



2015-2016 NATIONAL MEMBERSHIP MONTHLY NEWSLETTER

Volume 1, Issue 2

October 28, 2015

MEMBERSHIP RULER - HOW ARE WE DOING?



As of 10.20.2015 the
American Legion Auxiliary
has reached **33%** of our
overall membership goal
for 2016.

Great Job Everyone!!

It's the Little Things that Count

We hear the same old complaint year after year — our unit is not engaged, and we aren't working the Auxiliary Mission due to a lack of membership. You can increase your unit membership by signing up your eligible daughters, granddaughters, and great-granddaughters of your Legionnaires.

Junior members will invite their friends to attend a meeting, or help out with a special activity if your meetings are fun and enjoyable. They can participate in community service projects with the senior members of your unit as well. It is exciting to watch these young members learn and grow, and they are so full of energy and excitement.

We all know that the younger generation is computer savvy and communicate all the time through some form of social media. Why not schedule a meeting about social media and how to navigate through the hoops and hurdles? Ask your juniors to present this tutorial session and let them lead the way. Make this a Legion family event that you announce in your monthly bulletin. And don't forget to bring your laptops and smartphones!

Encourage your junior members to look for a specific program they may be interested in. Establish a little sister/big sister program whereby senior members mentor the junior members on these programs and activities. Plan a special service project in your community. Make it fun and engage your junior members. Be sure to take lots of photos and share on your social media sites.

All these activities, whether it is a community service project, or a fun evening with your juniors teaching you how to use social media sites, learning how to use your new smartphone, or just navigating through computer software, are excellent ways to engage your current membership and recruit new members. Publicizing these events and what your unit does each month will also draw new interest in prospective members joining your unit.

Keeping The Promise

- Veteran's Day is fast approaching which means our Veteran's Day Award deadline is coming up! Departments that increase their 2016 membership by 3% or more over their 2015 membership at November 12, 2014 by **November 11, 2015** will receive \$250. The report will be distributed on November 12, 2015. See the attached report to see what total membership your department needs to meet or exceed in order to qualify for the Veteran's Day Award.
- Don't forget! Our next Promise date is November 11, 2015. Recognize those units that reach 45% by presenting them with a Promise Date Certificate. Promise Date Certificates are available for download on the membership page of the national website. Visit www.ALAforVeterans.org.
- We've heard of several units that have already reached 100% of their goal. Remind your units that they will receive \$100 and a 100% flagpole ribbon if they reach 100% by **December 31, 2015**. It's time to reach out and grab those early birds!

Veteran's Day Award

Departments that increase their 2016 membership by 3% or more over their 2015 membership as of November 12, 2014 will receive \$250. Report to be distributed on November 12, 2015.

Department	2015 Membership as of 11.12.2014	Total 2016 Membership needs to equal or exceed by midnight on 11.11.2015 (3% Increase)
Alabama	2,772	2,855
Alaska	1,437	1,480
Arizona	7,806	8,040
Arkansas	1,636	1,685
California	12,802	13,186
Colorado	3,266	3,364
Connecticut	1,917	1,975
Delaware	2,587	2,665
Dist of Col	42	43
Florida	20,722	21,344
Georgia	4,807	4,951
Hawaii	123	127
Idaho	1,162	1,197
Illinois	18,932	19,500
Indiana	24,917	25,665
Iowa	18,522	19,078
Kansas	7,424	7,647
Kentucky	3,669	3,779
Louisiana	4,295	4,424
Maine	4,170	4,295
Maryland	8,410	8,662
Massachusetts	3,211	3,307
Michigan	15,223	15,680
Minnesota	24,768	25,511
Mississippi	2,525	2,601
Missouri	7,822	8,057
Montana	2,116	2,179
Nebraska	14,403	14,835
Nevada	485	500
New Hampshire	4,030	4,151
New Jersey	5,128	5,282
New Mexico	1,934	1,992
New York	17,261	17,779
North Carolina	4,494	4,629
North Dakota	6,988	7,198
Ohio	21,360	22,001
Oklahoma	2,309	2,378
Oregon	3,448	3,551
Pennsylvania	26,547	27,343
Puerto Rico	623	642
Rhode Island	406	418
South Carolina	2,194	2,260
South Dakota	6,351	6,542
Tennessee	3,167	3,262
Texas	10,715	11,036
Utah	812	836
Vermont	3,976	4,095
Virginia	4,254	4,382
Washington	3,582	3,689
West Virginia	4,103	4,226
Wisconsin	15,851	16,327
Wyoming	2,183	2,248
Total	373,687	384,898