

MEMBERSHIP

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WHY IS MEMBERSHIP SO IMPORTANT?

How can we keep advocating for our Veterans if we don't have members? As our current members are aging, we **MUST** work hard to get younger members to join this wonderful organization. Who will keep helping the Veterans if we don't accomplish this? We need to grow.

WHAT CAN WE DO TO RETAIN THE MEMBERS WE ALREADY HAVE?

More importantly, we need to retain the members we already have. It is fairly easy to get new members to join but we have a hard time keeping them. **WHY?**

- ❖ Do we make them feel welcome? Do we **ALWAYS** do things the way they have always been done, without regard to what might be a new, more appealing, fresh way of doing things.
- ❖ Do we listen to new ideas or do we just kick them aside because we tried it twenty years ago and it didn't work then? Times have changed and what didn't work back then might just be successful today! If you do what you have always done, you will get the results you always got!
- ❖ Do we make new members feel valued? Do we let them help with an event or is it "Ditzy Dawn" has always done that and we wouldn't want to hurt her feelings?
- ❖ Do we overwhelm them as soon as they join? Most new members want to learn about what we do and what we stand for before they want to be elected to an office of some kind – or do we forget that the new member needs mentoring?
- ❖ Even when they do take an office, how many times have you heard "we'll all be there to help you" – then they are left to themselves to figure out things for themselves? Once again – they need mentoring.
- ❖ Our Junior members are always eager to help. Let them work alongside of the Senior members to learn and feel appreciated.
- ❖ Do something **FUN** for your members. You can't always be asking them for things without showing them how much you appreciate them. Arrange a trip to a casino or baseball game. Or, have a bar-b-que. What ever you do, make sure it is fun for everyone.

HOW DO WE GET NEW MEMBERS TO JOIN?

- ❖ Have an "elevator" speech ready so you can tell future members what we are and how to become a member.
- ❖ Always carry an application with you to give to any prospective member.

- ❖ Have applications available at your events – especially at ALA Girls State Orientations, Open Houses, Oratorical Contests, and baseball games.
- ❖ Just ask! Especially families of Legion members. Several times I have heard “No one has ever asked me to join before”.
- ❖ Have applications when you are distributing poppies.
- ❖ Wear your Auxiliary branding – lots of people ask about that when I wear it.

This year the National organization is give out money incentives to the Departments that reach certain membership goals by certain dates. Department likes to share that money with the units that reach those goals also so any money that the Department wins, the units could win! The money increases with each goal as it is met. Those goals are:

- 25 % by September 15, 2025
- 60% by November 10, 2025
- 85% by March 15, 2026
- 95% by June 12, 2026
- 100% by July 4,2026
- 102% by August 1, 2026
- For having 95% retention of present members by August 1,2026

2026 NATIONAL MEMBERSHIP AWARDS

Member Award: Recruit/Rejoin 10

- Award: Special gift selected by the National Membership Chairman
- Presented to: Members who recruit and/or rejoin 10 Senior and/or Junior members.

Rejoined

members must not have renewed since 2022 or earlier.

- Deadline: Members must be entered and paid in ALAMIS member database by June 1, 2026.

o FORMS must be received at National HQ by June 6, 2026.

- Materials and guidelines:

o Form can be printed from the ALA national Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged in to the My Auxiliary area to access the page.

o One entry per recruiter.

Member Award: Family 3

- Award: Special gift selected by the National President
- Presented to: Members who recruit 3 New Legion members, 3 New Auxiliary members & 3

New

SAL members.

- Deadline: Members must be entered and paid in the database by June 1, 2026.

o FORMS must be received at ALA National HQ by June 6, 2026.

- Materials and guidelines:

o Form can be printed from the ALA national Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged in to the MyAuxiliary area to access the page.

o One entry per recruiter.

Unit Award: 100% Unit Award

- Award: ALA Key Chain with phone stand and cleaner, 2 per unit for the unit president and unit membership chairman.
- Presented to: Units that reach 100% of their 2026 membership goal by January 31, 2026.
- Deadline: January 31, 2026
- Materials and guidelines:
 - o This award will be based on units that reach 100% of their reported goals by January 31, 2026 as verified by ALAMIS.

DISTRICT & DEPARTMENT AWARDS

District 1 Trophy -

HIGH GAVEL BELL - To the Unit in the District first to equal its previous year's membership

DISTRICT 1 MEMBERSHIP PLAQUE – To the Unit in the District with the highest percentage of membership goal by May 15th.

District 2 Trophies -

BAGLEY TROPHY #1 - To the Unit in the District with the highest percentage of the previous year's membership on January 1st.

BAGLEY TROPHY #2 - To the Unit in the District with the second highest percentage on January 1st.

District 3 Trophy -

ELSIE BROWN TROPHY - To the Unit in the District with the highest percentage of the previous year's membership on May 15th.

District 4 Trophies:

STILL TROPHY - To the Unit in the District with the highest percentage of membership on January 1st.

JOHNSON TROPHY - To the Unit with the second highest percentage on January 1st.

M-L-M TROPHY (Moquin-LaPorte-Munsey) - To the Unit in the District with the highest percentage on May 25th.

Three awards based on the highest percentage of goal in each class at the last

District Meeting:

WALKER TROPHY - CLASS A (151 members or more)
HENRY BARTLETT- CLASS B (51 to 150 members)
GREENWOOD TROPHY - CLASS C (10 to 50 members)

KNOWLES Trays - To the Unit in each class with the highest percentage of the previous year's membership on May 15th:

CLASS A (151 members or more)
CLASS B (51 to 150 members)
CLASS C (10 to 50 members)

District 5 Trophies:

MORRISON TROPHY - To the Unit in the District with the highest percentage of membership on January 1st.

MACKINAW TROPHY - To the Unit in the District with the highest percentage of membership on March 1st.

District 6 Trophies:

NICHOLS TROPHY - To the Unit in the District with the highest percentage of membership on January 1st.

District 7 Trophies:

DONAGHY TROPHY - To the Unit in the District with the highest percentage of the previous year's membership on January 1st.

PICKETT GAVEL BELL - To the Unit in the District first to reach quota.

STRAW TROPHY - To the Unit in the District with over 100 members first to reach the previous year's membership.

District 8 Trophies:

JACKSON TROPHY - To the Unit in the District first to reach quota

ALMA J. GALLANT TROPHY - To the Unit in the District having the highest percentage of membership on January 1st.

DEPARTMENT

WALBRIDGE CUP - to the Unit in the Department having the highest percentage of the previous year's membership on January 1st

ADAMS GAVEL - To the Unit in the Department with the second highest

percentage of the previous year's membership on January 1st

BAGLEY DEPT TROPHY - to the Unit in the Department having the highest percentage over its Post membership on May 15th.

SAWYER TROPHY - To the Unit in the Department first to equal its previous year's membership

TROMBLEY TROPHY - To the Unit in the Department having the highest percentage over a three year average on May 15th

CLASS A CUP - To the Unit in the Department with the highest percentage of the previous year's membership on May 15th in Class A (100 members or over)

CLASS B CUP - To the Unit in the Department with the highest percentage of the previous year's membership on May 15th in Class B (40 to 99 members)

CLASS C CUP - To the Unit in the Department with the highest percentage of the previous year's membership on May 15th in Class C (10 to 39 members)

HAWLEY TRAVELING GAVEL - To the Unit in the Department with the largest numerical gain from one Convention to the next

ANNA HAMLIN TROPHY - To the Unit in the Department bringing in the most NEW members from June 1st to May 31st of the following year (not reinstatements),

LEEDS TROPHY - To the Unit in the Department with the highest percent of membership goal five (5) days before Department Convention

JUNIOR MEMBERSHIP TROPHY

BROWN TROPHY - To the Unit who has the greatest increase in Junior membership over the previous year.