

2023-2024 American Legion Auxiliary Department of New York Membership

Department Membership Chairman

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The role of all members is to encourage and support the statewide effort to attract and retain a diverse, active membership and to establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families.

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset.

Welcome to the 2023-2024 Membership team!

As we embark on a new Auxiliary year, I am excited for the opportunities available to our Units, Counties and Districts to increase our membership. Dues can be paid for next year beginning right after the convention in July. If your dues aren't paid by January 31, 2024, you are considered delinquent. Don't delay!

Did you know that there are new eligibility guidelines???

1. The Legion Act passed in 2019 allows all Veterans who have served since Dec. 7, 1941, to present to belong to the American Legion.
2. Also in 2019, the language was changed in our Constitution to allow **ALL** spouses of veterans to belong to the American Legion Auxiliary. This was done in honor of the 1.9 million US women Veterans.
3. In 2020 the US Air Force was reorganized and the first new independent military service since 1947 was created. This new arm of the Air Force is now called Air Force Space Command.

Renewal notices are set to be delivered by National according to the following schedule:

- September 15, 2023, the first mailed renewal notice will be sent out
- November 2023 the first email renewal will be sent
- January 2024 the second email renewal will be sent
- February 2024 the final renewal notice will be mailed out

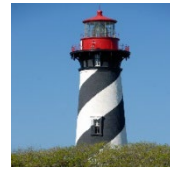
Unit membership chairpersons: Please forward all dues in a timely manner to the Department office: American Legion Auxiliary, Department of New York, 1580 Columbia Turnpike, Bldg. #1 Suite # 3, Castleton-on-Hudson, NY 12033.

Members can also pay online at the National website: ALAforVeterans.org, and a credit card is required. Members can also pay multiple family dues by calling the National Headquarters at 317-569-4500 (credit card required). Cards will be sent from the National office when dues are paid in this manner.

Remember, our members allow us to carry out our mission for our servicemen and women and their families and communities. I can't wait to see our membership grow as a result of your efforts.



KAREN'S ALA MEMBERSHIP LIGHTS FOR HOPE



Our **Department President Karen** is our BEACON. Karen's bright light will shine from the Lighthouse throughout the Department bringing a message of light and hope to all our ALA programs and members. Her light will shine bright so that we do not get lost in the fog.

The **Three Vice Presidents** will be the Lighthouse KEEPERS. They will tend and care for the Lighthouse so that the Beacon shines brightly. They maintain the Lighthouse to keep the bright light shining on our veterans, military, their families, and our communities.

The **District Presidents** will be the LEDS. LEDs are more modern than old fashioned bulbs; they will shine light on our ALA programs longer and brighter than before. They will stay up to date on all programs and events in their Districts. The LEDs will be on so that communication between Department and Counties flows freely.

The **District Vice Presidents** are the BLUE LIGHTS. The blue light emitting from their phone, tablet, and computer screens while they watch our membership numbers grow all the way to 100% and beyond. They will leave the inside of the Lighthouse to assist the counties whenever help is needed. They will be communicating between Department and County on a regular basis.

The **County Membership Chairmen** are the CAMPFIRES. Some Lighthouses have campfires outside on the shore; and those fires must be tended to. They will look for the flashlights coming their way and will notify the District Vice Presidents.

The **Unit Membership Chairman** are the FLASHLIGHTS looking for every member they can get by renewing, recruiting, and rejoining members. They should take their flashlights everywhere looking for members to help us accomplish our goals. They need to communicate with the county the number of candles that have been lit.

The **Members** are the CANDLES. Each CANDLE shines bright which each activity we undertake for our ALA programs. We are all the light that is seen by other members and the public. Some candles burn brighter than others, but no single candle is less important than the other. We must always allow our light to shine bright and beware of the shadows that any bad light can cast.

The **Past Department Presidents** are the SUN LIGHT with which we need to see. The light from the Sun may have shone yesterday, but it will shine brightly everyday so we can see today and tomorrow and the tomorrow after that... Sunlight burns the fog away.

DEPARTMENT MEMBERSHIP AWARDS

DEPARTMENT PRESIDENT'S AWARD: To the Unit that recruits the largest number of new members (Seniors and Juniors) by close of books June 2024.

AWARDS FOR UNITS

Units must have 12 members to be eligible for awards. Membership awards are determined by the date RECEIVED at the Department office, not the postmark date. Winners will be announced at the Department Executive meetings and in the newsletters.

Milestone #1	75% by October 13, 2023	(5) \$100 drawings
Milestone #2	85% by November 11, 2023	(5) \$100 drawings
Milestone #3	100% by January 12, 2024	(5) \$75 drawings
Milestone #4	100% by March 15, 2024	(5) \$50 drawings
Milestone #5	100% by April 12, 2024	(5) \$25 drawings

AWARDS FOR COUNTIES

Milestone #1	50% by October 13, 2023	(1) \$100 drawing
Milestone #2	60% by November 11, 2023	(1) \$100 drawing
Milestone #3	75% by January 12, 2024	(1) \$75 drawing
Milestone #4	95% by March 15, 2024	(1) \$50 drawing
Milestone #5	100% by April 12, 2024	(1) \$25 drawing

President Karen's West Pierhead Lighthouse award: To the County with the highest percentage of membership goal by June 1, 2024, \$100.

Crossover Island Lighthouse award: To the Unit Membership Chairman with the highest percentage of goal, 10 (ten) days prior to Mid-Winter \$250.

Fire Island Lighthouse award: To the District with the highest numerical gain over goal by the close of books June 2024, \$150.

Dunkirk Historical Lighthouse award: To the County Membership Chairman with the highest percentage of goal by December 7, 2023, \$250.

Montauk Point Lighthouse award: To the District Membership Chairman with the greatest number of new members by May 15, 2024, \$150.

DEPARTMENT MEMBERSHIP AWARDS IN HONOR OF PAST NATIONAL PRESIDENTS

UNIT:

- **The Past National President Louisa Williams Award** – To the Unit with the greatest percentage of Membership gain 30 days PRIOR to the Department Convention.
- **The Past National President Phyllis Bachman Sickmond Award** – To the top three (3) Units with the highest numerical increase of NEW Junior Members by March 1.

COUNTY:

- **The Past National President Doris Corwith Award** – Awarded to the County that first reaches goal.
- **The Past National President Agnes Kennedy Award** – Awarded to the County with the GREATEST numerical increase in membership over their goal prior to Department Convention.

DISTRICT:

- **The Past National President Betty Burdett Award** – Awarded to the District Membership Chairman with the highest percentage of goal by May 1st.

PAST DEPARTMENT PRESIDENT'S AWARD:**The Linda Tome Award:**

To a newly formed unit or a revitalized unit that increased their membership by 20% or more from the start of the administrative year. By honoring our veterans and military through meaningful service, the ALA can grow our membership. We need to attract and retain a diverse, active membership and establish new units and revitalize smaller units to ensure the future of the ALA! Please provide a write-up of how your unit encouraged membership and/or renewals. Provide examples of how you revitalized or started up your unit! What were your successes and what were your hurdles? **Due Date May 1st.**

For the 2024 Dues Year

If a junior is born in 2006, they will be a junior member for the 2024 dues year. On their 18th birthday, they will automatically become a senior member.

Anyone who was born in 2005 and will be 18 years old by 11:59pm on December 31,2023; is a senior for the 2024 year. National has already updated those members to senior status before the April printing of the 2024 membership cards and rosters. It should say "MAM" instead of "MYM" under Member type.

AMERICAN LEGION AUXILIARY

2024 MEMBERSHIP AWARDS

Member Award: Recruit 10

- **Award:** Special gift selected by the National Membership Chairman
- **Presented to:** Members who recruit 10 NEW Senior and/or Junior members
- **Deadline:** Members must be entered and paid in ALAMIS member database by June 1, 2024.
 - FORMS must be received at National HQ by June 5, 2024.
- **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 2024 membership goal by January 31, 2024.
- **Deadline:** January 31, 2024
- **Materials and guidelines:**
 - This award will be based on units that reach 100% of their reported goals by January 31, 2024 as verified by ALAMIS.

Note: Departments must submit unit goals to National Headquarters by September 1, 2023, 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:** \$25.00 Gift Certificate to Emblem Sales
- **Presented to:** New units chartered between September 1, 2023 and July 31, 2024.
- **Deadline:** July 31, 2024.
- **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 department goal PLUS one new member for every active unit as of the 2023 Mid-Winter NEC Meeting.

Department Award: 75% Award

- **Award:** \$75 to be used to advance the ALA mission
- **Presented to:** Departments reaching 75% of their 2024 department membership goal.
- **Deadline:** Pearl Harbor Day, December 7, 2023.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by December 7, 2023.

Department Award: 85% Award

- **Award:** \$85 to be used to advance the ALA mission
- **Presented to:** Departments reaching 85% of their 2024 department membership goal.
- **Deadline:** TAL Birthday, March 15, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by March 15, 2024.

Department Award: 95% Award

- **Award:** \$95 to be used to advance the ALA mission
- **Presented to:** Departments reaching 95% of their 2024 department membership goal.
- **Deadline:** National Poppy Day®, May 24, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by May 24, 2024.

Department Award: 100% Award

- **Award:** \$500 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, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by July 4, 2024.

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 24, 2024.
- **Materials and guidelines:**
 - Award will be based on membership entered in the ALAMIS member database by July 24, 2024.

Seating at National Convention: Seating at National Convention will be based on each department's percentage of their 2024 membership goal, from highest percentage to lowest.

2024: RECRUIT 10

Members who recruit 10 new junior or senior Auxiliary members for the 2024 membership year.

One entry per recruiter.

Certified forms must be received at ALA National Headquarters by June 5, 2024.
Please send this form to your department headquarters office no later than one week prior to the deadlines.

New members must be paid in ALAMIS by June 1, 2024.

ENTRY/CERTIFICATION FORM

Please type or print legibly and fill out the form completely. Incomplete forms may not be processed.

Recruiter's Name: _____ Member ID#: _____

Recruiter's Department: _____ Unit #: _____ Email: _____

Recruiter's Address: _____

Names of New Members

Member ID#

Names of New Members

Member ID#

- | | |
|----------|-----------|
| 1. _____ | 6. _____ |
| 2. _____ | 7. _____ |
| 3. _____ | 8. _____ |
| 4. _____ | 9. _____ |
| 5. _____ | 10. _____ |

Certified by Department Secretary:

DATE: _____

Department Secretary

Printed Name: _____ Dept: _____

Dept Secretary Signature (required): _____

***I certify that all 10 members are new and joined into the 2024 year.**

***I've provided or verified member ID numbers and that the form is filled out legibly and completely.**

DO NOT SEND INCOMPLETE FORMS or more than 1 form per recruiter.

Units: Send form to your department secretary.

Departments:

Please either scan and email to:
membership@ALAforVeterans.org
(Subject line: Recruit 10)

Or

Fax: (317) 569-4502 (Attn: Membership)

***Must be received at NHQ no later than midnight June 5, 2024.**

Each recruiter will receive a special gift selected by the 2024 National Membership Committee Chairman.
One award per recruiter.



American Legion Auxiliary

MEMBERSHIP ELIGIBILITY EXPLAINED

RELATIONSHIP TO VETERAN:



- **MOTHER**
- **DAUGHTER**
- **SISTER**
- **GRANDMOTHER**
- **GRANDDAUGHTER**
- **SELF — FEMALE VETERANS WHO HAVE SERVED**
- **MALE or FEMALE SPOUSE**

ELIGIBILITY PERIODS: April 6, 1917, to November 11, 1918; and any time after December 7, 1941

TWO PATHS FOR ALA ELIGIBILITY

PATH ONE

The potential member is related to a living veteran by one of the relationships stated above and the veteran is living AND a current member of The American Legion.



If the potential member is a female veteran, she only needs to have served during the eligible time periods to be eligible for ALA membership.

PATH TWO

The potential member is related to a deceased veteran who served during the eligible time periods and was honorably discharged.



The deceased veteran did not have to be a member of The American Legion in order for the potential member to join the ALA.

For more information, visit www.ALAforVeterans.org

National has opened up the option for units to pay dues on ALAMIS to any unit **upon department approval!** This level of ALAMIS access will be known as **UNIT FULL**. Units can have up to **2** logins at a time. **Note: We do not recommend that units have 2 Full Unit users unless they are very large. Units can have a combination of access levels.** Remember the Department has the ability to suspend or terminate Units access if they do not comply with the guidelines. Users requesting a higher level of access will not be pro-rated under any circumstances, the full amount of that access will be billed.

Read the descriptions of each level of access available:

Unit READ Capabilities:

- **View Reports**
 - View Unit Reports to export into Excel, Word, or as a PDF document
 - Use Excel exports to do mail merges if the unit needs to send letters, emails, or make labels for members
 - Use Membership Roster to view all members in their unit
 - View the members who have paid/unpaid dues report
- **Perform Searches**
 - See if dues have been applied to a member in the unit
 - View a member's join date
 - View a member's membership activity
 - Search for members in the unit
 - Filter and view only expired, junior, or adult members
 - View a member's continuous years of membership
 - View a member's member ID number
 - View a member's paid through date
 - See if a member is in a special category such as Paid Up For Life (PUFL) member or Honorary Life member (HLM)

Unit Write Capabilities:

- All the capabilities of Unit Read access PLUS:
- **Make Updates**
 - Add new members before mailing application with transmittal to Department.
 - Update member information (name, address, phone number, email address, etc.)
 - Add unit leadership positions

Unit Full Capabilities: (NEW)

- All the capabilities of Unit Read and Write access PLUS:
- Pay membership dues through ALAMIS. Units will pay both the department and national portion of dues for members. The department dues will then be remitted back to departments on the same schedule as online and by phone dues. A separate report will be included that shows which units paid dues and which members were paid.
- Rejoin former members within their unit. ALL transfer requests of current members, expired members or former members will still need to be processed by the department.
- Enter new members and pay their dues.
- **Note:** You need to send a copy of the completed application to the Department office within 30 days of entering their application on ALAMIS.

There will be requirements to have Unit Full access:

1. Membership dues must be paid using a VISA or MasterCard (credit or debit).
2. All Unit Full users must attend a 30-minute virtual training session. Currently, we are planning on doing 3 training courses a month on different dates and at different times to accommodate the most people.
3. Unit Full Users will receive an email with the month's training schedule to register for training once a request is submitted to the ALAMIS Help Desk. **Users will not be granted access until after they have attended virtual training.**

There will be changes to the ALAMIS user access fees. The new rates per user will be:

- **Unit View \$10.00**
- **Unit Write \$15.00 (new)**
- **Unit Full \$20.00 (new)**

****DISTRICT AND COUNTY ACCESS WILL NO LONGER BE OFFERED AS OF APRIL 2023 DEC MEETING**

2023 ALAMIS ACCESS FOR THE DEPARTMENT OF NEW YORK

Fee per User/Year: <ul style="list-style-type: none"> • UNIT FULL \$20.00 (Only 1/UNIT) • UNIT WRITE \$15.00 • UNIT READ \$10.00 	Unit, please make check payable to: American Legion Auxiliary, Department of New York, Inc.	Mail to: American Legion Auxiliary, Dept. of NY 1580 Columbia Turnpike, Building #1, Suite 3 Castleton-On- Hudson, NY 12033
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CHECK BOX:	<input type="checkbox"/> NEW ACCOUNT	<input type="checkbox"/> RENEWAL FOR 2023
If new, are you replacing an account? <input type="checkbox"/> Yes <input type="checkbox"/> No. If so, who?		
UNIT #: _____ COUNTY: _____ DISTRICT: _____		
CHECK OFF THE TYPE OF ACCESS YOU ARE REQUESTING: <div style="text-align: center;">*Breakdown of access on the back of this form*</div> <div style="display: flex; flex-direction: column; align-items: flex-start;"> <div><input type="checkbox"/> UNIT FULL- \$20.00 (We suggest only one full user per Unit)</div> <div><input type="checkbox"/> UNIT WRITE- \$15.00</div> <div><input type="checkbox"/> UNIT READ- \$10.00</div> </div> <div style="text-align: center;">**DISTRICT AND COUNTY ACCESS WILL NO LONGER BE OFFERED**</div>		
Note: Access is determined by Calendar year (January 1st-December 31st). Anyone with current access will receive an email reminder to renew for 2024 access in November.		

-PRINT ONLY-

NAME OF USER (not username):
Member #:
Full Address:
Phone #:
Email:

This certifies that the Member indicated above will be responsible for updating and changing membership information as provided by Unit members. I also understand that the username and password provided will not be shared with other members of the Unit. If the Member indicated above is no longer the responsible party, I will notify the Department Office of this change immediately. Remember the Department has the ability to suspend or terminate Units access if they do not comply with the guidelines. No refunds will be issued. **Furthermore, I understand that if the fee increases, the Unit will be responsible for the difference. Users requesting a higher level of access will not be pro-rated under any circumstances, the full amount of that access will be billed.**

If this is a new account, National will email your username and password when your account is setup.

UNIT PRESIDENT SIGNATURE: _____

USER SIGNATURE: _____

FOR DEPARTMENT USE ONLY

DATE PAID:

CHECK #:



AMERICAN LEGION AUXILIARY

VOLUNTEER INTEREST FORM

What is an Interest Form?

Interest Forms is where a person can request more information about joining or volunteering.

Where are they located?

The Interest Form resides under the Join tab <https://www.legion-aux.org/joining>, or the Get Involved tab either under Become a Member or Become a Volunteer <https://www.legion-aux.org/volunteer>.

Who will receive the forms?

National Headquarters (NHQ) forwards Interest Forms to the National Membership Committee who will forward the interest forms to the appropriate department membership chairman.

What is your role?

Department membership chairmen should follow up with these potential members or work with local units or district/county (where appropriate) to get them connected to an ALA entity in their local area.

It could take multiple times of contact to assist the prospective member to join. Research shows that it is not uncommon for it to possibly take 6-8 times.

Don't be afraid to reach out again even months after first contacting individuals who completed an Interest Form. They very well could join or become a volunteer for your department.

SAMPLE EMAIL THAT ACCOMPANIES THE INTEREST FORM

Hello -

See below Interest Form regarding a person interested in joining the ALA

I have attached:

- Eligibility Flyer
- Membership Application
- Finding Proof of Military Service
- Welcome flyer
- Member Perks & Discounts flyer

I hope this means a new member for the Dept of (State)

Please feel free to keep us posted with this lead as we love to hear your success stories!

Note: If the person has indicated permission to contact them via text message, please use the below recommended initial text script.

Recommended texts (variations for different people/situations):

- "Hi ____, I'm _____ from the American Legion Auxiliary in (city). You recently requested info about our organization. I left (or I'll send) you a VM/email/packet & would love to talk to you."
- "Hi ____, I'm _____ from the American Legion Auxiliary in (state). You recently requested info about our organization. I've asked an Auxiliary member in your area to contact you, so look to hear from them soon. You are also welcome to reply to me."

Texting should be short. It is best not to abbreviate "ALA" in an initial message since a prospective member may not know what ALA stands for.

Submitted at 06/01/21 6:43 AM

Name: Sally Sample

Address: 123 Sample Dr
Sample, __ 43210

County: _____

Home Phone: XXX-XXX-XXXX

Cell Phone: XXX-XXX-XXXX

Is it alright to send you a text message?: Yes

Email: sample123@xmail.com

Have you ever been a member of the American Legion Auxiliary?: No

If you answered yes to being a past ALA member, what Unit were you a member of?:

Are you eligible for membership in the American Legion Auxiliary?: Yes

Are you interested in JOINING the ALA?: Yes

I am interested in learning more about and/or participating in:

***Volunteering for Veterans, active-duty military, and their families**

***Youth Programs (ALA Girls State, Junior Member Program, Scholarships)**

**UNIT MEMBERSHIP REPORT FORM
2023-2024**

REPORTING DATES: ☐ November 1, 2023 ☐ April 1, 2024

Unit Name: _____ Unit #: _____

County: _____ Person Reporting: _____

Email: _____ Phone: _____

Unit Goal: _____ # Members Paid to Date: _____ % of Goal: _____

Provide information your Unit participated in:

_____ Membership Recruitment _____ Mentored New Members

_____ Early Bird Membership Perks _____ Membership Renewal Campaign

_____ # Recruited New Junior or Senior Members

_____ # Rejoined Former Junior or Senior Members

Please describe your unit's activities or projects to recruit, retain and/or revitalize your membership. (Please use back of this form and additional sheets if needed)

Please focus on the following questions throughout the 2023-24 membership year for your Unit. These questions must be answered for submission to the National Membership Chairman. (Please use back of this form and additional sheets if needed)

1. Did working on any of the ALA programs help to generate new members? (Example: Teaching flag etiquette at a school resulted in two teachers joining the ALA.)
2. Did you implement new/innovative ideas or practices to increase renewals and/or sign-up new members? If so, what were they?
3. What were some of your hurdles / difficulties you faced during this year?

**** No activities, hours, expenses, donations, or dollars spent for this committee are to be included in the Impact Report ****

**SUBMIT THIS FORM TO YOUR COUNTY MEMBERSHIP CHAIRMAN.
KEEP A COPY OF THIS REPORT FOR YOUR RECORDS.**

**COUNTY MEMBERSHIP REPORT FORM
2023-2024**

REPORTING DATES: ☐ November 10, 2023 ☐ April 10, 2024

County: _____ District: _____

Name of Person Reporting: _____

Email: _____ Phone: _____

Of Units in County: _____ # Units Reporting: _____

County Goal: _____ # Members Paid to Date: _____ % of Goal: _____

Provide information Units in your County participated in:

_____ Membership Recruitment _____ Mentored New Members

_____ Early Bird Membership Perks _____ Membership Renewal Campaign

_____ # Recruited New Junior or Senior Members

_____ # Rejoined Former Junior or Senior Members

Please describe your County's activities or projects to recruit, retain and/or revitalize your membership. *(Please use back of this form and additional sheets if needed)*

Please focus on the following questions throughout the 2023/2024 membership year from your Units. These questions must be answered for submission to the National Membership Chairman. *(Please use back of this form and additional sheets if needed)*

1. Did working on any of the ALA programs help to generate new members?
(Example: Teaching flag etiquette at a school resulted in two teachers joining the ALA.)
2. Did any of your units implement new/innovative ideas or practices to increase renewals and/or sign-up new members? If so, what were they?
3. What were some of your hurdles / difficulties you faced during this year?

**** No activities, hours, expenses, donations, or dollars spent for this committee are to be included in the Impact Report ****

SUBMIT TO DEPARTMENT MEMBERSHIP CHAIRMAN

Kim Quick
13 Davis Drive
Waterford, NY 13803
Email: nyalamembership@gmail.com

KEEP A COPY OF THIS REPORT FOR YOUR RECORDS.

