



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 01-29-2021**

The Unit Guide has been updated! The primary changes are:

- the updated membership eligibility that went into effect after our last convention in 2019 (remember that?) as a result of the LEGION act and inclusion of male spouses
- gender neutral language to be inclusive of our male spouses
- icons highlight important info for the unit
- the online version includes **clickable links** to referenced webpages or Facebook group pages.

Hard copies will be available to order through Emblem Sales soon and I'll let you know as soon as I receive that information.

Thank you everyone who applied for the two special committees, Inclusion and Diversity and the Code of Ethical Conduct Review. There were MANY qualified candidates and we are in the process of scheduling interviews now.

The Washington DC Legion office is planning the virtual DC Conference and our staffs are meeting weekly. It will be held March 1-4 with committee meetings on the 1st and 2nd and the Commander's Testimony on the 4th. Stay tuned for more details.

It looks like members are finding our new "Member Portal" on the website. There has been a 30% increase over last year in online renewals! I'm sure the pandemic played a part in this increase but it's good to see members using technology to their advantage.

Because of the NEC vote to move the mail date of the 2nd renewal notice from January 15th to February 1st, we mailed approximately 50,000 FEWER 2nd notices saving the ALA approximately \$12,500!

Please help me welcome our newest Development Coordinator, Amber Hageman! Amber most recently worked in fundraising for Alpha Xi Delta sorority, working with collegiate and alumnae women on scholarship and grant applications. She has extensive experience in donor database systems and online fundraising campaigns. She also worked closely with the marketing and communications department to organize and maintain a visual presence online and in social media. In her free time, she enjoys reading and spending time with her husband and son at their lake place.