



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

## 2019 - 2021 Annual Supplement to the Programs Action Plan Membership

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the "Members Only" area) at  
[www.ALAforVeterans.org](http://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:** A special gift selected by the National Membership Chairman
- **Presented to:** Members that recruit 10 (ten) NEW SENIOR members for the 2021 membership year by November 10, 2020.
- **Deadline:** Members must be entered and paid in ALAMIS system by 11/10/20.
  - FORMS must be received at National Headquarters by November 15, 2020.
- **Materials and guidelines:**
  - Form can be printed from the ALA National Membership Committee page of the national website ([www.ALForVeterans.org](http://www.ALForVeterans.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 2021 membership year.  
*Note: Rejoins must not have paid dues after the 2018 membership year*
- **First Deadline:** December 14, 2020
- **Second Deadline:** Flag Day, June 14, 2021  
*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 14<sup>th</sup> (cannot be same people from the 10x10 on Dec. 14<sup>th</sup> deadline)*
- **Materials and guidelines:**
  - Form can be printed from the ALA National Membership Committee page of the national website ([www.ALForVeterans.org](http://www.ALForVeterans.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 2021 membership goal by November 10, 2020 will be placed into a random drawing from which 100 units will be selected to receive \$100.
- **Deadline:** November 10, 2020
- **Materials and guidelines:**
  - This award will be based on units that reach 100% of their reported goals by November 10, 2020, as verified by ALAMIS

**Note: Departments must submit Unit goals to National Headquarters by September 1, 2020, to be eligible for the 100% Unit award and all Department awards.**

**Unit Award:** Caring & Sharing Award

For one week this spring, April 1-7, 2021, 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 have not paid dues since 2018). The purpose of these calls is to let everyone know their membership is valued and/or they are missed.

- **Award:** 100 unit awards of \$25 Emblem Sales Gift Cards
- **Presented to:** Units that fulfill the intent of the incentive during the week of April 1-7, 2021, 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 Emblem Sales Gift Cards.
- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2021, with the required rejoin processed in ALAMIS by Friday, April 24, 2021 – 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

**Department Goals:** 2021 Department Goals will be calculated and based on:

- Department 2020 Membership as of August 1, 2020 PLUS
- One new member per number of units within your department. NOTE: Units submitted for cancellation to the 2020 Summer NEC meeting will not be included in the count.

Reminder: Deadline to submit charter cancellations so they will not be counted in the department goal is August 3, 2020.

**Department Award: Pearl Harbor Day Award**

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2021 Department membership goal
- **Deadline:** December 7, 2020
- **Materials and guidelines:**
  - Award will be based on membership entered in the ALAMIS system by December 7, 2020

**Department Award: Armed Forces Day Award**

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Department reaching 95% of their 2021 Department membership goal
- **Deadline:** May 18, 2021
- **Materials and guidelines:**
  - Award will be based on membership entered in the ALAMIS system by May 18, 2021

**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 2021 National Convention – July 31, 2021
- **Materials and guidelines:**
  - Award will be based on the membership entered in the ALAMIS system by July 31, 2021
  - Winners to be announced at the 2021 National Convention

**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, 2021** 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, 2021** to the division Membership chairman, plus copy the national membership chairman. Please note that these reports will include everything from August of 2019 thru May of 2021. 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 2021 National Convention will be based on best overall membership performance as determined by a department's percentage of their department goal as of 30 days prior to the 2021 National Convention (July 31, 2021). Departments will be sorted by best overall membership performance.

**Renewal Notice Schedule:**

The first renewal notice will be mailed by September 15, 2020, for the upcoming membership year. A second notice will be mailed and/or emailed in early 2021. 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 100<sup>th</sup> 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. In 2019, due to eligibility changes, male spouses could join our organization for the first time. History shows us that each time the ALA served our active military or veterans 'hands on' our membership grew.