



American Legion Auxiliary

Department of California

Membership

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Achieving membership goals can be a daunting task. It requires thinking creatively, pushing boundaries, and exploring unconventional methods to stand out and attract new members. That is why sometimes we must think outside the box to retain and attract members.

Benefits of Thinking Outside the Box:

1. Increased visibility, such as wearing ALA brands. Unconventional approaches can generate buzz and get the ALA noticed by potential members.
2. Differentiation: Thinking outside the box helps us to establish a unique identity.
3. Improved Engagement: Higher engagement will encourage members to participate and contribute.

Tick, tock, tick, tock yes, it's that time National will be issuing renewal notices so please process membership as soon as you receive them. If your unit is not currently processing membership through ALAMIS and you wish to have some training please let me know.

Achieving membership goals requires a willingness to think outside the box and explore innovative strategies that resonate with today's diverse people. By embracing unconventional approaches, we can increase visibility, differentiation, and engagement, ultimately driving membership growth and success.

I want to personally thank you for your outstanding contributions to our membership growth. Your passion and dedication are inspiring!

THIS GIRL IS ON FIRE!

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