



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.

Form may be duplicated.