



Unit Development & Revitalization



National Chairman Miriam Junge
261

Plan of Work: Unit Development & Revitalization Committee

Mission Statement: The National Unit Development and Revitalization Committee (UD &R) provides training to assist Departments and District/County UD&R Teams with the organization of new Units and the revitalization of less active ones. Our primary objective in these efforts is to ensure that members and volunteers can effectively continue to support the programs and activities of the American Legion Auxiliary.

UD&R Committee

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UD&R Programs/Services - Outline

- I. Promoting the Auxiliary (Special Emphasis Areas)
 - a. Image
 - b. Commitment
 - c. Communications
 - d. Programming

- II. Collaborative Program Efforts (Special Emphasis Area)
 - a. Assist Unit, County, District or Department leaders in organizing new Units
 - b. Revitalize Existing Units
 - c. Instituting a Mentor Program
 - d. Train UD&R Teams

- III. Supporting The American Legion
 - a. Develop new Units where there are Posts without Units
 - b. Assign a mentor to assist with the new Units
 - c. Support the American Legion Family
 - d. Support The American Legion's Programs

- IV. UD&R Awards
 - a. Department President Award
 - b. Special "Success Story" Recognition Award (Monthly)
 - c. President's Award for Excellence

- V. UD&R Workshop Request Information & Form

- VI. Annual Report Form

UD&R Goals for 2006-2007

I. Promoting the Auxiliary (Special Emphasis Area)

Program Mission: To improve the Auxiliary image to the public and current membership in addition to attracting new members and retain current members therefore stemming our decline in membership through image, commitment, communication and programming.

A. IMAGE

Auxiliary members create an image for the organization by the way they conduct themselves - the way they speak, dress, and by their leadership abilities. Often we fail to acknowledge that even our Post homes speak volumes about our success.

Goal: To retain current members and attract new members by insuring our Post homes are attractive and inviting on the outside as well as the inside and encourage members to conduct themselves in a positive manner with current and potential members.

Tactics:

1. Since first impressions are lasting impressions, it is important that our Post home's are appealing, smoke-free and handicapped accessible. Will the Post consider becoming smoke free? How difficult will it be to make your post handicapped accessible?
2. Encourage members to welcome everyone who walks through their doors, as they are potential members.
3. Encourage each member to take an active role by chairing or assisting with community projects.
4. Encourage Units to continue the mentor program to insure one-on-one contact continues with each new member.

B. COMMITMENT

In order for the UD&R Program to succeed, there must be a commitment from the National to the Unit level to provide guidance, information, materials and tools to assist struggling Units.

Goal: Schedule a UD&R Workshop in each Department to promote the current year programming of the UD & R Committee.

Tactics:

1. Encourage Department leaders to schedule a UD&R Workshop along with encourage support of their Department UD&R Committee by underwriting some of the expenses incurred by the Department UD&R Committee.
2. Encourage Department leaders to appoint individuals to chair the UD&R Committee who have the knowledge, experience and commitment to the program and who can work with a myriad of individuals.
3. Encourage leaders on all levels to stop being a rubber stamp for what has always been or concerning themselves with what others may think or say – rather they must be committed and demonstrate their leadership by their willingness to try something new - thinking out of the box – be creative in solutions for attracting new members and

retaining current members in an effort to stop the decline in membership.

4. When Units summon the District/county, Department or National UD&R team, they must be willing to follow the advice and direction received.

C. Communication

Goal: To educate and encourage participation in the UD&R Program through better communication from the national level to Department, District/county and local Units.

Tactics:

1. The National UD&R Committee will provide timely updates on subjects of interest via the Web site and e-mail.
2. The National UD&R Committee will send e-mails and personal messages to the Department UD&R Teams assigned to them and encourage support for and greater participation in the program.
3. Encourage all UD&R leaders (department, district/county, and local units) to become active participants in the UD&R Yahoo e-mail Group.
4. Encourage local Units to initiate monthly newsletters, telephone committees and personal contact to keep members informed.

D. Programming

Goal: Provide new Unit information or revitalization assistance to Departments, Districts/ counties and local Units using various media techniques.

Tactics:

1. UD&R information located on-line via the Auxiliary Web site at www.legion-aux.org, will assist Departments, Districts/counties and local Units in evaluating problem(s) with a Unit.
2. Phone or e-mail contact with the National UD&R Committee Chairman will assist the Departments, Districts/counties or local Units in assessing their level of need. A National UD&R Committee Member may be assigned as a mentor.
3. A Department workshop facilitated by a National UD&R Committee Member provides an in-depth understanding using inter-active techniques in presentation of the different forms of revitalization information.

II. Collaborative Program Efforts (Special Emphasis Area)

<p>Program Mission: To assist Department, District/county and Unit leaders with organizing new units and stop the decline in membership.</p>

Organizing New Units

Goal: Assist Department, District/county or interested members in forming new Units.

Tactic: Encourage organizing Units for Posts without them.

B. Revitalizing Current Units

Goal: Assist Units in need or in decline so that they become viable again.

Tactics:

1. Encourage Unit leaders to request the Department, District or county UD&R team to help them stop the decline in membership and to suggest ways to encourage attendance at meetings. Promote the involvement of all members in the programs and activities of their Unit.
2. Recommend that Unit President's prepare an Agenda for their meetings.
3. Recommend that all information regarding programs, projects and correspondence received each month be shared with Unit members.
4. Encourage member involvement and acceptance of new ideas.
5. Elect new officers and appoint new chairmen and encourage them to think out of the box and try something new.
6. Develop a mentoring program.

C. Instituting a Mentor Program

Goal: Develop a group of individuals who would serve as mentors to Units in need.

Tactics:

1. Providing mentors for all new and struggling Units.
2. Making it known that mentor's can provide one-on-one assistance to large groups.

D. Train UD&R Teams

Goal: Ensure there are trained resources on the national level to support local level needs and initiatives.

Tactics:

1. The national UD&R Team is taking the UD&R Training Program to the Departments.
2. Encourage Department leaders to requests the type of training they require and the UD&R Team will provide it.

III. Supporting The American Legion

Program Mission: Develop a solid family relationship with The American Legion and The Sons of The American Legion.

Goal: Develop new Units where there are Posts without Units

Tactics:

1. Work with the Department leadership to develop new Units for Posts without Units and educate the Post that everyone benefits from this arrangement.
2. Educate current leaders that younger veterans enjoy *volunteering with* projects the entire family can participate in.

3. Department, District/County UD&R should assign a mentor to assist new Legion Auxiliary Units. Encourage Post and Unit members to accept the mentor's guidance especially during their first year of operation.

IV. UD&R Recognition & Awards

A. Department President Award

A special award to the first 20 Department Presidents to schedule a UD&R workshop.

B. Special Success Story Recognition Award

This special award is given each month to a department UD&R Chairman, one from each division, submitting the most outstanding UD&R "Success Story." Narrative is due to the national chairman; submission deadline is the 20th of every month. Can be mailed or e-mailed.

C. President's Award for Excellence

The National President's Award for Excellence will be presented to the Department with the most outstanding UD&R activities at the Department level as submitted in a report. The narrative will be judged by the National UD&R Committee and should be received by the national chairman no later than June 6, 2007.

V. UD&R Workshop Request Information & Form

WHEN REQUESTING A NATIONAL UD&R REPRESENTATIVE:

1. Complete the **UD&R WORKSHOP REQUEST FORM** as **promptly** as possible.
 - **Send the UD&R WORKSHOP REQUEST FORM** (located on page 7) to the National UD&R Chairman.
2. Discuss with the national UD & R Chairman the type of concerns your Department is experiencing and she will recommend the types of assistance the UD & R Committee can provide.

An official letter or e-mail requesting a UD&R visit or workshop is to be submitted to the National President, with a copy to the National UD&R Chairman and UD&R Program Support Manager.
3. The letter or e-mail request is to be addressed to the National President, c/o national UD & R chairman. Send your letter or e-mail request ***along*** with the **UD & R WORKSHOP REQUEST FORM TO** the National UD & R Chairman.

The letter/e-mail request should include:

- A. Brief explanation of why a national representative would be helpful.
- B. Type of visit (Workshop, canvassing, etc.)
- C. Length of stay.

- D. If request is sent by letter, the signature of either the Department president or secretary.
4. Once visit is authorized, Departments must:
- A. Be prepared to have a driver for the national representative (*transportation from and to the airport, etc*).

If various areas are involved:

1. Be prepared to have adequate number of volunteers and driver on hand for national representative to work with in each area.
2. Confirm material needed with the National UD & R Chairman and then request the material through your Department Headquarters. **NOTE: Please allow your Department 4 - 6 weeks to receive supplies from National Headquarters.**

If canvassing is scheduled for this visit:

1. Be prepared, if necessary, to assist in mailing letters.
2. Have mapping completed prior to arrival of national representative.
3. Be prepared to have adequate number of volunteers and drivers on hand for the national representative to work with in each area.
4. Provide supplies as requested by national UD & R representative:
 - Flipchart/markers
 - Handouts
 - Handheld wireless microphone and a microphone to attach to a lapel
 - Overhead projector (if needed)
5. Assist national UD & R representative in arrangements for housing. Advise on hotels/ motels in moderate price range, continental breakfast if possible, and safe location.
6. Publicize activity in an appropriate manner.

Follow-up Forms:

Within 30 days of the visit, the Department is required to complete the National UD & R Team Visit and Follow-up form and send to National UD & R Chairman.

Within 60 days, the 60 Day UD & R Visit **Follow-up form** is to be completed and mailed to the National UD & R Chairman.

Note: Follow-up Forms will be provided at a later date.



AMERICAN LEGION
AUXILIARY

Empowering Women, Inspiring Communities

2006 - 2007 UD&R WORKSHOP REQUEST FORM

Please schedule a Unit Development & Revitalization Training Workshop for the Department of _____ on one of the following dates.

1st Choice _____

2nd Choice _____

3rd Choice _____

I understand my request will be honored on a first-come first-serve basis.

Individual requesting workshop:

Department President

Department Secretary

Printed name: _____

Signature (required): _____

Telephone #: _____ E-mail: _____

Mail UD & R Workshop materials to the following individual and address:

Send your request to: Miriam D. Junge
2408 Ken James Ct.
Napoleon, OH 43545-9176
or e-mail to: mdj27@earthlink.net

SPECIAL NOTE: *The National Organization will cover air transportation, lodging and food for a maximum of four nights for a National UD&R Representative.*

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AMERICAN LEGION AUXILIARY

Empowering Women, Inspiring Communities

Annual Report FORM

UNIT DEVELOPMENT & REVITALIZATION 2006-2007

Send completed report to the National UD&R Chairman, Miriam D. Junge
2408 Ken James Ct., Napoleon, OH 43545-9176 by the June 1, 2007, deadline.

Department _____ Number of Units _____ Membership Goal _____

Department Chairman _____ Telephone (____) _____

Address _____

City _____ St _____ Zip Code _____

UNIT DEVELOPMENT AND REVITALIZATION ACTIVITIES

Did your Department schedule a UD&R Workshop? Yes _____ No _____

II. NEW UNITS

Did the Department or District UD&R committee assist with the establishing of a new Unit? Yes _____ If yes, how many were organized _____ No _____

III. REVITALIZED UNITS

How many Units were assisted or saved through the assistance of the Department or District/County UD&R Committee? _____

IV. DESCRIBE OTHER ACTIVITIES: (Mentoring Program or how you supported the American Legion, etc)

V. WAS THE NATIONAL UD&R COMMITTEE HELPFUL? Describe

VI. DID YOU SUBMIT A "SUCCESS STORY"? Yes _____ No _____

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