

DO

SOMETHING

INTERESTING

HOW TO

HOW TO UTILIZE A MEMBER DATA SURVEY FORM

Utilize member strengths (Strategic Plan Goal 3)

Not all members profess to be leaders but each member of your Unit/County/Department brings with her talents and strengths that will enhance any level of the organization. While meetings allow us to become acquainted with members, not all members are willing to attend. You would still like their help when needed. Far too often we don't really know each member's training or background, likes, or what she is able to bring to the Unit/County, or Department.

What is the purpose of a member data survey?

This form when completed by each member, will give you a snapshot of the strengths each member possesses. Have each member of your organization level complete the form. Decide who on the level will be responsible for maintaining the data collected. Then, use these forms when you need help at your level. For example, need a yearly audit of your "books?" The survey has identified someone that is a professional accountant or bookkeeper. She doesn't come to meetings, but she may be willing to help by auditing the books.

Ideas

- Make copies of the data survey and have each member complete and return it to the Leadership Chairman or a designee.
- Have the Leadership Chairman contact those members that do not come out to meetings and explain completely the form and its purpose.
- The Leadership Chairman or designee compiles the survey information and establishes references.
- The Leadership Chairman or designee is responsible for maintaining survey records.
- A sample copy of the survey form has been attached.



American Legion Auxiliary
Member Data Survey Form

Name

Phone Number-Home

Address

Phone Number-Cell

City, State, and Zip Code

Email Address

Briefly tell us about yourself and your family:

What interests or hobbies do you have?

To help us grow throughout the community and to honor our military and veterans would you be interested in any of the following:

Participating in Education Activities_____

Working with Young People_____

Scholarships_____

Community Awareness/Activities_____

Helping with Unit/County/Department Activities_____

Fundraising_____

Assisting Auxiliary Members in Need (Auxiliary Emergency Fund (AEF))_____

Working projects that benefit our military and veterans_____

If you are physically unable, would you be able to assist with home projects_____

Or helping with a phone tree, when the need arises_____ experience in a leadership role?

Do you have experience in a leadership role? _____

Thank you for continuing to honor our veterans, military, and their families

HOW TO BE A GOOD LEADER

To some the title “leader” implies a domineering, take-charge, charismatic individual. Leadership isn’t an adjective. You don’t need to be an extrovert or charismatic to be a leader. Most members define leadership as the ability to achieve a position, not the ability to get followers.

Leadership is a mindset in action; it stems from social influence, not authority or power. Leadership has nothing to do with titles. You can be a leader in your workplace, your neighborhood, your family, and/or our organization, all without having a title.

Step-by-Step Instructions:

Be Knowledgeable- It is not necessary to be an expert on everything, but basic knowledge is essential.

Where are your resources?

- Familiarize yourself with documents that govern the operation of your Unit or Committee
 - National Constitution and Bylaws (www.ALAforVeterans.org)
 - Department Constitution and Bylaws (www.ALANJ.org)
 - Sample Constitution and Bylaws (www.ALAforVeterans.org)
 - Unit Guide Book (sold through Emblem Sales at <http://emblem.legion.org>)
 - Parliamentary Procedure (sold through Emblem Sales)
- Possess a level of familiarity with programs of the American Legion Auxiliary
 - Finding program helpful hints: (www.ALAforVeterans.org) The following Committee tabs will provide additional information: Americanism, Children & Youth, Community Service, Education, ALA Girls Nation, Junior, Legislative, National Security, Poppy, Veterans Affairs & Rehabilitation.
- Strengthen knowledge of Parliamentary Procedure
 - Parliamentary Procedure (“How to Run a Meeting”)
 - Unit Guide Book (How to be a Successful Unit Leader)
 - How too Sheets
- Know the process for the appropriation and control of money. Bad financial practices do not just hurt the organization; they can result in criminal investigations and prosecution.

Be Passionate- A good leader exhibits excitement; and through demonstrated, unswerving commitment to our vision, instills hope and inspiration to other members. A good leader “walks the talk” and in doing so earns the right to lead.

Listen- If you exhibit a proper attitude in listening, really listening, to your members the potential for identifying new opportunities will emerge. Instill in yourself, and others, that listening is an opportunity to grow. In the end, your success as a leader will be predicated upon your ability to listen and understand the viewpoint of others.

Have a Positive Attitude- Leaders should have an upbeat, optimistic attitude that serves as a source of inspiration for others. If leaders seem discouraged or apathetic, members are likely to also become uninspired and demotivated.

- Be a cheerleader. Motivate others by your enthusiasm.
- Follow up with your members to ensure they are achieving the goals, objectives and milestones established.

Lead with Integrity- A good leader must possess unquestionable character and lead with integrity. Integrity gives you so much as a leader; credibility, trust, confidence, influence and more.

Lead by Example- Who says leadership is a one-way relationship? As you work toward developing leadership qualities in yourself, don't forget to look to your fellow members for feedback and inspiration.

- Pay attention to the things that have been effective in the past and always be on the lookout for new ways to inspire, motivate and reward your members.
- Be willing to delegate responsibility-use the talents of others!
- Always instill a climate of goodwill.
- Be respectful. Remember those all-important "shout outs" to deserving members and certainly the two most important words, THANK YOU. Do you care about your members and strive to help build leadership capacity in them?

Be Confident- Be aware of the way and manner which you present yourself. Bearing is everything! Be confident and decisive in your decision making. Members will pick up on your approach to leadership and find reassurance, clear direction and security when a leader portrays confidence and positive demeanor.

Act Professionally- As a leader, you should be cordial to all members. You should also recognize the importance of dressing appropriately, showing up for meetings on time, and communicating in a professional manner. Your goals and expectations should be clear from the beginning. Members will be more motivated and less confused. Ask for input. Tell them that their perspective is crucial to your success.

HOW TO CONDUCT A MEETING

The way a meeting is conducted has a great bearing on its success or failure. Unless a meeting is well planned, intelligently conducted, and subjects are presented and discussed interestingly, members cannot be expected to be faithful in attendance. Routine business should be transacted in an efficient manner, yet the opportunity should be presented for active participation from the members in the program. It is most important that elections and all business be conducted in accordance with the Unit Constitution & Bylaws (Unit Level), County Constitution & Bylaws (County Level) and Department Constitution and Bylaws (Department Level), the current edition of "Roberts Rules of Order, Newley Revised," and the National Constitution & Bylaws. All presidents must remember to be impartial while presiding and not participate in discussion. The majority vote rules, but the minority has the right to be heard. Committee members and officers may transact detailed business and should only bring important matters before the floor for discussion. Special monthly activities should be stressed, and county and department officers, as well as local speakers, should be asked to add interest to the programs. Variety should be introduced in music and entertainment.

The President as Presiding Officer

- Calls the meeting to order at the designated time and, if a quorum is present, proceeds with necessary business.
- Preserves order throughout the meeting.
- Follows the accepted order of business.
- Refers to herself as "the Chair."
- Decides parliamentary questions. The president states the motion clearly after it has been seconded and before allowing any discussion.
- Takes no part in any discussion while presiding; refrains from expressing personal opinion on questions before the floor; avoids all personal bias when giving information to the organization.
- Calls upon the vice president to preside if she wishes to speak on a motion or leave the chair. Remains out of the chair until the vote on the pending motion is taken.
- May vote according to local Constitution & Bylaws.
- Recognizes a member who has not previously spoken on the question in preference to one who has spoken.

Suggested Order of Business

While this suggested order of business for a meeting includes items that will not be used at every meeting throughout the year, this may be of some assistance to presidents that are new and to others that are not familiar with the order of business to be transacted. The order should be modified to fit the circumstances of the occasion.

1. Call to Order
2. Advancement of Colors (optional); Salute to the colors if colors are not advanced.
3. Prayer
4. Pledge of Allegiance to the Flag
5. National Anthem or Patriotic Song
6. Preamble of the Constitution of the American Legion Auxiliary
7. Roll call of officers

8. Reading and approval of minutes from the previous meeting
9. Treasurer's Report
10. Reports of: president, secretary, officers, executive members, Membership committee, Standing committees, special committees
11. Reading of Communications
12. Unfinished Business
13. New Business
14. Announcements
15. Adjournment of Business Meeting
16. Closing Prayer
17. Retirement of Colors

Meeting Terminology

Call to Order: The presiding officer first calls the meeting to order.

Reading of the Minutes: The president asks the secretary to read the minutes of the previous meeting. If a special meeting has been called then these minutes get acted on after the regular ones. The presiding officer asks for any corrections or additions to the minutes then declares the minutes "approved as read" or "approved with corrections." The minutes can be distributed ahead of time and adopted without a full reading.

Statement of the Treasurer: After the reading of the report by the treasurer, is entered into the minutes of the meeting and filed for audit. At the annual meeting the annual report is read, and the auditor's report is read. The report of the auditor including the Treasurer's report is accepted.

Reading of Communications: The secretary reads all communications from the Department and National Headquarters, local organization notices and matters of general interest. Any action, which may arise from the reading, is deferred until unfinished business or new business is considered.

Unfinished Business: Any business postponed from the previous meeting or any matter introduced at the meeting on which the action was deferred is unfinished business. The secretary reads the minutes from the previous meeting and prepares a list of unfinished business for the presiding officer. Only when the unfinished business has been disposed of can new business be brought forward, unless the regular order of business has been modified by vote of the members present.

New Business: Any business brought forward for the first time.

Announcements: The date of the next meeting is announced. If a social hour is to follow, this should be announced now.

Closing Prayer: The presiding officer asks the chaplain to offer the closing prayer.

Charge: The presiding officer states, "Till we meet again let us remember that our obligation to our country can only be fulfilled by the faithful performance of all duties of citizenship. Let service to the community, state and nation be ever a main objective of the American Legion

Auxiliary and its members. Let us be watchful of our organization and ourselves that nothing shall swerve us from the path of Justice, Freedom, Loyalty, and Democracy.”

Adjournment: The president states, “If there is no further business to come before this meeting, the meeting is adjourned.”

Retirement of Colors: The color bearer will retire the colors. If colors are not retired that the president should say, “Color is place, hand salute.”

HOW TO LEAD A SMALL UNIT

"History, although sometimes made up of the few acts of the great, is more often shaped by the many acts of small." – Mark Twain

Step-by-Step Instructions:

- Avoid the "burnout" syndrome. Ask members to buy into a "one" concept: mentor one member, write one article of the newsletter, volunteer to be a greeter or make reminder meeting calls to members for one meeting. By not overwhelming members with large projects, they will have the opportunity to adjust to learning and helping build their unit. If an experience is enjoyable, members will be more likely to look forward to helping more.
- Develop a plan to continually develop new leadership within your unit. As members are selected to chair committees, mentor them. Offer help when needed. Be prepared to provide support when asked or assign another mentor for support. Provide training session. Consider that you may have seasoned unit members capable and available for help with the training. Also, other community leaders may be willing to provide leadership training.
- Communicate with members. Find those who may wish to contact members via phone/email or personal contact for such activities as meetings and program participation. Utilize local media. Foster good relations with local newspapers, TV and radio. Issue news releases. Publish the meeting schedule at the beginning of the year in your unit newsletter, and write "TBA" (To Be Announced) for those programs still tentative. Invite a member familiar with social networking to set and monitor an account for the unit.
- Work in groups of like-minded programs, rather than each program individually. Some units have said it is hard to work all programs when they have few active members. The grouping system is a way to simplify the programs so you need no more than five chairmen instead of 15 or more program chairmen. Grouping allows for more combined and efficient efforts within a unit. For examples: Juniors, Education, Children & Youth, and ALA Girls State/Nation can be grouped into one "youth" programming group.
- You are not expected to complete all action steps in the Program Action Plan; just pick a few that fit your unit well. If unit members enjoy their work, it will create an inviting atmosphere, and others who care about veterans will want to join in.
- Consider implementing quality programs to help invigorate meetings. Survey the interests of the membership when considering topics- a great way to reinforce information about Auxiliary programs.
- Be positive! Unit leaders have an obligation to minimize criticism and maximize positive feedback. A small unit needs and deserves frequent kudos for each of its successes.

HOW TO GROW LEADERSHIP CAPACITY, NURTURING A CULTURE OF GOODWILL

Cultivate leadership capacity by nurturing a culture of goodwill among all American Legion Auxiliary members and everyone with whom we interact.

Tips for Effective Leadership:

- **Do Not Interrupt**- Be open minded, and give members a chance to explain their point of view without interruption.
- **Listen**- The act of listening takes work. Instead of focusing on what we want to say and our own needs, good listening requires that our attention go to others in the moment.
- **Respect Others**- Respect for the whole person entails listening to others' opinions, their feelings, their time, and even their physical space. At the core of respecting others is the "golden rule" – do unto others, as you would have them do unto you.
- **Practice Kindness, Generosity, and Gratitude**- Make this a habit in your everyday life. Studies show that members who regularly engage in these acts live long, healthier, and happier lives. It's never too late to start, regardless your age. Growing older does not give you the right to be inconsiderate.
- **Nurture Social Relationships**- These have the capacity to generate happiness. Enrich your connections with members balancing Internet contact with phone calls and face-to-face visits, which are more personal forms of communication.
- **Be Present/Pay Attention**- Pay special attention to whomever you are conversing with – don't be distracted by others or things. Listen only to them! (Give example of cell phones in center of table- whoever picks up first picks up the dinner bill.)
- **Use Teachable Moments**- Do this with not only younger/newer members, but those who may have lost touch with what it means to be a civil member-teach them manners, respect, and empathy when dealing with other members. A major study reported that social skills are a more accurate predictor of future success than test scores. Help them to develop interpersonal skills and relationships by engaging them in conversations without small screens and buttons.
- **Keep Your Cool**- Science tells us that nonassertive behavior is a health risk. On the other hand, being a bully is just as unhealthy as being a doormat. The key is to find that happy medium where you express your needs without intruding on others' needs, and do it in a calm and kind way.
- **Say Thank You**- Such a simple deed: the acknowledgement of an act of service or kindness by just saying "thank you."

- **Think Positively**- You know what they say about viewing a glass that is half-full vs. half-empty. Studies show that those who think positively live longer and happier lives.
- **Promote Decency**- Not only among members, but with everyone you encounter. You can have a direct impact on developing a transformation by setting an example – it can all start with YOU.
- **Discuss in Private and Praise in Public.**

HOW TO LIVE A CULTURE OF GOODWILL

Pay attention and listen.

- Value what others have to say and aim to understand their point of view.

Be inclusive.

- Put out a welcome mat for everyone.

Show Respect.

- Follow the Golden Rule – even when you disagree.
- Do not gossip.
- Avoid talking trash about others.

Apologize.

- Be willing to admit when you are wrong and be sincere about mending fences.
- Give constructive criticism.
- Build up others instead of tearing them down, especially when you do not see eye-to-eye.
- Take responsibility.
- Do not pass the buck or shift blame.
- Do not point fingers.

HOW TO COMPLETE REPORTS

Develop future leaders at all levels of the organization.

Tips on how to complete the year-of-end reports on the department level:

- Review the national Program Action Plan for your program to determine objectives to accomplish during the year.
- Imbed these objectives in the department Program Action Plan, and determine means for units to report their achievements (tracking form for member, unit, and county are available at www.ALAforVeterans.org).
- At report time, gather data from Units, Counties, and the Department.
- Compile data, total numbers, and determine where the information fits the national Program Action Plan objectives.
- Write the narrative, and forward it by the deadline to the individual who is to receive the report.

Tips on how to complete the end-of-year report on the unit/county level:

- Review the national and department Programs Action Plan to determine objectives to accomplish during the year; set objectives.
- Review the means by which the department requests the information from the counties and units to report data, and establish the tracking system that will ensure the need of information from the unit and county that will be captured (tracking form for member and unit available at www.ALAforVeterans.org).
- Track hours given, money spent, numbers served (civilian, veteran, military and family members of each) and number of volunteers (both Auxiliary members and nonmembers) at least monthly, and continually add to the report throughout the year.
- At report time, gather data; double check information with members, officers and committee chairmen.
- Complete forms, write a narrative, and send report by the deadline to the individual who is to receive the report on the Unit or County level.

HOW TO MAKE VIDEOS FOR SUBMISSION TO THE ALA YOUTUBE CHANNEL

Ever want to learn how to make videos? Here is how you can get started using the smartphone in your pocket.

How to make videos: recording options

- **Capture video with a camcorder.** If you want the highest quality video footage, nothing beats a camcorder or a good digital camera's video recorder. Aside from high-definition (HD) quality images, you have more flexibility for making your footage look professional. You can use a tripod, for example, to minimize shakiness when tracking objects over a wide area.

- **Capture video with a smartphone.** Most newer smartphone models can be used to shoot video in HD. It's the perfect device for capturing spontaneous moments, or when a camcorder is simply too inconvenient. One thing to remember when shooting video with a smartphone: turn your phone to landscape orientation. It's natural to hold your smartphone in the vertical position, but that's deadly for videos.

Tips to making a good video for the web

Regardless of which device you plan to use to capture video there are a few things you should keep in mind when shooting video:

- **Frame your shots:** If you're serious about creating compelling content, then think about how you're going to craft your footage. Try to frame your video shots just as you would a photograph. To create some interest when you make a video, consider keeping the main subject out of the center of the frame by using the rule of thirds.

- **Break up the footage:** Add some variety to your video by changing the point of view. Even if your video is an interview of someone, try shooting the answer to one question in one position and then shoot the person answering the next question from a different angle. This will help keep the viewer interested in the video.

- **Keep it simple:** You don't have to create fancy footage to make a compelling video. A good story can do a lot of the work for you. While it may be fun to play with the zoom feature on a video camera, the results are often less than stellar and can be tiresome for viewers to watch.

HOW TO TAKE THE INNOVATIVE LEADERSHIP VIDEO CHALLENGE

Has your Department implemented innovative ways of identifying and selecting new leaders? If so we want to hear about it! Take the ALA Innovative Leadership Video Contest challenge by submitting a 3-5-minute video of your members explaining the groundbreaking ways you are identifying and selecting new leaders for your department. If your video is chosen it will be posted on the American Legion Auxiliary YouTube channel for all to see.

To participate record your video on a USB 3.0 hard drive or flash drive and have your department secretary mail the video to:

American Legion Auxiliary National Headquarters
8945 N. Meridian St. Suite 200
Indianapolis, IN 46260
Attention: Executive Assistant to the National Secretary

Departments should keep at least one copy of their video. The ALA is not responsible for any video that is lost or damaged. Videos will not be returned. Videos will be considered monthly and loaded on the ALA YouTube channel.

We can't wait to see your videos!



**UNIT
&
DEPARTMENT
AWARDS**

Leadership Awards

Each award entry must include a cover sheet, found attached to this sheet. Please be sure to make arrangements for the return of materials in advance. **Narratives for awards are separate from narratives for mid-year and year-end reporting; both must be identified when submitted.

Unit Award: Leadership Training Award

Award type: Citation: one in each division (5)

Presented to: One unit Leadership chairman who best demonstrates innovative methods to help members develop the leader within.

Materials and guidelines:

- Narrative not to exceed 1,000 words.
- Pictures and examples are encouraged.
- Types of training provided.
- Number of members attending leadership skills workshops/trainings.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Leadership chairman.

*

Send entries to the department Leadership chairman on or before **May 15th, 2018**. The department Leadership chairman must send all entries to her division Leadership chairman postmarked by June 1, 2018, or emailed by 5:00 p.m. EDT June 1, 2018. (See addresses located at the front of this program Plan for specific division contact information.)

Department Award: Most Outstanding Overall Leadership Program Award

Award type: Plaque Presented to: One department Leadership chairman with the best overall program.

Materials and guidelines:

- Narrative not to exceed 1,000 words, describing how your department helped develop future leaders.
- Must have participation in *American Legion Auxiliary Senior Auxiliary Basics, A Course on our History and Legacy* by the unit president. Pictures and examples are encouraged.
- Must show increased participation in Mission Training.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department Leadership chairman.

*The department Leadership chairman must send all entries to the national Leadership vice chairman postmarked by June 1, 2018, or emailed by 5:00 p.m. EDT June 1, 2018. (See addresses located at the front of this program Plan for specific division contact information.)

Department Award: Nurturing Goodwill Award

Award type: Citation to a department in each division (5) Presented to: One department Leadership chairman in each division who best demonstrates what her department did to promote a culture of goodwill.

Materials and guidelines:

- Narrative not to exceed 1,000 words. Include recommendations from units and members. Pictures and examples are encouraged.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department Leadership chairman

*The department Leadership chairman must send all entries to the national Leadership chairman postmarked by June 1, 2018, or emailed by 5:00 p.m. EDT June 1, 2018. (See addresses located at the front of this program Plan for specific division contact information.)