



Best Member Experience Award

Units that demonstrate the most effective way(s) to improve the member experience are eligible to receive a letter from the National President, recognition in *Auxiliary* magazine and at National Convention, and \$100 to be used for membership and mission outreach. One winner per division will be selected.

Guidelines:

- Complete this nomination form & questionnaire.
- Include a short narrative on how the unit has improved the member experience for their members. Examples include: educating members on the benefits of belonging to the ALA, increasing members' participation based on their specific interests, mentoring and electing new unit officers and chairmen, etc.
- Include at least one photograph of your unit that represents how the unit has improved the member experience. Submitted photographs may be included in national publications.
- Forward completed form to your Department Membership Chairman.
- Department Membership Chairmen are to forward the completed form to their National Division Membership Chairman. Form must be received by the National Division Membership Chairman no later than **May 1, 2017**.

NOMINATION FORM

Please type or print legibly

Unit Name: _____ Unit#: _____ Dept: _____

Unit Address: _____

Answer the following questions:

1. Does your Unit do any of the following?

a. Conduct a Member Benefits Fair or an informational session about member benefits?

Yes _____ No _____

b. Invite guest speakers to Unit meetings?

Yes _____ No _____

c. Survey members of your unit to determine their specific talents and interests?

Yes _____ No _____

- If yes, describe what your unit does when they learn of a member's talents and interests.

d. Call to check on the well-being of members that the Unit has not heard from?

Yes _____ No _____

e. Offer rides to members to things such as Unit meetings/events, Post functions, doctor's appointments?

Yes _____ No _____

f. Recognize members for their efforts on such things as working a program, assisting with an event, recruiting new members, calling on renewals, or for sharing a new idea?

Yes _____ No _____

- If yes, describe how you recognize these members. (Examples: recognition at a meeting, given a certificate/pin/ribbon, recognized in unit newsletter, etc.)

2. Do members of your Unit participate in any of the following?

- a. Distribute Poppies Yes _____ No _____
- b. Volunteer at a VA Hospital Yes _____ No _____
- c. Organize or participate in a Stand Down Yes _____ No _____
- d. Organize or participate in a Christmas Shop Yes _____ No _____
- e. Send packages to active duty military Yes _____ No _____
- f. Donate items for homeless veterans Yes _____ No _____
- g. Other (please specify): _____

3. Does your Unit distribute any of the following information to your members? *Circle all that apply*

- a. New Member Kit
- b. Unit Guidebook
- c. Member Benefits Flyer
- d. AEF Application (if/when applicable)
- e. Scholarship Applications (if/when applicable)
- f. Other (please specify): _____

4. Does your Unit promote your Auxiliary activities within your community? Yes _____ No _____

a. If yes, does your unit use any of the PR tools available on the National Headquarters website? (Newsletter templates, bulletin templates, posters, banners, etc.)

Yes _____ No _____

b. If Yes, list the tools your unit uses: _____

c. Please list other ways your Unit promotes the Auxiliary within your community?

5. Attach a short narrative in which you provide three examples that demonstrate how your unit provides an exemplary member experience that keeps members renewing their membership year after year.