MEMBERSHIP
2019-2020

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Celebrating a Century of Service. Celebrate your membership with fellow members and your community.

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.

It is our Birthday! It is National President Nicole Clapp’s wish to “Stop the Membership Slide” and to recruit at least one new member in your Unit. Celebrate your own membership with your community and your fellow members all year long.

Teach members the value of their membership in the American Legion Auxiliary. Remind them to appreciate why they honor their loved one’s service to our country with their membership. Assist members to see the next century of the ALA - Volunteering, Friendships, Leadership skills, and pride in honoring their eligibility (veteran) every day.

How can we bring the ALA and its membership into the next century? Realize that PR no longer means newspaper, radio or tv. Social media is one of our greatest tools! Reach out to the current and future generations with Facebook, Twitter, Instagram and all the other avenues available. Have you reached out to your Girls State citizens and/or Scholarship winners?

Welcome Diversity in membership. Ensure a positive experience for all members! Be welcoming, kind and respectful to members of all ages and backgrounds. Remember recognize and celebrate your members! Praise everyone for their hard work and assure those struggling that they are not alone.

Membership is EVERYONE’s Job! Too much reliance is placed on JUST the membership chairman. The Job is too big for one person or one committee, it is the job of each of us to retain and recruit members.

We will again have a Membership Team assembled this year! Our snowflakes are 1st Vice President Donna Bryant, Districts 5-8 Liaison; 2nd Vice President Terri Ouellette, Districts 1-4 Liaison; Secretary Joyce Flanders; District Directors and Alternate Directors and .... Past Department Presidents too! Need help? The Membership Team is here!

Renewal Notice Schedule:
The first renewal notice will be mailed by September 15, 2019, for the upcoming membership year. A second notice is mailed by January 15, 2020, for the current membership year to members who have not paid dues by the beginning of December 2019. 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 100th 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. History shows us that each time the ALA served our active military or veterans ‘hands on’ our membership grew.

NATIONAL AWARDS
Share these with your members!

Member Award: 10 X 10
• Award: $100
• Presented to: Members that recruit 10 (ten) NEW junior and/or senior members for the 2020 membership year by November 10, 2019. Ten by the 10th – the ALA’s 100th birthday!
  • Deadline: Members must be entered in ALAMIS system by 10/10/19.
  • Drawing: All verified entries will be placed in a drawing for $1000 towards a trip to the ALA 2020 National Convention plus two States Dinner tickets (there will be one winner)
  Note: If winner of the drawing does not attend National Convention, reimbursement will be required. There will not be a second drawing/alternate winner.

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 2020 membership year.
  Note: Rejoins must not have paid dues after the 2017 membership year
• First Deadline: President’s Day, February 17, 2020
• Second Deadline: Flag Day, June 14, 2020
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 14th (can’t be same people from the 10x10 or Feb. 17th deadline)

*Additional Membership Incentive for the ALA’s 100th Year*

“One Week of Caring & Sharing for the Next Century of the ALA”
For one week this spring, April 1-7, 2020, 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 need to rejoin (have not paid dues since 2017). The purpose of these calls is to let ladies know their membership is valued and/or they are missed.
• Award: 100 unit awards of $25 to be used to advance the ALA mission
• Presented to: Units that fulfill the intent of the incentive during the week of April 1-7, 2020, 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.

- **Deadline:** Certification form must reach National HQ by midnight on Friday, April 30, 2020, with the required rejoin processed in ALAMIS by Friday, April 24, 2020 – 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.

As you all know, in order to have all dues into the National Organization by the above deadlines, they must be into our Department office for processing 10 days ahead of the dates due to give the office a chance to process them.

Have questions or concerns, don't hesitate to call or email.

**DEPARTMENT AWARDS**
Included is the entire listing of membership awards for the Department

**THERE IS NO REPORT FOR MEMBERSHIP! YOUR NUMBERS SPEAK FOR THEMSELVES! THANK YOU IN ADVANCE FOR ALL YOU DO!**

We will be celebrating all year long! Let's keep moving forward so we can celebrate our ALA and its mission.

_Snowflakes are beautiful_
_Pure and White_
_And Just like us_
_No two Alike!_
MEMBERSHIP AWARDS
2020

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.

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.

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. – **EXETER UNIT 32 (42.85%)**

**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.

JUNIOR MEMBERSHIP TROPHY

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

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).

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