

Good Day Team,

**65 Days** shy of the Department 85% Award Deadline.

Where does your Department stand?

Don't forget the Department **MUST** achieve **85%** by March 15th to qualify for the Merit Medallion, membership is such a critical part of the initiative.....

This week the division matchup is close, we'll be taking a closer look into Departments percentages as we draw closer to the 85%, we want to ensure every department has all the encouragement and tools needed to reach the 85% goal and beyond. Follow us on Facebook for a FUN tracker...

Take a very close look at the comparison report ...as a 'whole' across the board we are way way down....not looking great, however what I love to say when I'm bowling and not doing that great with too many open frames is that 'I can recover,' so yes, 'we can recover'.

We are 3598 less than....or shall I say 3598 in the negative....

We got this....**Let's hit the BOOST button!!!**

Congratulations to Iowa, Florida and Hawaii for hitting 80% or higher...

 **Northwestern Division - Energy 75.55%**

 **Central Division - Air - 74.57%**

*Iowa 81.25%*

 **Western Division Fire - 74.12%**

*Hawaii 103.48%*

 **Southern Division - Earth - 73.71%**

*Florida 81.49%*

 **Eastern Division Water 70.42%**

Maybe this will help....the following is a list of ideas provided by a previous Membership chair years ago...who was very wise - great information is always worth sharing over and over again; as you are preparing for upcoming events, MLK celebrations, Renew crew meetings, tele-a-thons, superbowl events, etc. or whatever the case may be...hope this list will help....

1. **Host a “bring a friend” meeting**

Encourage members to bring someone. This could even be a recurring event so that new members are continually bringing new friends! Maybe make this meeting a "bring a dish to pass" by members - too formal? How about dessert & coffee??

2. **Reach out to former members**

Some people might be ready to come back – maybe there were issues before; let them know that there is new leadership!

3. **Encourage members to share your newsletter**

Especially if they're featured in it! Don't have a newsletter? Start one! Best way to get the word out of what events are coming up and the outcome of recent events!

4. **Invite members' families to events**

Spouses, siblings, parents, and (grown-up) children are all potential members (depending on how the member was eligible for membership).

5. **Help members develop an “elevator speech” about their membership**

Why are they members? What's the biggest benefit of membership? Can they explain the purpose of the ALA? What was a recent event that they participated in?

6. **Ask your members for recruitment ideas**

They may have an idea you haven't thought of before, or know about opportunities within their own social networks.

7. **Offer ALA business cards to your members**

It's an easy way for them to point people to your Unit/Council/County/District and share more easily with their network. Put a line for the member to put their name so that they get the credit for referring someone new!

8. **Offer an alternate meeting time to attract people with different schedules**

Is your meeting time leaving out a whole group of people, like those with 9-5 jobs or early bedtimes? Switch up your offerings to attract more people.

9. **Volunteer as a group**

You'll get to do good as well as meeting other volunteers! And be sure to brand yourself with the ALA logo!!

10. **Coach members on creating a welcoming experience**

Getting potential new members to attend meetings is only half the battle! Remind current members to greet newcomers and avoid ALA jargon when there are visitors.

11. **Ask members to list their membership in their professional bios**

It gets the ALA name in front of more people, builds the ALA's prestige, and reminds members to talk about it. Sometimes it's a good conversation starter at an interview!

Have a great week, be safe.

Blessings

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**A Community of Volunteers Serving Veterans, Military, and their Families**

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