

Sample Scripts for the 2021 “Week of Caring & Sharing” Calls

For a Member in Good Standing:

Hi [member name]. This is [your name] from [your Unit name and number]. I am just calling to say thank you for your membership in the ALA. We really appreciate your passion for serving or supporting our veterans. We want you to know we value your membership and respect your time.

How you are doing? We want to make sure our unit members feel they are part of our Legion Family community and know/feel you can reach out to us during good times or trying times. We rally around our veterans, our community, and our members and that is one of the reasons I am/we are calling today. [Take time to really listen to the member if she expresses concerns or difficult family circumstances.]

We would love to see you at our next meeting or special event [provide the member of the event day, date, and time]. Please let us know if you would like to help with this event. If you are unable to help but would like to attend, we would love to see you. *Optional: If you are having trouble getting to the meetings/events, we can try to arrange to have someone pick you up.*

This year our National President has focused on the health and wellbeing of our members and our veterans. What a great reminder that we should always care for and nurture our own members, as well as our veterans and the community.

Thanks for taking the time to speak with me. I look forward to seeing you soon. If you need anything further here is my telephone number and email address.

For a Member Who Has Not Renewed Yet this Year or Last Paid More Than a Year Ago:

Hi [member name]. This is [your name] from [your Unit name and number]. I want to thank you for your membership [last year/___ years ago] and see how things are going for you and your family.

We understand that everyone has financial and family obligations and have so many good causes they could choose to support, but I know you joined to honor a special veteran or service member. Even if you can't be active in the unit, your membership supports the mission and the veterans we serve. Can I assist you in renewing/rejoining?

If they renew/rejoin: Thank you so much for your renewed support for our veterans. [Make arrangements for how to collect their dues...and application/eligibility documentation for rejoins.]

We value your membership and we respect your time. We would love to see you at the next Unit meeting. However, if you are unable to attend, I would be happy to call you after the meeting and share what was discussed. I will keep you updated on upcoming events as well. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time and I hope to see you soon!

If they are unwilling to commit:

No problem. We'll be holding a _____ for Memorial Day next month. Feel free to come out. Let's stay in touch. My telephone number is _____ and here is my email as well. Thank you for your time today.

These are sample scripts. Please adapt them to suit your needs.

***If you receive negative reasons why people don't want to renew or rejoin, jot them down. These might be good talking points for a future unit meeting.*

RESOURCE IDEA: Please feel free to utilize the attached "Unit Brag Sheet" document to create and have a quick, easy reference sheet to help you share what you are most proud of about your unit as well as your own membership. A "sample" completed one is included as well as a blank one you can print to complete. Brainstorm (with your unit) a few things you might share with those you plan to call. Provide copies of your completed brag sheet to those members who are helping to make calls. This is a handy, quick reference tool that, like the "Elevator Speech," can be useful in feeling better prepared to share your passion about the ALA and possibly excite others to join, renew, or rejoin.



American Legion Auxiliary

Who we are, What we do, Why we matter!

This past year, American Legion Auxiliary members' volunteer service of more than 40 million hours, plus \$37 million raised and spent on mission outreach, has a collective value of \$1.7 billion in service to veterans, military children and communities!

The Auxiliary's efforts are focused in three primary areas:

- ★ Veterans/Military Support & Advocacy
- ★ Family Support
- ★ Youth Development

American Legion Auxiliary

Indiana Unit #0000

111 State St, Indianapolis, IN / 317-000-0000 / unit000@gmail.com

Our unit is very proud of our service to Veterans and citizens right here in our community. For example, we've:

- ★ **Raised over \$1500 to help a military family in our community**
- ★ **Sent 100 care packages to troops overseas**
- ★ **Sent two girls to ALA Girls State**

We'd love to have you join us, and would welcome your participation in the wonderful things our Legion Family is doing – as much or as little as you wish. We value all of our members!

May I give you a call in a few days to answer any questions or help you join?

My Contact Information is:

Sally Smith

317-123-0000

ssmith@yahoo.com



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American Legion Auxiliary

Dept/Unit Name: _____ Unit # _____

City/State/Zip: _____

Phone: _____ Email/website: _____

Our unit is very proud of our service to Veterans and citizens right here in our community. For example, we've:

- ★ _____
- ★ _____
- ★ _____

We'd love to have you join us, and would welcome your participation in the wonderful things our Legion Family is doing – as much or as little as you wish. We value all of our members!

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My Contact Information is:

Name: _____

Phone: _____

Email: _____