



# American Legion Auxiliary

*A Community of Volunteers Serving Veterans,  
Military, and their Families*

**TO: National Executive Committee Members, National Officers, National Chairmen, Past National Presidents**

**CC: Dept Presidents; Dept Secretaries, NHQ Staff; National Committee Members**

From: Kelly Circle, Executive Director

Re: **Weekly Briefing 01-22-2021**

So, how many noticed the incorrect date for MLK Day in the last briefing? 😊 Not sure how I got that wrong but that's what happens when you get in a hurry!

There are no Red Book updates this week.

Our membership team sent out "We Miss You" postcards to former members who haven't paid their dues since 2018. One recipient called and said she was disappointed that no one from her unit had reached out to her in four years. She accepted our offer to renew and paid the back dues for herself and her two adult daughters! Marti Drake astutely pointed out two lessons to be learned: 1. It's a good idea to reach out to former members and 2. A simple phone call from a unit member would have saved three members and hurt feelings. So, don't be shy; pick up the phone and check in with your unit members and recent non-renewals!

National staff has been busy preparing reports for the Audit Committee, the Finance Committee, and the NEC. All of these meetings will be virtual, and information will be going out soon, so stay tuned.

Communications is busily planning the next issue of the magazine, Finance is wrapping up the calendar year and Q1 financial reports, Development is sending out donor tax information letters, and we're all keeping our fingers crossed the vaccine roll-out speeds up like a snowball rolling downhill so we can all get together again soon!

Stay safe and stay healthy; we're almost there!

On a side note: Did anyone else notice Lady Gaga was dressed as a poppy when she sang the National Anthem at the Inauguration? Yes, her dress was supposed to be a representation of the poppy as a "love letter to the country" the designer (an American living in Paris) misses so dearly. Her brooch was not the Hunger Games' mockingjay, but rather a dove with an olive branch, symbolizing peace. She had poppies in her hair as well!