

MARKETING THE AMERICAN LEGION AUXILIARY – NEW (Car) MEMBER SHOPPING GUIDE:

- 1 – **Eye appeal** - Do I radiate my love of this organization so others notice that I am proud to be a member?
- 2 – **Tire tread** - Have I spent too much time in one position that I need a re-alignment?
- 3 – **Air and heat** - Do I circulate among all members to listen, learn and lead?
- 4 – **Fuel** - Have I prepared all members to learn more, volunteer more and share themselves more?
- 5 – **Seats** – Am I spending too much time sitting around and thinking, rather than being on the move and doing?
- 6 – **Lights** - Am I sharing enough time and energy to our programs and new members so they too can be beacons?
- 7 – **Body** – Do I have ideas that will fit the mold of our organization?
- 8 – **Price** - Am I willing to contribute beyond paying my dues?
- 9 – **Warranty** - If I stumble will others be there to assist and guide me in the right direction?
- 10 – **Automatic or Manual** – Am I a self-starter or do I need encouragement along the way?
- 11 – **Air Pressure** – Do I ponder my thoughts or release them without thinking?
- 12 – **Radio** – Do I have many levels of listening so I gain a variety of ideas?
- 13 – **Speedometer** – Do I gauge my energy so I am at a steady pace for completing the task at hand?
- 14 – **Consumer Service** – Do I lend a helping hand, a comforting comment or just a quiet presence when that is all that is needed?
- 15 – **Owner Manual** – Have I willingly made an effort to learn more, share more, and seek new knowledge in all areas?

BULLETIN BOARD NOTICE

- 16 – **Drive** – Do I have the momentum to direct a program or event?
- 17 – **Neutral** – Do I remain still when I am unsure of what is needed or meant?
- 18 – **Park** – Do I take time to rest and regroup before pursuing another project?
- 19 – **Reverse** – Am I willing to admit when wrong and willing to accept change as necessary?

20 – **Maintenance** – Do I routinely pause and check my own gauges to see that I am on the right track and am focused ahead?

21 – **Sound Proof** – Am I willing to allow comments of gossip or rumor to bypass me so I am not distracted from our purpose?

22 – **Exhaust** – Am I willing to keep the air clear and free of innuendoes and hurt feelings?

23 – **Sales Staff** – Am I doing my best in seeking out new members?

24 – **Title** – Am I willing to promote ownership in the American Legion Auxiliary and pledge my support to the best of my ability?

If you answer “**Yes**” to at least **18** of these comments then you need to be shopping for new members. Let’s put together a sales pitch, bring along the brochures, a Unit scrapbook and those all-important Juniors. Don’t forget the real car salesmen – The Legionnaires and SAL members. Do we exhibit a “**Family**” atmosphere in and out of the public view or just when we think someone is watching? Let’s work on our public image from inside out and trust me we will notice a difference. This organization is about Veterans first and foremost, children and youth and community. If they do not take center stage in your heart and efforts then we have sent the wrong message. **Let’s get the public to notice the “New Unit” image of “Family.”**

Beverly A. Neel

Membership Chairman 2006-2008