

Please feel free to share this month's report.

Dear ALA Leaders,

We began March in Washington, D.C., alongside The American Legion for the Washington Conference. Auxiliary members and staff participated in commission meetings and joined members of the Legion Family in visiting senators and representatives to advocate for the Legion's legislative priorities. These conversations remain one of the most important ways we ensure the voices of veterans, the military and their families, and our communities are heard at the national level.

It was especially encouraging to see strong Auxiliary representation throughout the week, including a number of Past National Presidents whose leadership and experience continue to strengthen our collective impact. Their presence — alongside members from across the country — reflects the depth of knowledge and commitment within this organization.

As the month continued, we shifted our focus to preparing the next generation of leaders through Focus Briefings, New Chair Orientation, and the National Chair Meeting. These sessions provided an important opportunity to align priorities, strengthen collaboration, and ensure our programs remain positioned for continued success.

March was a productive and forward-looking month as staff continued supporting member engagement, expanding communications reach, and advancing operational priorities across the organization.

Below are March's highlights and updates across the divisions.

Highlights

- **Leadership alignment and preparation:** Focus Briefings, New Chair Orientation, and the National Chair Meeting brought together national leaders to align priorities, strengthen collaboration, and prepare 2026–2027 appointees for a successful year.
- **Membership engagement continues:** An outreach email to newly expired members generated 440 renewals, while 28 departments reached 85% of their membership goal, qualifying for the Merit Medallion Award.
- **Strong program participation:** Scholarship applications closed with more than 1,000 total submissions across four national programs, reflecting strong engagement with ALA education initiatives.
- **Communications and digital growth:** Social media engagement increased significantly month-over-month, with Facebook engagement up 40% and continued strong performance across web, blog, and eNews channels.
- **Fundraising success:** The 2026 Celebrating Women of Service campaign generated \$12,071 from 190 donors, marking the most successful campaign to date and demonstrating strong growth in digital engagement.

Programs

Leadership Development and Program Alignment

Focus Briefings, New Chair Orientation, and the National Chair Meeting were held March 25–28 at National Headquarters. These sessions centered on aligning national program leadership, strengthening collaboration, and preparing incoming chairs for the year ahead.

Focus Briefings highlighted National Vice President Dr. Coral Grout’s emphasis on education and sparked conversations around collaboration with external partners and new approaches to member engagement. The New Chair Orientation provided incoming leaders with practical tools and expectations, while strengthening connections with program liaisons. The National Chair Meeting built on this foundation, creating opportunities for shared learning and coordinated mission delivery across programs.

These combined efforts help ensure that ALA programs remain aligned, effective, and positioned to support members and communities in the coming year.

Scholarships (Final Totals)

- Children of Warriors: 901
- Non-Traditional: 60
- Spirit of Youth: 73
- Member Loyalty: 52

Program Activity

- 6 Good Deed Awards and 2 Youth Hero Awards distributed
- 203 Junior Patch Program patches awarded
- 2 Spirit of Youth patches awarded
- 2 Children of Warriors National President patches awarded
- 2 VAVS certification forms processed
- 2 hour bars awarded representing 12,000 lifetime hours of service

Q3 Committee Meetings:

- 4 meetings held
- 196 registered
- 175 attended

Membership

Membership engagement efforts continued in March, with a focus on both retention and department-level progress.

A total of **28 departments achieved 85% of their membership goal by March 15**, qualifying for the Merit Medallion Award and reflecting strong performance across multiple departments.

An outreach email to newly expired members generated **440 renewals**, demonstrating continued effectiveness of targeted digital engagement.

Staff also hosted a Department Secretary “Lunch & Learn” session on March 11, providing guidance on dues rates, charter processes, and upcoming membership materials. The session supported improved consistency and communication across departments.

Additional Metrics

- Phone renewals: 710 processed
- Unit growth: 2 units chartered or rechartered in March (38 YTD)
- Paid Up For Life: 21 applications processed
- ALAMIS: 254 users set up; 4 Department Full User trainings conducted

Events & Education

ALA Academy LIVE Webinars

Upcoming sessions include:

- Building a Strong Membership Strategy – April 14
- Promoting the American Legion Legislative Priorities – April 21

Webinar participation continues to grow, with registrations exceeding the previous year by more than 700 participants.

Since September 1, the Events team has processed **354 travel authorizations** and **243 travel expense reports**, supporting national meetings and events.

Upcoming Events

- Department Leadership National Conference: May 1–4
- National Convention information distribution (authorizations, housing, travel): May 15–18

Communications & Marketing

March reflected continued growth in digital engagement and audience reach, supported by strong content performance across social media, eNews, and web platforms.

Auxiliary Magazine

The May issue of *Auxiliary magazine* is scheduled for delivery April 20–26. Work is already underway on the August issue, which will be produced during the busy summer months.

Social Media

Facebook performance continues to grow:

- Views: 457,341 (up 18%)
- Engagement: 26,359 (up 40%)
- Net follows: +66

Top-performing content included National Vietnam War Veterans Day, The American Legion birthday, and National Supreme Sacrifice Day posts, all of which generated strong engagement and reach.

Instagram channels also showed steady growth, with continued engagement across both ALANHQ and ALAGN accounts.

ALA eNews

- Emails sent: 318,061
- Delivered: 313,931
- Opens: 112,744 (35.9% open rate)
- Clicks: 1,437

Top engagement items included member benefits, webinar registrations, and National Poppy Day content.

Website & Blog

- 56,614 active users
- 213,655 total views

Top content included membership resources, scholarship information, and blog content supporting Month of the Military Child and member engagement ideas.

Development

The 2026 **Celebrating Women of Service campaign** was successfully executed in partnership with Feathr, generating **\$12,071 from 190 donors**, making it the most successful campaign to date.

This growth reflects increasing effectiveness in digital fundraising and engagement strategies.

Staff also implemented updates to the subgrant threshold and related processes, improving clarity, reducing administrative burden, and supporting more consistent grantmaking practices across departments.

Human Resources

Human Resources staff are currently supporting open enrollment for employee benefits while continuing recruitment and interviewing for open positions.

Additional priorities include:

Beginning FY27 budget preparation for wages and benefits

Reviewing internal policies and procedures

Ensuring compliance with unemployment insurance reporting

Coordinating with third-party vendors to reconcile benefits and retirement-related accounts

Finance

The Finance Committee met on March 18 and approved an alternative investment opportunity through Valeo Financial Advisors, LLC, allocating funds to a warehouse property investment.

On March 30, the Risk & Compliance Committee reviewed the IRS Form 990 filings for both the ALA and ALA Foundation with Blue & Co. The returns were approved with minor revisions.

Staff continues to make progress on integrating Concur travel expense data into Financial Edge NXT through ApexConnect, which will reduce manual entry and improve efficiency in financial processing.

Closing Note

March's progress reflects the continued focus on preparing leaders, strengthening member engagement, and building organizational capacity for the future. From leadership development and program alignment to growing digital engagement and successful fundraising efforts, the organization continues to move forward with strong momentum.

Thank you for your continued leadership, guidance, and partnership. The work outlined in this report reflects the collective efforts of our volunteers, departments, and National Headquarters staff working together to advance the mission of the American Legion Auxiliary.

Please do not hesitate to reach out with any questions, comments, or feedback.

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