

HOW TO MAKE A PERSONAL CONNECTION TO GET MEMBERS TO RENEW

Committee:
Membership

Contact Information for Questions:
membership@ALAforVeterans.org

Step-by-Step Instructions:

Too often the only contact a member receives is her Dues Renewal Notice sent by the national headquarters office. Personal connection is necessary to help members become engaged in the American Legion Auxiliary. Below are samples for how units can reach out and make a personal connection with their members and ask them to renew their membership:

- Personal phone call – Remind members why they joined the American Legion Auxiliary. Share the ways your unit has made a difference in the lives of veterans in your community, state and country. Encourage them to become a part of activities. Transportation may be an issue, so if your unit members can offer to provide a ride, this may be the key to increasing involvement. Offer to pick up their dues at a scheduled time.
- Personal letter – Send letters out to all of your members at the beginning of the Auxiliary year. Outline the events on a calendar for all of the exciting things your unit is planning throughout the year and let members know that their membership is important to the mission of the organization. *See sample letter.*
- Renewal Open House – Host an event at the beginning of the year where members can come renew their dues and mingle with other members. Encourage them to bring other family members along. These family members may be eligible for membership, but if not, remind them they are welcome to attend activities and that you do welcome their help in advancing the mission of the American Legion Auxiliary. Combine this event with your Legion family. It is a win-win for everyone.
- Plan a Member Day of Recognition. Everyone needs a pat on the back or a “way to go.” At your meetings, you can share information about a member’s family history with the Auxiliary, what she is doing to advance the mission of the Auxiliary, her community service work, etc. Then share this information with your division Membership chairman so we can begin to share her accomplishments with the entire American Legion Auxiliary membership.
- Share your own personal experience as a member. Let your members know there will be ups and downs, but to always keep their eye on the big picture – the mission of the Auxiliary – not just personal rewards.

Sample Letter

Customize the letter below to fit your unit and members. Make it your own and make it personal to your member.

Dear Member,

As another American Legion Auxiliary year begins, it's nice to reflect on some of our unit's accomplishments this past year. We worked hard and had fun on great projects such as: assisting with the VA Homeless Veterans Stand Down, Bingo with veterans at the VA, teaching flag etiquette classes at local schools, and collecting 2,500 pounds of food items valued at \$5,000 for local mission houses and homeless veterans. Volunteer hours in the community and VA were well over 400; we collected Box Tops, soup can labels, computer ink cartridges for Give 10 to Education, and the list goes on and on. This could not have been accomplished without you, our most valuable asset to the unit. This is why renewing your membership in the unit is so important. Even if you aren't able to always attend meetings or events, YOU play an important and valuable roll, and we thank you for that.

Enclosed you will find our tentative yearly calendar of events. We have lots of exciting things planned and would love to have you join us for some or all of them. If you have a suggestion for a program or event, or have concerns, please let us know so we can work together to resolve them or find the answer for you.

Save a stamp by bringing your renewal to the meeting! Or call me, President _____, or another member you know, and we would be happy to come by and collect your dues at your home. The dues schedule is below. Make checks payable to ALA Unit _____.

We hope to see you at an upcoming meeting to hear more about our plans, successes and would love to have your input with projects and programs that will assist our veterans, military and all their families.

For God and Country,

President Name

Address

Phone Number

Name of unit and unit number

Name of Membership Chairman

Mailing address of unit Membership chairman

Phone number- home

Yearly Senior Auxiliary Dues (amount) - _____

Phone number- cell

Yearly Junior Auxiliary Dues (amount) - _____