Ohio Unit Plan of Action



MEMBERSHIP

CHAIRMAN
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REPORT DUE: May 1, 2027

NARRATIVE DUE TO DEPARTMENT CHAIRMAN BY:	MAY 1, 2027

Department Report Form

This Form should be attached to each narrative that is submitted for information, Citation of Merit requirements and possible Department award. Please fill out the information as completely and accurately as possible. A Unit must submit this report form with boxes completed and answer the questions below in order to earn the Citation of Merit. Narrative - word count must follow directions given in award guidelines. Simple or elaborate stories will be accepted as a report.

Please complete the following. Be sure to give the complete name of your Unit:

District:	Unit #:	Unit Membership Goal:	Unit Membership Total As of Report:
Name of Person Completing Report:			Unit Chair / Unit Pres
Phone #:	Email:		Membership ID (if available)
Specific Award Name(if applicable):			

Elaborate the following Questions in your narrative.

Narrative Guidelines:
Narrative must be typed written in narrative form.
Narrative must not exceed 1,000 words. (Can be fewer words if program dictates)
Narrative may include photographs and news articles.

Please share how your Unit is using membership tools – other Auxiliary programs to engage, retain and recruit members. _____

_____

_____

_____

How did your Unit recruit Junior members? Please explain. _____

_____

_____

How did your Unit recruit male spouses? Please explain. _____

_____

_____

How did you utilize the Legion Family to recruit new members (i.e. mailing lists, Post meetings, Post social gatherings, etc.)? _____

_____

_____

Did your Unit use ALA MIS to check membership renewals and submit new members?

MEMBERSHIP

Key Program Statements:

- The role of the national Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and establish new units to ensure the future of the American Legion Auxiliary.
- By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow our membership. We must let members know that they are the Auxiliary's most valuable asset.
- There are several things members can do to promote membership for the American Legion Auxiliary including enhancing the member experience, reaching out to former and expired members, attracting new members, and understanding and respecting member rights.
- Consult our Key Resources for this year's membership awards.

1. **Objective Goal:** Enhance Members Experience
   a. **Action Step:** Retain all current members. What is a member in good standing?
      - A member who is current with annual dues is a member in good standing.
      - A member failing to pay annual dues by January 31 of the current membership year shall be classed as delinquent and shall be suspended from all membership privileges.
      - **Unit, department, and national leaders "Lead by Example" date: In the spirit of goodwill, the National Membership Committee urges all members who hold an elected or appointed position on the unit, department, or national level to have their 2027 dues paid by September 30, 2026.** Rational: Members follow leaders' examples. Paying your dues early encourages others to do the same, giving you the rest of the year to concentrate on recruitment and Auxiliary programs.

   b. **Action Step:** Share Member Tools
      - Help members set up a user profile on the national website, www.ALAforVeterans.org so they can access the "Members Only" section and take advantage of all the tips and tools available.
      - Inform members of member benefits and discounts available.
      - Rid units/departments of member discrimination.
      - Ensure a positive experience for all members. Be welcoming, kind, and respectful to members of all ages and backgrounds. Ask for new ideas and be open to them. Encourage personal contact between members of the unit. Demonstrate *Service Not Self* in all activities and interactions with others. Realize that not all members will attend meetings and be respectful of their choice. Create meaningful participation.
      - Hold regular information sessions to refresh members on ALA programs and ask them to participate in programs they are passionate about.
      - Use membership tools, available at www.ALAforVeterans.org, and ensure all units have access to all membership resources.
      - Challenge members to help recruit/rejoin members using "2027: Recruit/Rejoin 10." Offer a small incentive for achieving the challenge.

2. **Objective Goal:** Reach Out to Former Members
   a. **Action Step:** Identify former members: Use the ALAMIS member database, or contact your department headquarters, to obtain an Unpaid Roster (information on members who have not paid dues since 2021).
   b. **Action Step:** Reach out to former members: Set up a committee to establish a phone bank of members who will call former members. Meet periodically to make calls – monthly, quarterly, semi-annually. Develop a script to identify reasons for not renewing and what might be done to get the former member to consider rejoining. Sample letters and phone

script are attached. Send follow-up letters to those contacted, thanking them for taking the time to talk with you. Send letters to those you were unable to reach.

c. **Action Step:** Share former members' feedback with the unit; determine what the unit might need to do differently to retain all members.

3. **Objective Goal:** Attract New Members
   a. **Action Step:** Be welcoming, kind and respectful to persons of all ages and backgrounds. Personally contact a new member shortly after joining. Provide a personalized welcome letter from the unit president or membership chairman. Also send a New Member Kit and personalize it for your unit and department. *See "Suggested Additions to New Member Kit" to help create a new member packet.* Ensure a positive new-member experience. Available at www.ALAforVeterans.org.
   b. **Action Step:** Find out how a new member wants to be involved and which volunteer activities might best suit the new member skills and interests. *Utilize the interest form provided in the Leadership Programs Action Plan.* Offer a variety of volunteer opportunities in which new members can participate, at times convenient to them, to support and deliver the Auxiliary's mission. *See the ALA Service Not Self Volunteer Toolbox at www.ALAforVeterans.org for tips, ideas, and strategies on how to be a better volunteer.*
   c. **Action Step:** Ensure the ALA is appealing to new members. Do not expect all new members to attend regular meetings; be grateful for whatever way the new member wants to participate, even if only to pay dues. Assign a mentor to each new member.
   d. **Action Step:** Increase the ALA's visibility in the community. Increase community involvement by using ALA programs that encourage responsible, active citizenship supporting our military service members and their families. Engage other community-based organizations in ALA projects such as welcome home/deployment events, support of military families and providing services that may include plumbing, carpentry, childcare, etc., for families of those deployed.
   e. **Action Step:** Volunteer at schools, giving flag demonstrations and serving as mentors, with a special emphasis on military children and the issues they face with deployments and transfers. Contact JROTC leaders to assist with projects.
   f. **Action Step:** Identify recruitment target groups such as women veterans, military families, and relatives of American Legion members, ALA Girls State alumnae and local colleges.
   g. **Action Step:** Encourage Junior members to recruit their eligible friends and relatives. Create a significant membership experience for Junior members. Encourage Junior members to attend the senior meeting to share their vision of the unit. Encourage struggling units to elect Junior members to positions that don't incur significant liability risks. Examples include Chaplain, Sgt.-At-Arms, and Historian.
   h. **Action Step:** Exhibit *Service Not Self* in all activities and interaction with others. **The National portion of the 2027 dues is $18, and the Department portion is $11.**

4. **Objective Goal:** Understand and Respect Member Rights
   a. **Action Step:** Members can pay dues in one of the following ways: Directly to the appropriate member in their unit; via the renewal notice sent by National Headquarters; or online via www.ALAforVeterans.org. Membership cannot be withheld from a member who chooses to pay her dues online.
   b. **Action Step:** Once a member has paid the current year's dues, regardless of payment method, that member is a member in good standing and entitled to all rights and privileges of membership.
   c. **Action Step:** Units have a legal and fiduciary responsibility to process a member's dues (new or renewal) in a timely manner. Failure to do so is a violation of the members rights and due process. Dues received by the unit should be transmitted to your department or on ALAMIS once a month (minimum).

d. **Action Step:** Membership cards are provided by the national organization and shipped to departments to distribute to their units.
e. **Action Step:** Units must provide membership cards to members who renew online as soon as the unit becomes aware that the member has paid, either by notification from their department or, for units having ALAMIS access, via the "Unit Dues Paid Online" report which is available 24/7.
f. **Action Step:** Units must provide to members their membership card as soon as payment is received.

MEMBERSHIP RESOURCES

- Membership National Facebook Page: https://www.facebook.com/groups/1538378623040619
- Membership Ohio Facebook Page: https://www.facebook.com/groups/487140535256419
- ALA National website: https://member.legion-aux.org/member/committees/membership

Year-End Reports

Annual reports reflect the program work of your unit and may result in a national award for participants if award requirements are met. Each Unit Membership chairman is asked to submit a narrative report by **May 1, 2027,** to the Department Membership chairman.

ALA Management Information System (ALAMIS)

If you are new to ALAMIS, you can be authorized to use WRITE Access with two persons from your Unit to be authorized. Units are able to make updates, perform searches, and view Unit reports.

There are some new things happening with the ALAMIS system for membership this year. Ohio Units have begun, **upon department approval,** being able to process Unit dues. We have been authorizing those Units that are currently working with ALAMIS. You need to have the department approval to participate. This level of ALAMIS access will be known as UNIT FULL access.

WRITE capabilities are:

- Make Updates
  - ✓ Add new members.
  - ✓ Update Member information (name, address, phone number, email address, birthday, marital status).
  - ✓ Update *Auxiliary* magazine preference.
  - ✓ Update solicitation preference.
  - ✓ Request to have no mail/phone calls.
  - ✓ Add Unit leadership positions.
- 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 paid through date.
  - ✓ See if a member is in a special category, such as Paid up For Life or Honorary Life member.
- 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.
  - ✓ Use Leadership Roster to view all leaders in their Unit.
  - ✓ View the members who have paid dues report.
  - ✓ View the members who have paid their dues online report.

- ✓ View the members who have not paid dues report.

UNIT FULL capabilities are:

- All the capabilities of Unit Write access PLUS the following:
- Pay membership dues through ALAMIS. Units will pay both the department and national portion of dues for members ($29.00). National will then remit back to department along with a separate report that will show which units paid dues and which members were paid from National.
- 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 on a transmittal form.
- Enter new members and pay their dues. **Please Note:** New member applications will need to be sent to department headquarters as you enter them.

There are requirements in order to have Unit Full access:

1. Membership dues must be paid using a VISA or Mastercard (credit or debit only).
2. All Unit Full users must attend a virtual training session and complete a quiz.
3. **Users will not be granted access until after they have attended a training session.**

The rates for 2026 will be:

District View $10.00 (January through December)
(District View Access is only available to Past Department Presidents, Current District Presidents, and Current Department Officers. **THIS IS NOT AVAILABLE FOR UNITS.)**
Unit Write $15.00 (January through December)
Unit Full $20.00 (January through December)

Units can have up to 2 logins at a time. **Note: You may only have 1 Full Unit user. Units can have a combination of access levels.**

Units can start sending in Unit Write and Unit Full access requests now. **Please email your request to Department Headquarters attention programs@alaohio.org.** When emailing your request, please email from the email you want to use to access ALAMIS. Be sure to include your District and Unit number along with your name (as it appears on your membership card).

Please remember that users will not be able to be considered for FULL Access unless they are currently using WRITE Access. Please remember that you may not utilize and access the Unit Full access until after you have attended a training session.

General ALAMIS Information

1. **How do we sign up to be on the ALAMIS System?**
   Set up an email for yourself or if you already have one set up for National's website, please use it. Email Department Headquarters at programs@alaohio.org with the name, title and unit of the person that will be using ALAMIS. This information is forwarded on to National Headquarters. Once they have everything set up, National Headquarters will send you an email letting you know what the member's login and password is to get onto the ALAMIS System also with training material.

2. **What kind of computer equipment or software is needed to access the ALAMIS site?**
   The ALAMIS is entirely web-based. Departments/units do not need a specific operating system or to purchase any expensive hardware/software to process membership, only a computer with Firefox and a monitor resolution setting of at least 1024x768. Our research shows that 95% of internet users meet these requirements. Since data from system-provided reports can be further manipulated (labels, mail merges, email lists, etc.) by exporting the data into Excel, Word and text files, Units will find it extremely helpful, but NOT required, to have Microsoft Office software and a high-speed internet connection.

3. **What are units able to do in the system as a Unit Write access?**
   Units can do the following:
   - Update unit member information.
   - Update unit leadership.

- Run unit reports.
- Add new members.
- View only your unit's information.

4. What are units able to do in the system as a Unit Full access?

Units can do the following:

- All items in the Unit Write access.
- Process dues with a credit/debit card.
- Rejoin former members to their Unit only.

5. How are users trained on the ALAMIS System?

Department Headquarters and/or National Headquarters conduct training sessions where training materials are given via email when log in information is received. If you need immediate assistance with how to use the system, please contact Department Headquarters.

6. How much will the ALA Management Information System cost Units?

Units who have been designated with the WRITE Access login will be charged $15.00, two logins will be charged $30.00. Units who have been designated with the FULL Access login will be charged $20.00. Units may only have a maximum of two (2) logins with only one of them being FULL Access. The Department will send your unit an invoice upon confirmation of being notified by National for the amount due. The Department will be charged for each unit that is using ALAMIS System; therefore, bills will go out every November/December in hopes to have all payments received in headquarters by the time National bills us in January. If your payment has not been received by December 31st, you will be removed from the list and will not have access and will need to reapply for ALAMIS access. **(Please keep in mind that ALAMIS user access MUST be renewed on a yearly basis)**

7. How often can I receive reports?

All data in the ALAMIS is "real time" meaning that information and reports can be accessed by units monthly, weekly, daily, hourly, each time with the current, most up-to-date information available.

8. If I need my membership data for a unit mailing, how can I access it?

There are several reports available. If these reports do not meet your needs, you can download your unit membership data into an Excel spreadsheet or text file that can be sorted, filtered, or manipulated any way you choose. If you need assistance in making labels and do not know how to do a mail merge, please contact the Department Headquarters for documentation.

9. If I need help, who can I contact?

You may contact or Megan Wilson at programs@alaohio.org or Lori Wickham at ohdeptsec@alaohio.org at Department Headquarters for answers to your questions. You may also email National at alamishelp@legion-aux.org and they will also be able to help you. If you contact National, please be sure to list your name, your Department, Unit number, and the issue so that they will know who to direct your inquiry to. Including the member ID number and name can also expedite the answer to your question.

Ohio Unit Plan of Action

DEPARTMENT AWARD INFORMATION & DEADLINE

Jane Bates Membership Plaque: Unit with the highest numerical increase over goal.

Patricia Riley Membership Plaque: Unit with the second highest numerical increase over goal.

Doloris Kilgore Membership Plaque: Unit with the highest percentage of membership over goal.

Jackie Bayer Membership Plaque: Unit with the newest members per capita. (New members divided by goal---New units will use the number of charter members, all other units will use 2026-2027 goal)

Renewal Notice Schedule

- July 2026 – Email renewal reminder
- September 15, 2026 – First renewal notice will be sent by mail
- December 2026- Second email renewal reminder
- Feb. 1, 2027 –Second renewal notice will be sent by mail
- Spring (TBD)- Renewal reminder sent by email

Sample Letters below:

- To Former Members to rejoin
- To Legionnaires for eligible members in the home
- To Unit members & Legionnaires for a Revitalization Event
- Telephone Script to call

(Letter to Unit member concerning Revitalization Event)

It is recommended this letter be written on unit stationery.
SAMPLE LETTER

Date

Dear Unit member,

As you know, the American Legion Auxiliary has a proud heritage of volunteering, and as a volunteer member you understand the importance of our programs and activities and the effect they have on our veterans, service members and their families. The possibilities for us to continue to have an impact in these areas are limited only by our creativity, desires, and enthusiasm.

As a member you have been able to volunteer in many capacities in your unit. If you are a member who has not volunteered as much as you would like, now is the time to take another look at your options and find new ways for our mission outreach programs to fit into your life. We also ask your help in attracting other interested people who want to make a difference in the lives of veterans, service members and their families.

We invite you to attend a special revitalization event for Unit _____. This event will be held on _____*date*_____ at _____*location*_____ from _____*Start time*_____ to _____*End time*_____.

A team of unit members will be available to answer questions on the Auxiliary's programs and activities to help you decide where your interests best fit and wat what level you would like to participate. Please come by and visit us anytime between start time and end time.

Thank you for being a member and volunteer with our exceptional organization. We look forward to your continued membership and volunteer work.

Sincerely,

_____ _____

Unit President Unit Secretary

(Letter to Legionnaire Concerning Revitalizing Unit)

It is recommended this letter be written on unit stationery.
SAMPLE LETTER

Date

Dear Legionnaire,

When you joined The American Legion, you chose to continue your fellowship with others who have served our country. You also chose to support an organization that stands strong for veterans and their rights as American citizens.

Our American Legion Post is very interested in assisting the American Legion Auxiliary in reorganizing our local ALA Unit. The American Legion is proud of this unit's past goals and accomplishments. Thanks to these Auxiliary volunteers, many veterans, service members and their families as well as our community have benefited.

To make this unit stronger, we welcome the eligible family members you know to join our American Legion Family. There are many different programs and activities for members of all ages to volunteer. Please contact either of us for additional information about the Auxiliary's programs and activities. We can be reached at XXX-XXX-XXXX and XXX-XXX-XXXX respectively.

The revitalization event for both Post _____ and Unit _____ will be held on _____*date*_____ at _____*location*_____ from _____*Start time*_____ to _____*End time*_____. Representatives from the unit will be available to speak to anyone interested in joining the American Legion Auxiliary.

Remember, those eligible for membership are the spouse, daughter, mother, granddaughter, sister and grandmother of a Legionnaire or deceased veteran who served during the eligibility dates. Recently added for eligibility, is a male spouse of a female veteran.

Thank you for your consideration.

_____ _____

Post Commander Unit President

(Letter to Former Member Asking Her to Rejoin the unit)

It is recommended this letter be written on unit stationery.
SAMPLE LETTER

Date

Dear Former Member,

When you joined the American legion Auxiliary, you chose to stand strong for veterans, the military, their families, and our communities. You chose an organization that has supported and touched with kindness many veterans and their families.

I know that you cared about the programs and activities of the American Legion Auxiliary. That is why I am inviting you to rejoin Unit _____.

An application for membership is enclosed along with a sheet showing the many benefits available to Auxiliary members. The dues are $XX.XX for senior members and $XX.XX for Juniors. Please mail completed application(s) and dues to:

Name, Unit Membership
American Legion Auxiliary Unit XXXX\
Street Address
City, State ZIP

Or, please come visit us during our revitalization event occurring, date at location from start time to end time. Members of the unit will be available to answer any questions you may have about the Auxiliary and our programs as well as assist you in rejoining the unit.

If you have any questions, contact of the individuals at the address and phone number listed below.

We look forward to your participation in the programs and activities of the American legion Auxiliary!

Sincerely,

Unit President
Unit XXXX
Street Address
City, State ZIP
Phone Number
Email

Unit Membership Chairman
Unit XXXX
Street Address
City, State ZIP
Phone Number
Email

SUGGESTED TELEPHONE SCRIPT FOR FORMER/EXPIRED MEMBERS

Hello. This is _____. I am a member of the American Legion Auxiliary in insert city and/or state and I see that you were once an ALA member. I'm calling because we are conducting a membership drive and want to invite you to renew your membership.

If they reply affirmatively:

Great! I'd be happy to email or send you the application. Is this contact information still correct? (Verify address and email). If you aren't sure if you still have your proof of eligibility documents, you may be able to contact your previous unit or your department headquarters to see if they've retained them.

Optional: If there are other eligible people in your family who might be interested in joining, please invite them. I can send additional applications, or you can forward my email address to them.

If they object or reply negatively, simply thank them for their time.

If they have any questions that you are unable to answer, you can refer them to the department headquarters:

American Legion Auxiliary
Department of XXXXXXX
Phone: XXX-XXX-XXXX
Name of Department Membership Clerk

If you need to leave a message:

Hello. This is _____. I am a member of the American Legion Auxiliary in insert city and/or state and I see you were once an ALA member. I'm calling because we are conducting a membership drive, and we want to invite you to rejoin our great organization.

If you are interested in rejoining the American Legion Auxiliary, please call the Department of insert state at insert department membership clerk's phone number and they will be happy to assist you!

****Keep a record of the objections to find a pattern of responses. This indicates changes your unit may need to address to get members to pay their dues and participate in our programs. If your unit is not experiencing growth or renewals, changes should be made.**

Ohio Unit Plan of Action



2026-2027 MEMBERSHIP INCENTIVES

1. **$50 Drawing: All Units reaching 25% or more by November 11, 2025, are entered into the drawing to be held at Mid-Winter.**
2. **Two (2) - $50 Drawings: All Units reaching 50% by December 7, 2025, are entered into the drawing to be held at Mid-Winter.**
3. **$100 Drawing: All Units reaching 90% by March 15, 2026, are entered into the drawing to be held at Summer Convention.**
4. **$50 Gift Card: To the District President, to be used for District Membership, who sells the most Membership pins by Poppy Shop. To be presented at Summer Convention.**
5. **$50 to the Unit with the highest increase of Junior members from August 1, 2025, to National Poppy Day.**
6. **For all Goal Units by May 31, 2026. A drawing will be held at Department Convention. 1st gets $75.00, 2nd gets $50.00, and 3rd gets $25.00.**

PERSONAL INCENTIVES:

1. **A gift to the District President(s) that are District Goal by National Poppy Day. To be presented at Department Convention.**
2. **A gift to the Unit Membership Chairman who signs up the most new members by May 31, 2027. To be presented at Department Convention.**