

American Legion Auxiliary
Department of California
Department Executive Committee

Membership
Platform remarks
January 22, 2024

Good morning/afternoon Madam President or should I say Governor Glenda Schultz.

I would like to thank you for this appointment. As you are aware it was with a lot of trepidation that I accepted this appointment. I have and will continue to learn as I go. I can not thank the District Presidents, District Membership Chairmen and the Area Membership Team enough for all their knowledge, patience, and support. Together "United as One" we are learning how to navigate ALAMIS, learning to trust the debit card system, finding answers to difficult situations, and sharing our golden nuggets with each other. NOT one of us has all the answers but as a team we are learning. However, we have learned where to find the answers. Thanks you Liz. When all else fails, call Liz. She truly is our golden nugget.

Well, here we are at the half way mark.

We celebrated our accomplishments last night at our membership party with many goals archived but with more gold mining in our future. There were 7 Units that hit the **mother lode** with 100% by November 11, 2023. 69 unit made 75% by December 7th, 17 units and 1 District #17 achieved the 100% goal by January 1, 2024. The Golden State is off to a great start.

18 of our Districts took time to submit mid-year reports. They all had 100% reporting. I know that some of you did not feel that it was necessary to turn in mid-year report since National does not require them. However, it is to your benefit to do them. It will make your end-of year reports easier.

- We have 14 Units have not transmitted membership for the 2024 year.
- 22 Units that are under 10 members requirement.
- As of January 10 we are 10th in the nation.

- Western Division is in 2nd place. We are following the Southern Division by 1.59%
- Last year at the National Convention in Charolett NC we shouted the West is the Best as Western Division came in 1st. We can do that again.
- The Goal for California is 18,428. We are at 14,289 sitting at 77.59% of goal. (numbers as of 1/17/2024)

We are over half way there. We can do this.

As we enter a new year, 2024, let us keep our focus on the three R's:
renewal, recruitment, and retention.

Golden nuggets from the reports. (Remarks from mid-year reports)

Renewal:

- Go over last year's roster and call all the members who have not renewed.
- Find out their why.

Recruitment:

- Have the Membership Chairman at all event.
- Remember all you need to do is ask.
- Be in the community

Retention:

- are your meetings productive organized and foster an atmosphere of good will?
- Are you inclusive?
- Do not be a click.

I realize that change is difficult and many of us want to dig in our heels and hang on to the past. Well, most of the discussion I have had this half of the year has to do with transmittals. It is the future that transmittals will be done electronically. I have heard the fear of having a debit card will lead to fraud. Well so can having a checking account. We must trust whoever it is that is handling our money and finances.

This is why the Department, Districts and Units have a fidelity bond. It protects the organization from fraud and misappropriations of funds

So, let us keep our eyes focused on the prize of reaching our goal of 18,428 members for the 2024 year. So, all of you gold miners get you pans, picks and shovels ready as we go for the GOLD.

This ends my report

Respectfully submitted by:

Suzanne Winters

Department Membership Chairman

1/20/2023