



Welcome to the 2018 Membership Drive!

This is an "all call" for roles in support of President Debe's theme: "Putting our Veterans Center Stage". Each and every member plays an important role in the "production" of the American Legion Auxiliary mission. Some are major players while others work behind the scenes. The "audience" may be seasoned ticket holders (PUFL/HLM), patrons (faithful renewals), or first timers (new members). Together we produce the greatest patriotic women service show in the world.

"ALAMIS": Now playing in a Unit and County near You!

American Legion Auxiliary Management Information System: "ALAMIS" is an important tool to enable unit and county chairmen to view member information, status, and dues payments. Through this system updates can be made directly for member names, address, etc. Unit rosters can be sorted by Senior, Junior, VIM, paid, unpaid, and several other categories. Mail merges with the roster can produce mailing labels or email list. We strongly encourage each unit and county membership chairman to read the information included in this packet and take advantage of this system.

"And the winner is...." Awards

Also included in this packet are the 2018 Membership Awards from our national organization including guidelines and deadlines. We are especially excited about the two Department Awards for no zero units. If every unit would send in the dues for their unit president or one member by October 30th the Department of New Jersey could qualify for the October 31th "All tricks, No tricks Award" of \$1,000. Please contact Department Membership Chairman Ruby Cramer if you need ideas to help this happen.

Please note that the Recruit and Rejoin individual awards have been changed to R5: Recruit/Rejoin. Silver Brigade remains the same. Details and forms are attached.

Putting our Female Veterans Center Stage

Once again, both the national and department dues are being waived to honor the service of our female veterans who join as new members for 2018. Many units also waive the unit dues for the first year.

Target Dates:

| | | |
|-------|----------------------|--|
| 15% | "Opening Night" | September 15, 2017 |
| 35% | "Comedy or Tragedy?" | October 30, 2017 (All Treats No Tricks Award?) |
| 50% | "Act I" | December 2, 2017 (Birthday Luncheon) |
| 75% | "Act II" | March 17, 2018 (Pot 'O' Gold Award?) |
| 100% | "Finale" | Close of Department books: May 2018 |
| 100+% | "Encore!" | Close of National Books: July 2018 |

Ruby Cramer, Department Membership Chairman 2017-2018

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2018 MEMBERSHIP AWARDS

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary.

Department Awards

All Treats No Tricks Award

Guidelines: Departments that have no units with '0' membership as of **October 31, 2017** receive \$1,000. To qualify, membership must be received by National Headquarters by midnight, October 31, 2017.

Find Your Pot 'O' Gold Award

Guidelines: Departments that have no units with '0' membership as of **March 17, 2018** receive \$500. To qualify, membership must be received by National Headquarters by midnight, March 17, 2018. Departments that received the 'All Treats No Tricks' Award are not eligible.

Individual Awards

R5 – Recruit/Rejoin:

Recruit or Rejoin 5 or more Auxiliary Junior or Senior members. (*Rejoins must not have paid dues after 2015*). Submit form to National Headquarters by **May 1, 2018** to receive a special gift from our National Membership Chairman. All verified entries will be eligible for \$250 cash drawing.

Note: One entry per recruiter

Silver Brigade:

Recruit 25 or more *NEW SENIOR* Auxiliary members and receive a special gift from our National President. Entry forms must be received in National Headquarters by **May 1, 2018** in order to qualify. All verified entries will be eligible for a \$500 cash drawing.

Note: One gift/entry per recruiter