



2025 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 2021 or earlier.
- **Deadline:** Members must be entered and paid in ALAMIS member database by June 1, 2025.
 - **FORMS** must be received at National HQ by June 6, 2025.
- **Materials and guidelines:**
 - 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.
 - One entry per recruiter.

Unit Award: 100% Unit Award

- **Award:** 100% Unit Flag Ribbon
- **Presented to:** Units that reach 100% of their 2025 membership goal by January 31, 2025.
- **Deadline:** January 31, 2025
- **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by January 31, 2025 as verified by ALAMIS.

Note: Departments must submit unit goals to National Headquarters by September 1, 2024, to be eligible for the 100% Unit Award. These must be sent in a specific format which will be provided by NHQ. 100% Unit Flag Ribbons for winning units will be mailed to each department for distribution.

Unit Award: New Unit Award

- **Award:** Unit Guidebook & ALA National Constitution & Bylaws from Emblem Sales.
- **Presented to:** New units chartered between September 1, 2024 and July 31, 2025.
- **Deadline:** July 31, 2025.
- **Materials and guidelines:**
 - This award is automatically presented upon receipt and processing of new unit charter applications at National Headquarters.

Department Membership Goals: Department membership goals are based on each department's 2023 membership as of 30 days prior to the 2023 national convention PLUS the percentage increase determined by your department leadership at the 2024 Department Leadership National Conference.

Department Award: 75% Award

- **Award:** \$75 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2025 department membership goal.
- **Deadline:** Pearl Harbor Day, December 7, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by December 7, 2024.

Department Award: 85% Award

- **Award:** \$85 to be used to advance the ALA mission
- **Presented to:** Departments reaching 85% of their 2025 department membership goal.
- **Deadline:** TAL Birthday, March 15, 2025.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by March 15, 2025.

Department Award: 95% Award

- **Award:** \$95 to be used to advance the ALA mission
- **Presented to:** Departments reaching 95% of their 2025 department membership goal.
- **Deadline:** National Poppy Day®, May 23, 2025.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by May 23, 2025.

Department Award: 100% Award

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Any department that has reached 100% of their department goal.
- **Deadline:** Independence Day, July 4, 2025.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by July 4, 2025.

Department Award: 102% Award

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any department that has reached 102% of their department goal.
- **Deadline:** 30 Days Prior to National Convention, July 26, 2025.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by July 26, 2025.

Seating at National Convention: Seating at National Convention will be based on each department's percentage of their 2025 membership goal, from highest percentage to lowest.