

November 2024

Unit Presidents and Auxiliary Members,

Greetings and warm wishes to all American Legion Auxiliary Family Members! To each and every one of you - thank you so much for your support as I proudly serve as your Department President-Elect.

Department Vice President Sandy Smith and I are your membership co-chairs for the 2024-25 year. We both thoroughly enjoyed our recent fall district meetings across the state. We enjoyed getting to know more about each of the units/districts and all of you representing those areas across the state.

As we move into the month of November already, did you know that November is membership month? Every aspect of our organization is important, but as you know, membership is what ultimately keeps us going and keeps our veterans and veteran families supported in our organization.

Our Department goal is to reach 100% by December 31, 2024. but did you know that if we are able to reach the first milestone goal of 75% of our membership by Pearl Harbor Day (December 7th), the department will receive a payment of \$75.00 for this accomplishment? North Dakota is off to a great membership year, already over 40%. Many units have already surpassed the 75% goal, and many are getting close. Let's reach out to our former, current, and prospective members to see if we can reach that goal of 75% by December 7th.

Important Dates to Remember for Membership

- 75% Department Award Deadline - December 7, 2024
- 100% Unit Award Deadline - January 31, 2025
- 85% Department Award Deadline - March 15, 2024
- 95% Department Award Deadline - May 23, 2025
- Recruit/Rejoin 10 Award Deadline - June 1, 2025
- 100% Department Award Deadline - July 4, 2025
- 102% Department Award Deadline - July 26, 2025

Our national membership theme is "Leading the Way through their innovative and creative thinking using Earth, Water, Fire, Air, and Energy which nature provides us. North Dakota is part of the Northwestern Division, and our division theme is "ENERGY". The Northwest Division is currently in first place! Using the national "energy" theme, how can you use the "energy" theme toward your unit membership goals and our overall department goals?

Membership is everyone's responsibility. A member is a member, whether they pay their dues annually or are a PUFL or State Life Member. No member is more important than the next.

- Negativity and lack of support and respect for all members within an organization will cause an organization to implode.
- Respect and kindness goes a long way in maintaining your unit and encouraging your members to stay engaged.
- One's actions speak louder than words.

Below are some things to consider in your membership drives.

- Are you a team player or do you feel membership is someone else's responsibility?
- What steps would you take in your unit to recruit new members?
- In your opinion, whose responsibility is it for recruiting new and rejoining former members?
- What steps would you take to notify former members to pay their dues?
- What steps can you take to let people know that all granddaughters are eligible to join? Also, can you think of VFW Auxiliary members who may also be eligible to join the ALA that you could reach out to? Are there others who may be eligible but are not yet members? Can you join efforts with other organizations and while doing so, let them know about ALA and the many benefits of being a member?

Keep these things in mind as your work toward your unit membership goals:

- Remember why you joined and let that be your reason to keep going strong!
- Learn your elevator speech (you have 30 seconds to convince someone to join). By having the conversation with one person about the American Legion Auxiliary, you are part of the membership team and your efforts are appreciated.
- Always carry a membership application or the link to send to people to become a member.
- Keep this in mind that "every moment is a membership moment"!

Thank you Auxiliary members. Great job to all Auxiliary members doing all you can to keep our organization going strong!

Sincerely,

Candace Berg, Department President-Elect and Membership Chairman