

American Legion Auxiliary  
Department of California

Department Executive Committee

MEMBERSHIP  
Platform Remarks  
January 2022

Madame President Dee Ann, Officers, Chairmen, Members and Guests:

When I sat down to write this report I thought to myself – what can I possibly tell you about Membership that you haven't already heard this weekend? Probably, not much in the way of numbers and percentages – we tossed a whole lot of those AND our beach balls around the room last night. We also celebrated the eight Early Bird Goal Units and 29 Units that made Goal by December 31<sup>st</sup>. District 17 was the only district to also make Goal by December 31<sup>st</sup>. Kudos and Perfect 10s to all!

I would like to share with you the following:

Twenty-one of our thirty District Chairmen took time to complete mid-year reports for Membership and four Chairmen submitted written supplementals. While COVID has greatly impacted our operations and the way we do business it has NOT affected our determination to keep the Auxiliary membership healthy and strong. California currently has some 13,500 members on the books, which is several thousand short of our Goal of 17,934. I know we can do better. There are currently 32 Units that have not transmitted any renewals to Department this year. That's 823 members missing from the rolls. Six of these units are at 0.00%, and the remaining 26 Units have not transmitted any membership, but they do have PUFLs and members who paid online, which accounts for some very low Goal percentages.

Here's some wonderful news - several reporting District chairmen noted that male members (7 to be exact) have joined the California ALA since July 1<sup>st</sup>, 2021, and there are probably more male members out there in units/districts that did not complete a mid-year report. Hats off to these Dudes!!!! Very exciting times, to say the least!

Here are two success stories for you – no membership was transmitted by Monterey Park Unit 397. Instead, all seventeen members paid their dues online; the Unit made Goal by December 31<sup>st</sup>, and they are currently 3 over Goal at 121.43%! Our bona fide online unit – George Tadlock E Unit 472, also made Goal by December 31<sup>st</sup>. Twenty-one of their 38 members paid dues online, and the Unit is now one over Goal at 102.70%. Creative thinking, for sure! My point is, if Units 397 and 472 can make goal this way, so can other Units! It might be worthwhile to consider going the online route with Membership!

I am asking District Membership Chairmen to step up and work with non-performing units to get their 2022 renewals transmitted by January 31<sup>st</sup>. Your Area Reps can also provide oversight and assistance. I know, for the most part, the Area Reps are more than happy to help resolve problems. Until We know exactly why Membership is not being sent in by those Units we cannot develop a course of action to remedy the problem. Please remember that members who do not

renew their dues by January 31<sup>st</sup> are considered delinquent, and are no longer in good standing with the Auxiliary.

COVID has required ALA members to think outside the box and be creative with their Membership drives. Several District chairmen reported that Units in their Districts have had ALA information booths at community-wide events, held Open Houses at their respective Posts, held meet-and-greet events to introduce new officers, recruited eligible Girls State delegates for membership, and invited members with daughters and/or granddaughters to join, as well.

Social media advertising is always good – but let your posts be creative and eye-catching, and always include a name and contact number for the interested reader to call. Periodic newsletters and monthly calendars can be emailed to Legion family members, and also posted on Post and Unit websites and community bulletin boards.

Prospective members are out there! We just need to find them – and we can do so by creating positive ways and opportunities for them to find us! And, we need to work feverishly to keep the wonderful members we do have!!!

In closing I'd just like to thank each of you for the many, many fantastic things you do for the Auxiliary, our veterans, and our communities. I encourage you to return to your Units and Districts and share with members the knowledge you have gained from this DEC. Enthusiasm is catching, so share your enthusiasm for the Auxiliary with your members. It may just be what's needed to generate positivity and improved relationships among members.

Starting Monday, the California ALA will be surfin' in the 'pipeline' toward the close of books on May 10<sup>th</sup>. Let's hope the experience is exciting, invigorating, and fun as we turn heads, make waves, and surf to Goal.

This concludes my report.

Susan Baker, Membership Chair