

HAPPY MEMBERSHIP WEDNESDAY!!

If you have not reported for your Department Membership, it is not too late. We are waiting on a few and we would really like to be 100% in reporting!!

On another note: Our awards sheet handed out at the beginning of our term, says that the 102% Award deadline is 30 days prior to National Convention. Well, 30 days prior to Convention is **actually July 27th!** So, you have a few extra days to get that membership in!!

Upcoming Dates: **July 31** is the deadline for the New Unit Award. If you have any new units that you are working to get chartered, be sure to have them in the system by July 31st to receive the A\$25.00 Gift Card for Emblem Sales

100% Department Award deadline is **July 4th!**

102% Department Award deadline is **July 27th!**

In our Division Race:

Western Division is still first with 98.00%.

The Southern Division remains in second place with 96.66%.

In third is the Eastern Division still trying to sneak up on the Southerners.

The Eastern Division has 95.22%.

In fourth place is the Central Division with 89.88%

The Northwestern Division Musers are still pulling strong with 82.46%!

In the Department Race:

The Florida Musers are still rockin' First Place with 111.70%

In Second is the professional musers from the Department of Alaska 107.77%

Third Place is Department of Arizona with 106.93%

4th Place – Department of New Mexico with 106.82%

5th Place – Department of Michigan with 103.71%

6th Place – Department of New Hampshire with 101.13%

7th Place – Department of Maryland with 100.90%

8th Place – Department of Delaware with 100.31%

9th Place – Department of Hawaii with 99.16%

10th Place - Department of Pennsylvania with 98.04%

The Departments with more membership than this time last year:

Florida, Michigan, Arizona, Maryland, Alaska, New Hampshire, Ohio, Colorado, Hawaii, and California.

I found this while looking for ways to obtain additional membership:

- **Step 1: Capture.** Prospective members are “captured” when they’re looped into your organization’s workings, be it by email newsletter, attending an event, or word of mouth.

- **Step 2: Nurture.** Send follow-up emails, mailers, or phone calls nudging prospective new members along the path to signing up. Make prospective members feel appreciated and valued with personalized attention, especially if they've shown you interest!
- **Step 3: Conversion.** Offer incentives to signing up, like [membership benefits](#). You might also emphasize key aspects of the membership experience, like networking or community impact.

And then once we have the membership we must work just as hard to keep them. Following are some ways to do that. Maybe something you haven't tried will be listed here:

- Host a bring a friend meeting.
- Hold a family – friend event.
- Run member features in your newsletter.
- Encourage members to share your newsletter.
- Thank Members regularly! – create a video message thanking members and put it on social media. Make a list of Unit/Department Events and publish it each year. Host a yearly thank you event. Send handwritten “thank you’s”. Create perks for your unit, i.e., Gift Certificates, shout-outs, preferred parking, etc.
- Create an invitation email to send to prospective new members!
- Create business cards for members to hand out to all prospective new members. Or give them a template and they can create their own.
- Give them an ALA pin or button to be branded.

IF YOU HAVE SOMETHING THAT IS WORKING REALLY WELL FOR YOU, SHARE IT WITH OTHERS SO WE CAN ALL SHARE IN THE SUCCESS!



Karen Toll
 American Legion Auxiliary National Membership Chair 2023 - 2024

Marti Drake / Membership Specialist / American Legion Auxiliary National Headquarters
 Phone: 317-569-4564 / Fax 317-569-4502 / mdrake@ALAforVeterans.org
A Community of Volunteers Serving Veterans, Military, and their Families