



Rules of the Road...

for **Getting New Members** and

Keeping Them!

Be Honest. It's OK to be honest. I had a customer ask me why I joined. I told him...but made it clear...the reason I joined is NOT the reason I stay. He said, "I appreciate your honesty" – and now he's a new Legionnaire in Tennessee!

Grab Them! Make them feel PATRIOTIC! Make them feel honored they're eligible (WOW! You're ELIGIBLE...Awesome!) Make them feel GUILTY! (GASP! You're eligible and you DON'T belong???!?) Whatever emotion you need to use, do it and GRAB THEM! (You may not get a second chance). Your DAD was a Legionnaire (served in the military) and you're NOT a member???! Wow...Seriously??? We can fix that right away!!!

The Buddy System. Every new member is given an application with her membership card to sign up a friend! Use the "Buddy System" and then, when that member comes to the meeting with her buddy, give her a present like a Unit Handbook or Auxiliary pin (they're only \$6.95 through Emblem Sales...and isn't a new member worth a small gift or token for joining?).



What's Your Passion? Ask questions and discover immediately what the "passion" of your member may be. We all have something we're passionate about. Their passion may not yet be the Auxiliary...but are they into legislative issues? Is she a computer whiz? like to draw? ...work in the garden? ...discover their passion and find a fit for that passion in one of our programs. There is something for everybody in the American Legion Auxiliary.

Don't Overwhelm. Read your member. Integrate into our organization using good judgment. Start her out baking cupcakes for the VA. Don't vote her in to unit president at the first meeting!

Follow Through. If you make a commitment, see it through. Others will respond to this core leadership component. We all say, "I'm going to do this!" Make sure you get around to it and when you do it. Do your best!



Thanks! We don't say "thank you" enough. "thanks for joining" ... "thanks for helping" ... "thanks for coming to the meeting" ... Make your members feel valued and appreciated and that their time was not wasted. Say THANK YOU...and mean it.

Ask for help... (even if you don't need it). "Gosh ...you're GREAT at talking to new people...would you help us out with the membership table at Flag Day?" Try to condition yourself to use "we," "us"...our Auxiliary needs your help! We all know...there is no "I" in "TEAM"!

