



2019 - 2020 Annual Supplement to the Programs Action Plan Membership

Committee Contact Information

membership@ALAforVeterans.org



National Chairman

Pam Ray, Department of Illinois
6410 Wind Hill Drive
Springfield, IL 62711-6163
H: (217) 698-8571 C: (217) 741-6849
sparkle1979@hotmail.com

National Vice Chairman

Lauren Lloyd, Department of The District of
Columbia
PO Box 66693
Washington, DC 20035
(210) 789-4203
laurenloyd@gmail.com

Committee Member

Marie Mock, Department of New York
168 Dunsbach Ferry Rd.
Cohoes, NY 12047
(518) 783-5316
mcmock@hotmail.com

Committee Member

MaryAnn Paul, Department of Texas
9916 Nixon Dr.
McKinney, TX 75072
(214) 629-8529
mapminmol@gmail.com

Central Division Chairman

Cathie Goth, Department of Missouri
1800 Strawberry Ln.
Clinton MO 64735
(660) 885-5395
cgoth1@charter.net

Eastern Division Chairman

Laura Santino, Department of Connecticut
42 Robin Hill Ln.
Hamden, CT 06518
(860) 573-5028
ala2@laurasantino.com

Northwestern Division Chairman

Shirley Frederick, Department of Minnesota
3271 1st St. NW
Hackensack, MN 56452
(218) 409-5556
shirley.a.frederick@gmail.com

Southern Division Chairman

Patty Martinez, Department of Kentucky
1062 Dana Dr.
Lawrenceburg, KY 40342
(502) 600-0226
ttbuddy@aol.com

Western Division Chairman

Jan Cushing, Department of Arizona
20089 N. Pinewish Ct.
Surprise, AZ 85374
(623) 544-0797
gcushing@cox.net

National Headquarters Committee Liaison

Karin Romani
3450 Founders Rd.
Indianapolis, IN 46268
(317) 569-4514
kromani@ALAforVeterans.org

** For the most up-to-date contact information,
please visit the Membership Committee page (in
the "Members Only" area) at
www.ALAforVeterans.org



What is this program and why do we have it?

The role of the national Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and to establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families.

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.

Membership Awards Deadlines and Submission Requirements:

Member Award: 10 X 10

- **Award:** \$100
- **Presented to:** Members that recruit 10 (ten) NEW junior and/or senior members for the 2020 membership year by November 10, 2019. **Ten by the 10th – the ALA's 100th birthday!**
- **Deadline:** Members must be entered in ALAMIS system by 11/10/19.
 - FORMS must be received at National Headquarters by November 15, 2019.
- **Drawing:** All verified entries will be placed in a drawing for \$1000 towards a trip to the ALA 2020 National Convention plus two States Dinner tickets (there will be one winner)
Note: If winner of the drawing does not attend National Convention, reimbursement will be required. There will not be a second drawing/alternate winner.
- **Materials and guidelines:**
 - Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "Members only" area to access the page.
 - One entry per recruiter

Member Award: R/R5 – Recruit/Rejoin 5

- **Award:** Special gift from the National Membership chairman (gift will be different for each deadline)
- **Presented to:** Members who recruit or rejoin five or more Auxiliary Junior or Senior members into the 2020 membership year.
Note: Rejoins must not have paid dues after the 2017 membership year
- **First Deadline:** President's Day, February 17, 2020
- **Second Deadline:** Flag Day, June 14, 2020
Note: If you win the 10 X 10 award you will have met the requirements for the first deadline of this award and will automatically qualify for & receive this gift. No additional action or form required.
Note: You can enter for both deadlines, but if you got the award for the first deadline, to be eligible for the second deadline, you will need to recruit/rejoin 5 additional members by June 14th (can't be same people from the 10x10 or Feb. 17th deadline)
- **Materials and guidelines:**
 - Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "members only" area to access the page
 - One entry per recruiter.

**Unit Award: 100% Unit Award**

- **Award:** 100 unit awards of \$100 to be used to advance the ALA mission
- **Presented to:** Units that reach 100% of their 2020 membership goal by November 10, 2019 will be placed into a random drawing from which 100 units will be selected to receive \$100.
- **Deadline:** American Legion Auxiliary birthday, November 10, 2019
- **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by November 10, 2019, as verified by ALAMIS

Note: Departments must submit Unit goals to National Headquarters by September 1, 2019, to be eligible for the 100% Unit award and all Department awards. These must be sent in a specific format which will be provided by NHQ.

****DEPARTMENT AWARDS****

Per Nicole's "ALA's 100th birthday wish," Department awards will be based on assigned Department Goals which will be one (1) new member per number of Units in the Department over last year's membership numbers as of 30 days prior to the 2019 National Convention – July 27, 2019. A department's unit count will be the number in the ALAMIS system as of July 27. This will include any units that haven't yet been cancelled at the 2019 National Convention (i.e.: if you are submitting 7 units for cancellation during convention, those 7 will still be part of your unit count for determining your 2020 Department membership goal.)

Department Award: Pearl Harbor Day Award

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2020 Department membership goal
- **Deadline:** December 7, 2019
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS system by December 7, 2019

Department Award: Armed Forces Day Award

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Department reaching 95% of their 2020 Department membership goal
- **Deadline:** May 18, 2020
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS system by May 18, 2020

****NOTE: Departments that receive the Pearl Harbor Day Award are also eligible for the Armed Forces Day Award.**

**Department Award: The Celebration Award**

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any Department that has reached the Department Goal
- **Deadline:** 30 days prior to the 2020 National Convention – Aug. 1st, 2020
- **Materials and guidelines:**
 - Award will be based on the membership entered in the ALAMIS system by Aug. 1, 2020.
 - Winners to be announced at National Convention 2020.

*****NOTE: Departments that receive either or both the Pearl Harbor Day and the Armed Forces Day Awards are also eligible for the Celebration Award***

The National Membership Chairman will inform any department that has award winners except for The Celebration Award. It will be announced during Membership remarks at National Convention.

****Additional Membership Incentive for the ALA's 100th Year****

“One Week of Caring & Sharing for the Next Century of the ALA”

For one week this spring, April 1-7, 2020, we are asking Units members and leaders to work together to contact all members of their Unit. We want you to *call* (or visit) members in good standing, members who still need to renew, and former members that need to rejoin (have not paid dues since 2017). The purpose of these calls is to let ladies know their membership is valued and/or they are missed.

- **Award:** 100 unit awards of \$25 to be used to advance the ALA mission
- **Presented to:** Units that fulfill the intent of the incentive during the week of April 1-7, 2020, and meet the criteria outlined on the award certification form, will be placed into a random drawing from which 100 units will be selected to receive \$25.
- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2020, with the required rejoin processed in ALAMIS by Friday, April 24, 2020 – four business days prior to form being due to National — to give time for Departments to process the rejoin and get form forwarded to National by April 30.
- **Materials and guidelines:**
 - This award will be based on units that organize a unit-wide/inclusive event to reach all unit members (past and present) to reinforce their value to the unit and its mission.
 - How to Sheets, scripts for use during the event, and an optional award certification form are included in this supplement (and on the ALA Membership Committee page on the national website). Our sincerest hope is that every unit commits to some sort of effort during this week to make sure their members know how important they are — whether or not the unit meets the criteria to or chooses to fill out the form to be placed in the drawing.
 - One entry per unit



Membership Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Membership chairman is required to submit a narrative report by **January 5, 2020** to the division Membership chairman, plus copy the national Membership chairman.

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Membership chairman is required to submit a narrative report by **May 15, 2020** to the division Membership chairman, plus copy the national Membership chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level, as they may require earlier submission or review of them.

NOTE: The National Chairman will use the information and pictures that department chairmen share to craft their platform speech, as well as create their annual report that goes in the convention guide. It is important that clear, properly formatted emailed photos are sent in with both the mid-year & annual department reports so these can be considered for use at end of year.

Seating at National Convention:

Seating at the 2020 National Convention will be based on best overall membership performance as determined by a department's percentage to National President Nicole's "100th Birthday Wish" department goals as of 30 days prior to the 2020 National Convention (August 1, 2020). Departments will be sorted by best overall membership performance starting with the top ten (10) with the highest percentage to goal being seated at the front. All other departments will be seated based on overall membership performance according to rank. **No category groupings or reports this year.*

Renewal Notice Schedule:

The first renewal notice will be mailed by September 15, 2019, for the upcoming membership year. A second notice is mailed by January 15, 2020, for the current membership year to members who have not paid dues by the beginning of December 2019. Units are encouraged to supplement the national renewal notices with unit generated renewal notices and personal phone calls. The ALA membership year is from January 1 to December 31.

Special 100th Anniversary History Program Facts

Membership has been a focus since the ALA's inception. Within the first year, 1,342 units had been organized. By the first convention in 1921, forty-two states had chartered Departments (with Minnesota being the first) as well as the territory of Hawaii. The first ALA National Membership Chairman was Lillian M. Towne from the Department of Maine, in 1924. Membership saw steady growth until the great depression. However, shortly after the depression ended, membership again grew each year. By 1950, the ALA reached 975,000 members. Granddaughters did not become eligible until 1970. History shows us that each time the ALA served our active military or veterans 'hands on' our membership grew.