

UNIT DEVELOPMENT and REVITALIZATION  
MARY ANN OTTE (ROLLIE)  
2785 County Road Z, Morse Bluff, NE 68648  
[rmotte2785@nntc.net](mailto:rmotte2785@nntc.net)

The purpose of the Unit Development & Revitalization Committee is to assist struggling Units, to encourage the chartering of new Units and generally to help to promote Unit development and healthy Units.

Units are encouraged to contact a member of the UD&R Committee for assistance at any time and to be receptive to the assistance requested. The committee can help if your Unit is losing members; no one is willing to take a leadership (officer) position or other situations that may occur.

Try to think of yourself and the members of your Unit as others might see you. It is important to present a good image and a positive first impression. That is a first step in having others want to be part of our organization. Promote upcoming events in your local newspaper and also submit articles about programs your Unit has done. Take advantage of Public Service Announcements on your local radio and TV stations. Newspapers and other media are very willing to provide publicity for our organization.

One of the methods to recruit members is to obtain the membership roster of your American Legion. Use that list to identify potential members for the Auxiliary. We also need to recruit and encourage our old members to become active again. Write a special letter of invitation to those potential members including a membership application or contact each of those people in person.

Once a new member or members have joined your Unit be sure to welcome them to meetings. Tell them we are “glad to have you” and send them notes to tell them the same. Help them to understand the programs use the full name of the program, not just the abbreviated letters. For example.....use Unit Development and Revitalization, not UD&R. Pay special attention to see what their interests and talents are and help them identify which programs they would like to be involved in. Remember not everyone is able to do everything! Our strengths and interests vary just as the programs of the Auxiliary vary. There is something for everyone.

Use Unit newsletters to keep all members informed of upcoming events and even what has happened at meetings. Some may not be able to attend meetings, but still like to be “in the loop”. If postage expense is a problem, try using e-mail as much as possible. This is also a good way to share information received from your Department and District which should also be read at every meeting.

Use the Leadership Correspondence Course available from National as a way of helping new members learn about the Auxiliary, a good review for current members, and a training tool for leaders. This course can be used in sections as part of a regular meeting, as a special meeting (perhaps with a salad luncheon), or two or three members can meet at separate times to work on it. While working on this course, someone may identify some new areas or programs that your Unit might be interested in. Be open to those new ideas, whether they come from a 50 year member or a new member. It is never wrong to try something new.

Be a mentor to a new member or even to another Unit. If you would like a mentor, don't be hesitant to ask another member or another Unit to help you. Mentoring is especially important.

Try to remember when you were a new member what is it that sparked your interest or what should have been done to spark your interest in the organization? That will give you ideas of how to assist the newer members.

Work with The American Legion and Sons of The American Legion as much as and whenever possible. Working together as a family will strengthen all of the organizations.

---

CITATION POINTS - 10 points assigned

3 pts...Unit identified potential members and invited them to join either by letter,  
phone or personal contact

3 pts...Old or past member returned to two meetings

1 pt...Department and District newsletters were read at meetings

1 pt...Unit provided orientation for new members

2 pts...Unit provided mentors for new members

---