

AMERICAN LEGION AUXILIARY
DEPT OF ARIZONA-MEMBERSHIP REPORT
2024-2025

The Department of Arizona's membership theme for 2024-2025 was "Our P.A.W.S.S. are on Fire."

Members worked furiously renewing and recruiting members throughout the state.

Membership packets were provided to each Unit President, District President and Department Officers.

The packets contained membership processing instructions, membership cards, ALAMIS Information, Membership awards, Recruit/Rejoin 10 and Volunteer Interest Forms.

District 12 had their theme "The Olympics" where units were given an inflatable torch to each unit membership chair and was asked to use the Olympic torch as part of their membership drive for renewing and recruiting members. One unit used the Olympic theme and challenged members by email to renew and recruit, they increased their membership by 34 members. Another Unit had a booth at their Post BBQ and gained 10 members, 6 were new members, another unit recruited members during an Art Fair that was held.

District 11 American Legion Legionnaires and Unit 115 Auxiliary members held a joint event at the Arizona State Fairgrounds during the Home and Garden Show 2025. The unit provided 400 goodie bags, along with Auxiliary poppy coloring book, crayons, an American Flag, small toys, and stickers. Poppies were handed out to veterans, other vendors, and attendees. TAL and Auxiliary were able to answer questions and give their elevator speech for membership and direct Legionnaires to the closest post in their area for assistance. At this event they were able to help over 90 veterans get their benefits from the VA, with the help of the Service Officers present.

Membership drives were held at community events, early bird dinners, during poppy distribution at various locations. Interest Forms sent by National were followed up in hope of bringing new members and sharing the purpose of our organization and programs. This has been a very instrumental tool in increasing membership in Arizona.

There are so many unique ways units have been used to build membership based on the culture of each unit's location.

Department of Arizona

Dolores Chavez- Membership Chair