

Greetings All,

Ok...Tax Day, April 15th is behind us....big sighs. 😞

Now we can really focus....We are **37** days out from the next award date, May 23rd, Poppy Day, our 95% Department Award deadline.

Let's take it back to the basics and find our North Star. Working together in unison we can find our North Star.

Overall - as an Auxiliary family we are at **91.70%** which is **513,152** members. The numbers are astounding when you think of yourself as one of those numbers...I say Wow!!! Just think of the elevator speeches or the conversations being had when talking about the joy, love and excitement for this organization, include yourself in the 513,152.

Membership continues to be the foundation for growth and continued life of our organization and you are one out of the 513,152 to continue **'Leading the Way'** to membership growth and sustainability. Keep up the great work everyone!

Please review the comparison report, review your Department closer, do some recon, have conversations with previous membership chairs, see what worked, what didn't work; have conversations with your 'Renew Crew' and find ways to challenge how to change the narrative. Although overall **(21)** less than in comparison...I know we can change the narrative as a team.

**Joining the 95% achievement this week:**

Department of Michigan

**Departments....achieving 95% or higher:**

*Arizona, Florida, Hawaii, Maryland, New Hampshire, Michigan, Ohio*

*All departments are working really hard to achieve the next award date benchmark....every single one from the week before is an accomplishment.*

🔥 **Western Division - 93.42%** up from 92.64%

Division Chair Maureen O'Brien Sacco

💧 **Eastern Division - 93.12%** up from 92.20%

Division Chair Karyl Horn

🌍 **Southern Division - 92.78%** up from 92.05%

Division Chair Teresa Simmons Copeland

👤 **Central Division - 90.87%** up from 90.33%

Division Chair April Kollmorgen

🌟 **Northwestern Division - 87.68%** up from 87.36%

Division Chair Lisa Moore

Besides the numbers and award dates, let's not forget about upcoming reporting on the horizon. Be sure to share all the fantastic and hard work, including photos. Your division chairs are anxiously awaiting as we draw near to the deadline. Reach out to your Division Chairs with questions.

Award dates on the horizon:

85% Department Award Deadline - Passed  
95% Department Award Deadline – May 23, 2025  
Recruit/Rejoin 10 Award Deadline – June 1, 2025  
100% Department Award Deadline – July 4, 2025  
102% Department Award Deadline – July 26, 2025

Sidebar note:

**ALA MIS will be down for a couple of hours for maintenance on Saturday, April 19th from about 10AM-12PM Eastern.**

Easter is in the air, enjoy every moment! May your day and week be filled with faith, love and joy.  
Wishing everyone a glorious Easter!

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

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