



OPERATION M.O.V.E. FOR MEMBERSHIP! 2026-2027

As we focus on this year ahead and President Linda's theme of "**Mission Auxiliary Serving Heroes**", we also want to motivate and expand our membership in keeping our mission moving forward. Florida has become a powerhouse to be reckoned with, and in years past we've had great success in building the foundation and getting ready – now, if you accept the mission, it's time to

mobilize! To make that happen we are launching **Operation M.O.V.E. ~ Mobilizing Outstanding Volunteers Everywhere!**

Our military sets the example of the spirit of service that our Auxiliary also embraces. As we celebrate the 250th anniversary of our great nation, we are giving each Area a designation as a branch of service to honor our military. Each Area will be led by a Membership Recon Team (MRT) member ~ formerly known as Area Chairmen. They will be your go-to for advice and support for all things pertaining to membership recruitment. Your MRTs remain steadfast with a commitment to supporting our members, working our mission, and supporting you to achieve success in recruiting, retaining and rejoining members ~ those Outstanding Volunteers that make each and every Unit hum like a well-oiled Jeep! Please invite your MRT to any membership focused activities you may be doing in your District and Units throughout the year.

To emphasize the mobility of our theme, each District will have a military vehicle from their branch of service. Embrace and incorporate your Area's branch of service and your District's vehicle into your meetings, events and fundraisers whenever possible. My MRTs and myself will be watching for the most creative use of these symbols throughout the year. Have fun with it as you honor our service members, past and present!

If you find yourself facing challenges, your Operation M.O.V.E. team is here to support you. Theaters of Complacency and Malcontent have no place in this great mission and it will require your relentless focus while we continue our march forward. We are the Department of Florida, ready for the mission, and you are the engine of victory! As the saying goes, you can't get a mission finished if you never get it started, so read on through the S.O.P.'s (standard operating procedures) of this P.E.P and **#LetsMOVE!**



DEPARTMENT MEMBERSHIP COMMITTEE 2026 – 2027

DEPARTMENT CHAIRMAN

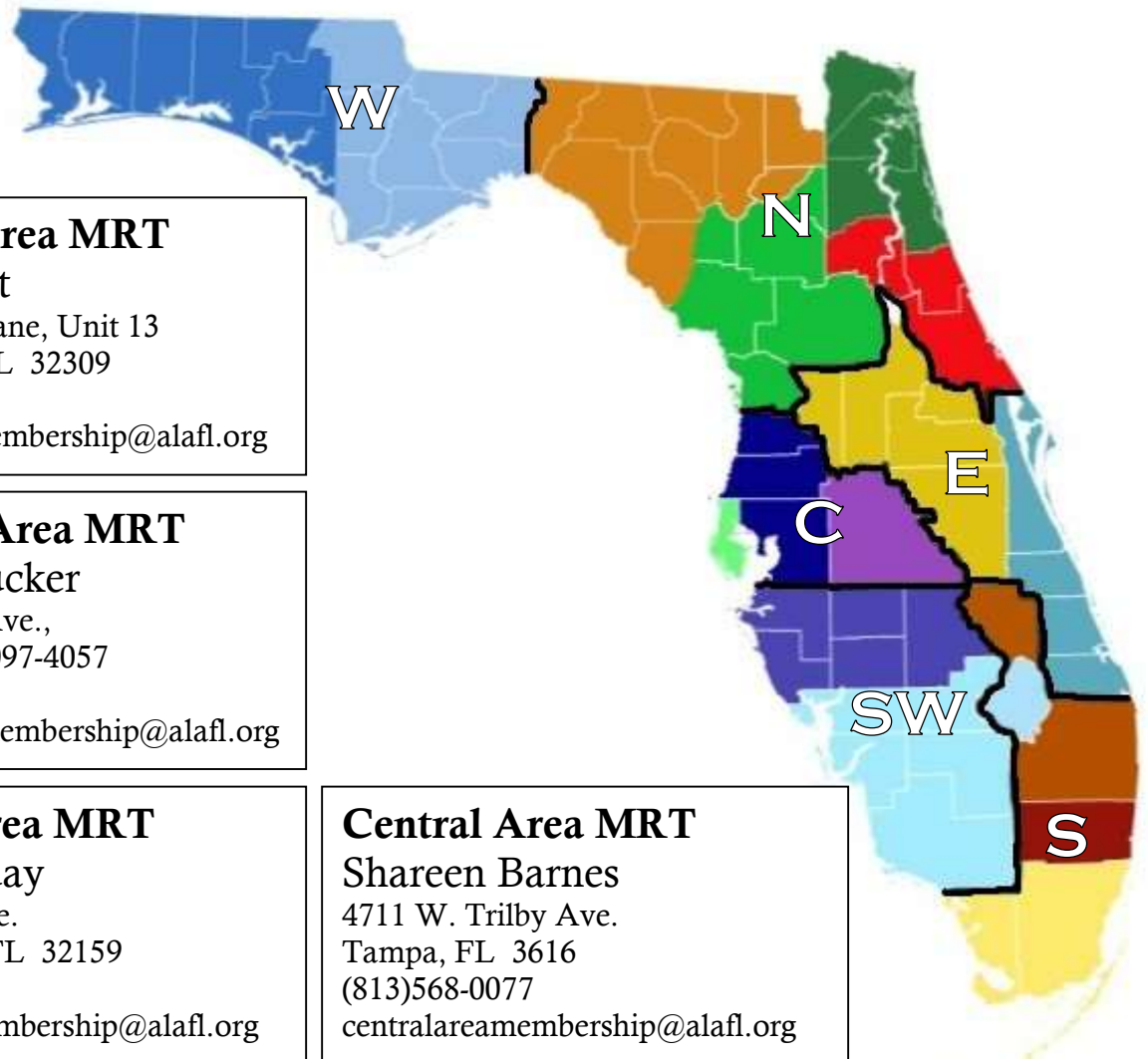
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OPERATION M.O.V.E

CHAIN OF COMMAND

DEPARTMENT OF FLORIDA MEMBERS TROOPS

DEPARTMENT OF FLORIDA JUNIORS..... CADETS

UNITS..... PLATOON

UNIT PRESIDENTS PLATOON LEADER

DISTRICTS BRIGADES

DISTRICT CHAIRMEN ADVISORS

DISTRICT PRESIDENTS COMMAND STAFF

DEPARTMENT CHAIRMEN ENVOYS

DEPARTMENT OFFICERS EXECUTIVE OFFICERS

PAST DEPARTMENT PRESIDENTS GENERALS

DEPARTMENT OF FLORIDA PRESIDENT..... COMMANDER IN CHIEF

DEPARTMENT HEADQUARTERS HQ (of course!!)



FLORIDA AREA BRANCHES OF SERVICE

WESTERN AREA (D 1&2) ~ MARINE CORP

NORTHERN AREA (D3, 4, 5 & 17) ~ NAVY

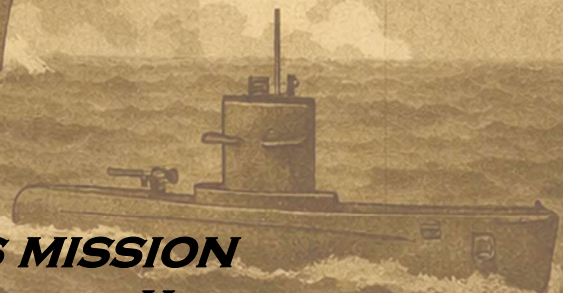
CENTRAL AREA (D7, 15 & 16) ~ AIR FORCE



**EASTERN AREA (D6 & 12) ~
SPACE FORCE**

SOUTHERN AREA (D9, 11 & 14) ~ ARMY

SOUTHWESTERN AREA (D8 & 13) ~ COAST GUARD



***LET'S KEEP THIS MISSION
MOVING FORWARD!!***

HOW OUR MISSION MOVES!

Below are the assigned historic vehicles that our military used for mission success!

BRIGADE 1 USMC UH-1 HUEY

BRIGADE 2..... USMC AH-1 COBRA

BRIGADE 3..... NAVY F4U CORSAIR

BRIGADE 4..... NAVY USS ENTERPRISE

BRIGADE 5..... NAVY AC-130 SPECTRE

BRIGADE 6..... SPACE FORCE APOLLO 11

BRIGADE 7..... AIR FORCE F-4 PHANTOM II

BRIGADE 8..... COAST GUARD..... USCGC TANEY

BRIGADE 9..... ARMY M-18 HELLCAT

BRIGADE 11 ARMY M-48 PATTON

BRIGADE 12 SPACE FORCE MERCURY

BRIGADE 13 COAST GUARD..... USCGC EAGLE

BRIGADE 14 ARMY M-26 PERSHING

BRIGADE 15 AIR FORCE P-51 MUSTANG

BRIGADE 16 AIR FORCE P-38 LIGHTNING

BRIGADE 17 NAVY P-47 THUNDERBOLT



OPERATION M.O.V.E TARGET DATES

2026 – 2027

National Dues Renewal Emails/Mailings

<u>Mission</u>	<u>Date</u>
Operation: Snail Mail	September 15, 2026
Operation: Winter Thaw	January 15, 2027

Department Missions

<u>Event</u>	<u>Date</u>
Boot Camp	July 9-12, 2026
Workshop	July 24-26, 2026
Schools of Instruction	Within 30 days of Workshop
Fall Conference	November 20-22, 2026
Department Convention	June 24-27, 2027

Unit Membership Goal Targets

65%.....	September 15, 2026	Operation First Advance
75%.....	December 16, 2026.....	Operation Full Speed Ahead
95%.....	April 16, 2027	Operation Final Push
105%.....	May 26, 2027	Operation Mission Accomplished

DEPARTMENT MEMBERSHIP AWARDS

Capt Auxiliary's Command Briefing

During the Department Workshop, Department Officers, PDP Mentors, Area Membership Chairmen, District Presidents and District Membership Chairmen will gather for a special luncheon.

Forward Scout Award

A special gift will be given to the Unit President and Membership Chairman in each membership grouping with the highest percentage in membership received by Department and processed the week prior to Department Fall Conference.

Gold Boot Award

A certificate will be given to the first Unit President and Membership Chairman in each membership grouping to achieve 100% in membership.

Breakthrough Award

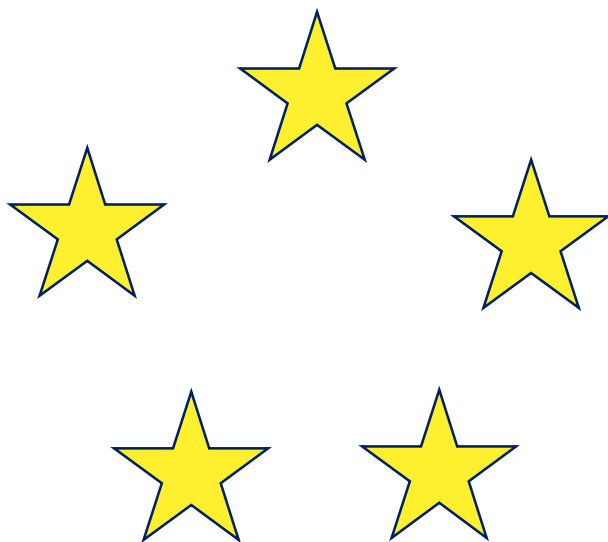
100% dog tag bracelets will be presented to ALL District Presidents, District Membership Chairmen, Unit Presidents and Unit Membership Chairmen who achieve 100% by April 16, 2027. 100% membership ribbons for banners for each District and Unit who achieve 100% by close of books.

Mission Accomplished Award

A plaque will be presented to each District and Unit President achieving 105% by close of books.

4-Star Award

A certificate will be presented to each Unit that has met all four Unit Target goal dates!



NATIONAL MEMBERSHIP AWARDS

Member Award: Recruit/Rejoin 10

- **Award:** Special gift selected by the National Membership Chairman
- **Presented to:** Members who recruit and/or rejoin 10 Senior and/or Junior members. Rejoined members must not have renewed since 2023 or earlier.
- **Deadline:** Members must be entered and paid in ALAMIS member database by June 1, 2027.
 - o FORMS must be received at National HQ by June 7, 2027.
- **Materials and guidelines:**
 - o Form can be printed from the ALA national Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged in to the *My Auxiliary* area to access the page.
 - o One entry per recruiter.

Unit Award: 100% Unit Award

- **Award:** A special gift from the National President
- **Presented to:** Units that reach 100% of their 2027 membership goal by January 31, 2027.
- **Deadline:** January 31, 2027
- **Materials and guidelines:**
 - o This award will be based on units that reach 100% of their reported goals by January 31, 2027 as verified by ALAMIS.

Note: Departments must submit unit goals to National Headquarters by September 1, 2026, to be eligible for the 100% Unit Award. These must be sent in a specific format which will be provided by NHQ. Gifts for winning units will be mailed to each department for distribution.

Unit Award: New Unit Award

- **Award:** A special gift selected by the National President
- **Presented to:** New units chartered between September 1, 2026 and July 31, 2027.
- **Deadline:** July 31, 2027.
- **Materials and guidelines:**
 - o This award is automatically presented upon receipt and processing of new unit charter applications at National Headquarters.

Department Membership Goals: Department membership goals are based on each department's 2025 membership as of 30 days prior to the 2025 National Convention + 1% increase (2 mbrs).

Seating at National Convention: Seating at National Convention will be based on each department's percentage of their 2027 membership goal, from highest percentage to lowest.

Department Award: 50% Award

- **Award:** \$50 to be used to advance the ALA mission
- **Presented to:** Departments reaching 50% of their 2027 department membership goal.
- **Deadline:** Veterans Day, November 11, 2026.
- **Materials and guidelines:**
 - o Award will be based on membership entered in the ALAMIS member database by November 11, 2026.

Department Award: Highest Percentage of New Members per capita

- **Award:** Citation Plaque

- **Presented to:** The department with the highest percentage of new 2027 members per capita. Citation Plaque will be presented to the winning department at their mid-winter meeting by the national membership chairman.
- **Deadline:** January 1, 2027

Department Award: 85% Award

- **Award:** \$85 to be used to advance the ALA mission
- **Presented to:** Departments reaching 85% of their 2027 department membership goal.
- **Deadline:** Merit Medallion Membership Deadline March 15, 2027.
- **Materials and guidelines:**
 - o Award will be based on membership entered in the ALAMIS member database by March 15, 2027.

Department Award: Highest Percentage of New Members per capita

- **Award:** Citation Plaque
- **Presented to:** The department with the highest percentage of new 2027 members per capita. Citation Plaque will be presented to the winning department at their department convention.
- **Deadline:** May 1, 2027

Department Award: 95% Award

- **Award:** \$95 to be used to advance the ALA mission
- **Presented to:** Departments reaching 95% of their 2027 department membership goal.
- **Deadline:** National Poppy Day® May 28, 2027.
- **Materials and guidelines:**
 - o Award will be based on membership entered in the ALAMIS member database by May 28, 2027.

Department Award: 100% Award

- **Award:** \$250 to be used to advance the ALA mission
- **Presented to:** Any department that has reached 100% of their 2027 department goal.
- **Deadline:** Independence Day, July 4, 2027.
- **Materials and guidelines:**
 - o Award will be based on membership entered in the ALAMIS member database by July 4, 2027.

Department Award: 95% Retention Award

- **Award:** Citation Plaque
- **Presented to:** Any department that reaches 95% retention rate (includes renewals and rejoins)
- **Deadline:** 30 Days prior to National Convention, July 31, 2027
- **Materials and guidelines:**
 - o Award will be based on membership entered in the ALA MIS member database by July 31, 2027

Department Award: 102% Award

- **Award:** \$500 to be used to advance the ALA mission
- **Presented to:** Any department that has reached 102% of their 2027 department goal.
- **Deadline:** National Lighthouse Day, August 7, 2027.
- **Materials and guidelines:**
 - o Award will be based on membership entered in the ALAMIS member database by August 7, 2027

BRANCH OF SERVICE SONGS & MOTTOS

• Army •

Song: “The Army Goes Rolling Along”

Motto: “This We’ll Defend”

It emphasizes the Army’s role as the primary defender of the nation and its freedoms.

• Navy •

Song: “Anchors Aweigh”

Motto: “Honor, Courage, Commitment”

Not an ‘official’ motto, but adopted as core values in 1992. The emphasis on these values stems from its long history of global operations.

• Marine Corps •

Song: “The Marines’ Hymn”

Motto: “Semper Fidelis”

Often shortened to “Semper Fi”, it is Latin for “Always Faithful” and represents unwavering loyalty to the Corp, fellow Marines, and the United States.

• Air Force •

Song: “The U.S. Air Force”

Motto: “Aim High...Fly – Fight – Win”

It reflects the focus on technological superiority, agility, and achieving victory through air power.

• Coast Guard •

Song: “Semper Paratus”

Motto: “Semper Paratus”

Latin for “Always Ready”, this embodies the constant state of preparedness for search-and-rescue, law enforcement, environmental protections, and defense missions.

• Space Force •

Song: “Semper Supra”

Motto: “Semper Supra”

Latin for “Always Above”, it signifies vigilance and operations in space – the ultimate high ground – to protect U.S. interests.



DEPARTMENT OPERATIONS MEMBERSHIP GUIDELINES

(EXCERPTS FROM NATIONAL CHAPTER 8)

Executive Summary

As a membership-driven, nonprofit patriotic service organization, the American Legion Auxiliary could accomplish very little without its members and their individual dedication to our mission. The very fact that we have over 500,000 members carries tremendous influence and clout as we lobby for veterans' issues along with the rest of the Legion Family. Through our various programs, our dedicated members impact the lives of veterans, military, and their families, as well as the general public. The future of the ALA and the continuation of our great works depend on our ability to recruit and retain members. In short, without our members, the ALA could not exist.

Membership Eligibility

As stated in the ALA National Constitution & Bylaws, each unit of The American Legion Auxiliary shall be responsible for verifying eligibility and deciding its membership, subject to the restrictions of the national governing documents. Once eligibility is established, applicants who meet the eligibility requirements may become members of an Auxiliary unit. A member of a unit is also a member of the department and the national organization. By payment of dues to the unit, a member also contributes to the support of their department (state) and the national organization.

Membership in the American Legion Auxiliary shall be limited to:

- 1) grandmothers, mothers, sisters, spouses, and direct and adopted female descendants of members of The American Legion; and
- 2) grandmothers, mothers, sisters, spouses, and direct and adopted female descendants of all men and women who served in either of the following periods: April 6, 1917, to November 11, 1918 and any time after December 7, 1941 who, being a citizen of the United States at the time of their entry therein served on active duty in the Armed Forces of any of the governments associated with the United States during either eligibility periods and died in the line of duty or after honorable discharge;
- 3) grandmothers, mothers, sisters, spouses, and direct and adopted female descendants of all men and women who were in the Armed Forces of the United States during either of the following periods: April 6, 1917, to November 11, 1918; and any time after December 7, 1941 who served on active duty in the Armed Forces of the United States during either eligibility periods and died in the line of duty or after honorable discharge; and
- 4) to those women who of their own right are eligible for membership in The American Legion.

Other factors to consider when determining membership eligibility:

- When a request for ALA membership is based on the military service of a family member who is still living, that family member must be a member of The American Legion before the relative may join. The applicant does not have to apply to the same TAL post home as their family member.

- When a request for ALA membership is based on a deceased veteran, the prospective member will be asked to provide verifying documentation that proves eligibility (see acceptable documentation below).
- Male spouses are eligible to join the American Legion Auxiliary. If their spouse (male or female) is living, they must be a current member of The American Legion before the male spouse may join the ALA. If their spouse is deceased, the spouse must have served during one of the eligible service periods.

NOTE: No other male relatives are eligible to join the American Legion Auxiliary at this time.

The following documents are acceptable to verify membership eligibility in the ALA:

1. DD214 discharge papers (not issued until after the Korean War)
2. Official military orders
3. Official military service citations/awards
4. Letters related to the veteran's military service; must be on official government letterhead.
5. Certificate from the VA records center in St. Louis
6. Data from the back of older discharges

It should be noted that discharge papers or copies of official military orders are not always easily available to the veteran, especially to those United States (U.S.) citizens who served in allied forces during military conflicts in a common area with the U.S.

In one such example cited by an American Legion source, a U.S. citizen who was visiting Europe at the beginning of WWII was trapped behind enemy lines, and because of German heritage, he was drafted into the German army. Later, he wound up separated from his German unit near the Russian front (Russia was an ally of the U.S. in WWII) and was soon fighting with the Russians against the Germans. Following the war, he returned to his hometown, Chicago, Illinois, and wanted to join The American Legion. His verification of service was Russian documents (translated) and commendations. He was allowed to join The American Legion.

Another example, where pictures established active-duty service, might be sailors or Marines in uniform while on liberty in a foreign port.

Key elements to review on any documentation, whether discharge papers or military orders, are dates of service and the character of the service (i.e., honorable or dishonorable). The American Legion does not research to verify the details behind the DD214 unless it appears to be falsified. Any falsified DD214 or military orders should be referred to the FBI. If the discharge is listed as "non-characterized," refer those to the NHQ Executive Director, who will ask Counsel General to review the coding listed.

Information on a veteran's service record can be obtained by contacting the National Archives

and Records Administration at 1-866-272-6272 or www.archives.gov/veterans.

Definition of Spouse

The term “spouse” and the terms “husband” and “wife” – as defined in Code of Federal Regulations 26 Section 301.7701-18 – means an individual(s) lawfully married to another individual(s).

This IRS regulation concludes that the terms spouse, husband and wife do not include individuals who have entered into a registered domestic partnership, civil union, or other similar formal relationship not denominated as a marriage under the law of the state, possession, or territory of the United States where such relationship was entered into, regardless of domicile.

This means that the individual non-veteran in these non-recognized relationships – domestic partnerships, civil unions, or other similar formal relationships not denominated as a marriage – are not American Legion Auxiliary member-eligible.

Note: See full Legal Opinion by the National Judge Advocate dated September 5, 2019 on the definition of “spouse” at the end of this chapter.

Authorized Forms of Membership

The only authorized form of membership is active membership, of which there are two (2) classes: Senior and Junior. Granting special or honorary membership for any purpose or reason whatsoever is prohibited.

Senior members are those who are age eighteen (18) or older and those under the age of eighteen (18) years and married.

Junior members are those under the age of eighteen (18) years; their activities are supervised by Senior members. Upon reaching eighteen (18) years of age, Junior members are automatically admitted into Senior membership with full privileges. Junior members conduct their own meetings and perform their own special activities, planning their own community service projects and supporting unit projects. Junior members may hold honorary national officer positions. These young volunteers follow in the footsteps of Senior ALA members by donating thousands of hours in service to our veterans.

Once accepted as ALA members, they may continue their membership from year to year, whether or not their veteran relatives continue membership in The American Legion. The fact that a member’s service relative is no longer a member of The American Legion does not compel the ALA member to lose their ALA membership, as long as they do not have a lapse in dues payments.

The phrase “died in the line of duty,” applies to all persons who were killed in action, died of wounds or disease, were killed by accident or otherwise came to their death other than as a result of their own misconduct. In case of doubt, the Adjutant General of the Army, or the Navy Department, Washington, D.C., can advise if the person was considered to have died in the line of duty.

Any person who legally marries a member of The American Legion at any time is eligible for membership in the ALA. A man or woman who is the legal spouse of a male or female

Legionnaire is eligible for membership in the ALA.

Widows from legal marriages are also considered spouses for membership. Applications for membership must be completed for every applicant, and they must provide proof of their eligibility.

Paid Up For Life membership (PUFL): Any member in good standing whose membership dues are paid for the current year may become a PUFL member.

Honorary Life Memberships: This distinction was created for units that confer Honorary Life Membership on outstanding members.

Member Recruitment and Retention

Recruiting and retaining a diverse, active membership is critical to our mission. Well into the future, veterans will need our support and advocacy to assist them at home and abroad, during war and peacetime, to receive the attention and support they deserve.

To ensure the American Legion Auxiliary continues to exist for a future of serving our veterans, military, and their families, our goal is to enhance membership strength. Following is a sampling of the resources available on the MyAuxiliary portal of the national website at www.ALAforVeterans.org to assist in achieving this goal:

1. The American Legion Family Membership Brochure
2. Paid Up for Life Application
3. Unit Guide
4. Door Hanger Templates
5. Volunteer Interest Form
6. ALAMIS Training Manuals
7. Membership Award Forms

It is important for department officers, board members and other leaders to become familiar with the tools available as units work to increase the ALA's positive visibility to attract and retain members. Letting members know that their contributions are valued, along with welcoming, respectful treatment goes a long way toward creating a positive experience and an appealing environment for both current and potential members. Department officers are encouraged to mentor unit leadership with these ideals.



★ ★ ★
MISSION AUXILIARY
— **SERVING HEROES** —

OPERATION M.O.V.E.

Mobilizing Outstanding Volunteers Everywhere



— **ENLIST TODAY** —
MOBILIZING OUTSTANDING VOLUNTEERS EVERYWHERE!



OPERATION M.O.V.E.

Mobilizing Outstanding Volunteers Everywhere



AMERICAN
LEGION
AUXILIARY

★ ★ ★ ★ JOIN THE ★ ★ ★ ★
AMERICAN LEGION AUXILIARY TODAY!
Be Part of the Movement

AMERICAN
LEGION
AUXILIARY



CELEBRATING THE
250TH ANNIVERSARY
OF THE UNITED STATES 1776-2026



★ **MISSION AUXILIARY** ★
SERVING HEROES



**Children &
Youth Programs**

**Scholarship &
Financial Aid**

**Veterans Legislation
& Benefits**

**National Security &
Protection of Our Flag**

I WANT YOU

to be a Legion Family member

To Learn More, Contact:

Eligibility Dates

World War I

April 6, 1917 – Nov. 11, 1918

World War II – Present

Dec. 7, 1941 – Present*

* if currently serving on active duty today, you are eligible.