, television, and print as well as, websites and PSAs.
 - Partner with other National Non-profit organizations to create awareness of the American Legion Auxiliary, develop community partnerships and widen the volunteer pool.
 - Include a "How To" section, on National website, with features including information on setting-up E-Units and hosting Town Hall Meetings in an effort to educate members on their ability to engage military families and communities in volunteer partnerships.
 - Membership Support Team (formerly UD&R) will work to help departments create new units by supplying written instructions and help via phone calls and conference calls.
- 3. Objective:** Educate Departments and Units on the advantages of promoting National member benefits and implementing member benefits of their own.

Action Steps

Membership

- a. Supply Departments with ways to educate their members on National member benefits available to them.
- b. Membership Think Tank will present other member benefit/royalty earning ideas and opportunities, to the Membership Committee, by researching other membership based organizations.
- c. National Headquarters and the Membership Committee will pursue new member benefit vendors that offer departments royalty opportunities.

To be filled out by Department Chairman:

Department Goals relating to above. Should have no more than three department-level goals supporting the National objectives outlined above. Department Chair - please share these with your Committee and forward a copy to your National Chairman. (This process does not need national approval.)

1. Objective:

Action Steps

a.

2. Objective:

Action Steps

a.

3. Objective:

Action Steps

a.

Membership

Programs and Activities

1. Recognize membership recruitment, retention, and volunteer outreach efforts throughout the year in publications, at meetings and through media events.
2. Revitalize Units by developing a comprehensive campaign to assist in membership techniques in supporting revitalization and development activities.
3. Establish Charters with a plan of mentorship
4. Collect membership success stories and supply to Department Membership Chairman to help units create new ideas for success.
5. Membership Workshop specifically for incoming Department Presidents and Membership Chairman.

Committee Awards

- I. INDIVIDUALS: Recruit 3, Silver Brigade
- II. UNITS: National Presidents Unit Achievement Award, Unit Membership Merit Award
- III. DEPARTMENTS: President's and Secretary's Conference Award, Awareness Assembly Award, Target Dates (Department Goals), All Time High Award, Ruth Hutton Award, Edith Hobart Award, Betty Burdett Award, Estella Hanell Award.

Resources

1. American Legion Auxiliary Unit Handbook
2. American Legion Auxiliary National Headquarters website
3. Materials provided during the 2009 National Membership Workshop
4. USB Drive provided at the 2009 National Membership Workshop

See program page on www.legion-aux.org for additional resources

Important Notes: RENEWAL NOTICE SCHEDULE

The first Renewal Notice will be mailed by August 15th for the following membership year. The Auxiliary membership year is from January 1st to December 31st.