



Department of California
District 28

Membership
November 19, 2023

Madam President Rebecca, all District Auxiliary officers and members, Unfortunately, our D28 did not have any recipients of the Mother Load which were those units who equaled or exceeded last year's actual membership by November 13th. Our next Golden Nugget is right around the corner on December 7th with a goal of 75% of total Membership goal... so for those of you holding a Membership Chair, please make those renewal calls. Our final goal is May 6th, 2024. The one unit with the greatest numerical gain over goal at the close of book on May 6, 2024 will be awarded a Citation of the Gold Rush (aka the Ethel Flynn Award). By that same May 6th date, a Perfect 10 (Dept. Citation) will be awarded to any unit that makes goal. And lastly, any units who attain goal plus two members will be awarded the Josie Melgard Award which offers the Unit President a special lapel pin.

So let's take a look at our current stats and standings.

<u>Unit</u>	<u>Members</u>	<u>Goal</u>	<u>%</u>
Unit 31:	130	215	60.47
Unit 41:	25	40	62.5
Unit 69:	13	43	30.23
Unit 81:	35	53	66.04
Unit 512:	51	64	79.69
Unit 589:	29	45	64.44
Unit 591:	62	94	65.96
Unit 593:	102	138	73.91
Unit 694:	95	152	62.5

In supporting Suzanne Winters membership mission of the 3 R's... Renewal, Recruitment & Retention, here are some tips to share with your members at your next Unit meeting.

Renewal

It was a consensus that a lot of members found it was easier to renew by phone. (317)568-4570

However, they can renew online and by mail. If you are transferring a member from Unit 1000 or another unit, use the Member Data Form.

Recruitment

- At events have a membership person there.

- At a community event that you are helping with, ask the sponsor of the event if you can have information about your organization available.
- If you send out a poppy letter in May to your members add the accomplishments of what your units have achieved for the year.
- Have the benefits handout available, potential members want to know what is in it for them.
- Be creative with how to get the community into your Post. Such as a voting center, wellness screenings, dinner and karaoke, and craft fairs events that are open to the public.
- If your Post has a hall rental, make sure that there is information readily available with membership applications.
- Are you involved with senior centers?
- Have a slide show running at events, packing parties, dinners
- Rebeca Glenn has shared a slide show she put together. I will forward her slide show to you and you can personalize it to your Unit/Post.

Retention

- Are your Posts children friendly
- Are you including your Juniors at your meetings?
- Do you have special projects for your Juniors at the meeting? Veterans Day is coming up, so have them make cards. Trunk or Treat is coming, have them help with decorating the Post for the holidays. There is a stand down coming up and we bought 80lb of dog food. We will have a Junior put the dog food in gallon bags to hand out.
- One Unit has a potluck after their meeting. Fellowshiping and breaking bread is a great way to get to know your members.
- I know one unit that goes out to lunch the following day after their meeting
- Reward your members when they do something special. Appreciation certificates.
- Give each member a ticket for a drawing after the meeting.
- Send your members a thank you card with their new membership card.
- What happens if the membership cards are lost? The department will replace them for a fee. Or you can go on ALAMIS there is a template.

Please be sure your Unit Membership Chair is pulling up the latest Bulletin from Dept. as it offers lots of information. I've attached this month's copy... please share & file.

In closing, just a quick reminder... Unit Mid-Year Membership reports are due to me no later than Dec. 1st so don't delay. I've attached a Unit Mid-Year Membership report for you to have at your fingertips.

Thank you to all of our D28 Membership Chairs as well as all of you members. Each one of you keep our mission moving! I wish everyone the happiest of holidays!

In service not self,
Kimberly Stuhler, Membership Chairman



American Legion Auxiliary
Department of California
Membership

United As One
Bulletin #5 - November 2023

What more valuable than **Gold**? That is right, our members. YOU!
November is membership month.

GOLDEN NUGGETS:

- Are you calling your members who have not renewed? They need to hear from you.
- Our first goal is November 11, Veterans Day, transmittal due to ALAMIS by November 13. **“Eureka”** will you hit the mother lode with 100%?
- Do you have your picks, shovels, and gold pans out? Go for the **GOLD!**
- December 7th is Pearl Harbor Day. National will be giving out a 75% reward to Departments reaching 75%. Let us see how many units can make 75% by Pearl Harbor Day.
- Mid-Year reports are out and on the webpage. They are due to your District Chairman by December 1, 2023.
- **YES**, you can transmit new members online. There is a lag time between their information being processed, and the time you pay. They are creating a new membership number. This takes about 15 minutes.
- So, November is a busy month, with Veterans Day, Thanksgiving, Christmas shopping and starting your mid-year reports. Pace yourself. December 1st is right around the corner.
- Please check the webpage for the weekly membership reports.

United as One

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Department Membership Chairman
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American Legion Auxiliary
Department of California

Membership- Unit Mid-Year Report for 2023-2024

Submit this completed form to your District Chairman no later than December 1, 2023.

District # _____ Unit # _____ Unit Chairman _____
Phone # _____ Email: _____
No Activity reported during this period: _____

1) What is your current Unit Membership percentage? _____

2) Did your Unit make 100% Goal by November 11, 2023? _____ Goal: _____

3) Have any of your Unit members qualified for the 2024 Recruit 10 Award?

Yes _____ How Many? _____ No _____

4) Give examples what your Unit is doing to Recruit and Rejoin members:

5) How many male members have joined your Unit since July 1, 2023? _____

6) Give examples of what your Unit has done to increase your membership:

7) Briefly describe your Unit's plan to make goal in 2024:

Please note that supplemental reports are not required, but are encouraged as they will help you remember in May what your Unit did with membership last Fall.

Submit this completed form to your District Chairman no later than December 1, 2023.