

## A U X I L I A R Y

### Object of the Game

Encourage action on American Legion Auxiliary programs with an outcome of increased participation by members

### Setup

Gather a group of members  
Shuffle the cards

### Let's Play

Draw a card

Participate in completing the action items on the card  
Record your participation for impact reporting

Place the used card on the bottom of the deck

### Number of Players:

Unlimited

## P R O G R A M S

## A U X I L I A R Y

### New Members Kit:

- Develop and offer easy and fun service projects that members can do in a day, half day, etc.
- Offer flexible opportunities for members to participate. Members don't need to attend meetings to contribute. Give them a task with clear expectations that suit their schedules, skills, and abilities.
- Create and use personal renewal notices that list accomplishments of the past year and show the member the value of their membership.
- Encourage all members to practice the Golden Rule to foster harmony and diversity.
- Empower members to stand up against negative attitudes.
- Make personal contact via all methods, both traditional and through newly expanding technology.
- Be aware of your audience and embrace their differences (age, ethnicity, etc.) as an opportunity to more effectively reach all eligible members and others who wish to volunteer.
- Encourage focus on the mission and honoring the service of our eligibility.

### Support activity:

- Have an open house for the entire Legion Family. Invite your current members, and use the event as an opportunity to remind everyone who we are, what we do, and why we matter. Share your calendar of upcoming events and have volunteer signup sheets.

## P R O G R A M S

Get Involved:

[Membership@ALAforVeterans.org](mailto:Membership@ALAforVeterans.org)



# Membership

## Engage current members:

- Download the ALA New Member Welcome Flyer available on the national website: <https://member.legion-aux.org/member-committees/membership>.
- Personalize your New Member Kit with additions that are unique to your unit. Examples:
  - Welcome letter from unit president
  - Membership card and pin (pin is optional)
  - Unit Constitution & Bylaws
  - Unit roster: a list of all of current members, as well as past officers, district, department, and national information
  - Latest newsletter (if applicable)
  - Calendar of events, including regular unit meeting
- Other suggested items (available on the national website):
  - American Legion Family brochure
  - Auxiliary Emergency Fund brochure
  - Member benefits flyer
- Create and include a volunteer interest form. Include questions regarding the member's availability, best way to contact them, and what their interests are (volunteering at events, cooking, marketing, baking, sewing/quilting, etc.). Have the new member complete the form and return to the unit.

## Support activity:

- Perform an initiation ceremony for new members at a unit meeting. Refer to the ALA Manual of Ceremonies for instruction. Available here: <https://member.legion-aux.org/member/guides/manual-of-ceremonies>

Get Involved:

[Membership@ALAForVeterans.org](mailto:Membership@ALAForVeterans.org)



# Membership

## Membership booths:

- Contact your local or state community event organizers and ask to set up a booth during the activity.
- Decorate and brand your booth so it stands out. Offer a random drawing for a prize, such as an American flag. Display pictures of your unit in action.
- Have handouts describing your unit's programs and activities, along with a calendar of upcoming events or volunteer opportunities and who to contact to get involved.
- Wear your Auxiliary attire.
- Enlist the aid of your Junior members.
- Have plenty of membership applications on hand.
- Advertise and promote by contacting your local news outlets, hang up signs and posters in public places, and post on social media.

## Support activity:

- Set up a table outside your local store during Poppy Days or patriotic holidays. Display your pictures and hand out cookies, ALA brochures, and member benefit information. Decorate with patriotic decorations so you are visible. Involve your Legion Family!

Get Involved:

[Membership@ALAForVeterans.org](mailto:Membership@ALAForVeterans.org)

