



American Legion Auxiliary
Department of California



**MEMBERSHIP
Bulletin #4
December 2021**

Happy Holidays!

Here we are in December, and as 2021 comes to a close it is time to really focus on Membership. Despite California's improvement in rankings - we were in 30th place nationally on November 11 and we are now in 23rd place with 10,902 members, or 60.79% - there is still much work to be done in this program! According to the November 29 ALAMIS report there are eleven units that have not submitted ANY Membership transmittals this year, and twelve more units that only have renewal percentages listed because a few members paid their 2022 dues online; no other membership has been transmitted for these twelve units. All members are encouraged to visit the Department website and review the Membership report on a weekly basis. Doing so will give the viewer a very clear picture of unit and district standings.

The holiday season is the perfect time to contact those members who have not yet paid their 2022 dues. The task can easily be accomplished through personal phone calls, emails, and post card reminders. Units with social media pages are encouraged to post general dues renewal reminders there as well.

National's **75% Award** will be presented to Departments reaching 75% of their 2022 department membership goal by **Pearl Harbor Day – December 7, 2021**. In order for California to qualify for this award we must have 13,450 paid members on the books by that date, and we are nearly 3,000 shy of the required number...surf on, Dudes and Dudettes!

One last thing – per Department Code District mid-year reports are due to the Department chair by **December 15th, 2021** and your cooperation is very much appreciated.

This Commish looks forward to seeing everyone at DEC in Long Beach next month. There will be plenty of time and lots of opportunities to discuss ALA membership with me and the Area Membership Team Reps, aka the Big Kahunas, during the Program Fair and the Membership Party planned for Friday, January 14th. Our Boardwalk Surf Shop will be open and ready to serve you! So, bring your boards and join us! Awards and drawings will abound.

My best wishes for a joyous holiday season!

Susan Baker, Surfing Competition Commish
ALA Department of California

**“Catch The Wave”
Surfing Toward Care and Comfort for Our Veterans**