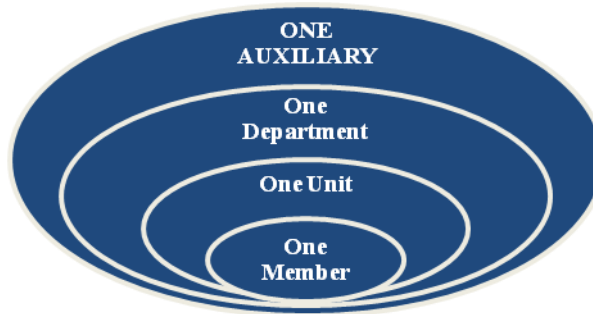




## The Power of One

*One Member, One Unit, One Department, One Auxiliary*



*one thought, one word, one smile, one attitude, one action...  
one idea can launch a transformation, one life can make a difference,  
the collective power of one Auxiliary can change the world.*

### 2010-2011

## National Membership Goal, Objectives and Milestones

**One Membership Goal:** To retain current members and attract new members by demonstrating “Service Not Self,” focusing on the ALA’s core mission outreach programs, and engaging members in meaningful opportunities to participate in mission delivery.

**Numeric Objective:** To maintain 2009 membership totals at 12/31/09. All Departments that maintain will be recognized.

**Incentive:** Departments that grow their membership by 1% over their total 2009 membership at 12/31/09, as of 30 days prior to National Convention, will be recognized. The Department in each membership category with the highest percentage growth over their numeric objective as of 30 days prior to National Convention also will receive a special award.

*The future success of membership organizations depends on a clear purpose, strong values, and engaging opportunities for people to form meaningful relationships as they work together for a common purpose.*

*Amid the chaos of rapid change, meaning and purpose are the enduring qualities that attract and retain members. Meaning matters most.*

American Society of Association Executives

### Milestones:

- 60% October 1, 2010
- 75% February 1, 2011
- 100% 30 days prior to National Convention

***Note: In order for the Department of Mississippi to meet the above Milestones, membership MUST be sent to the Department Office no later than two days prior to each of the above dates for processing.***