

**Membership Committee  
Department of Delaware Chairman's Report  
School of Instructions October 20, 2018**

**Membership: Let's Focus on Growth**

The 2018-2019 primary goal is to improve the overall member experience by engaging members in mission delivery to enhance our overall strength. The biggest opportunity for improvement is with new member retention. By the third year, we lose approximately 50 percent of all new members. Please reach out to a new member in a personal way. A personal invitation to get involved is key and will help the member feel included.

Remember to keep positive. At the 2018 Dept. Leadership National Conference in Indianapolis and starting with 2019 dues, ALA National HQ will mail signed membership cards to members who join or renew online.

**Highlights of ALA 2018 National Convention:**

- Active Units - 8,325, New Charters - 17, Reinstated Charters - 10 Total 8352
- Cancelled Charters - 119.
- Silver Brigade won by Dept. of Florida     Deadline May 1, 2019
- R5 Recruit & Rejoin won by Dept. of Oregon     Deadline May 1, 2019

**Mid-Year Report due 12/21/18** for Division Chair by January 5, 2019

**Year End Report due 5/3/2019** Division Chair by May 15, 2019

National President Kathy wants to see how we do membership in the community. Please include community events. This year National wants to hear about your successes with off-site recruiting. Did you set up a membership table at a fair, a bank, a store? Share your stories!

President Kathy's theme this year is "Honor their service", specifically that of women veterans and homeless veterans. National will continue to waive their portion of dues for the first year of any service member you sign up as a new member.

Many members do not want to sit in a meeting. Try to have a project as part of each meeting. You can fill Christmas stockings while talking, prepare care pkgs, etc.

On line there is a new ALARockStar form. This award can be submitted all year long.

Veterans Day Award \$250 to Depts deadline Nov 11, 2018 presented to depts that achieve a 2% over their previous years' membership total as of Veterans Day.

Renewal Notices: First renewal sent in Sept. by National. Second Final notices in January by snail mail to all who did not renew.

Where the sun rises first, so shall our membership!

Deborah Guenther  
Dept. of DE Membership Chairman