



Hello to the amazing racing team of California

October 2020

Wow I can believe it is already October but let us get this race started. I know we have had some minor glitches at the starting line, but we are off to a great start.

I want to say to our family in the north we are thinking about you and keeping you in our prayers during the fires.

I know it has been extremely hard to get membership since so many of us are still under strict restrictions but once again we will need to put come up with a new race plan. I have been in touch with many units to get some new ideas or just some refresher ideas.

- Keep in touch with your members such as sending handwritten notes.
- Bake some cookies and take them to your members.
- Create a phone tree.
- Have Zoom meetings or face time with your members.
- We have had some post being able to open if they are serving food and doing take out. If your post is able to serve take out it, then get the word out use your local papers and let them know, this could help build your membership.

A lot of units and districts have been using Zoom to have meetings and reporting. I know that it can cost but their other web-meetings that are free like web-ex meetings. I think if we can take one good thing about being quarantine it has made us think outside of the box, which we can now apply to our new membership goals.

We have the pit stops set and I wanted to give you projection of the awards that are coming up.

Member Award: 10 X 10 • Award: Gift selected by the National Membership Chairman

- Presented to: Members that recruit 10 (ten) NEW SENIOR members for the 2021 membership year by November 10, 2020. • Deadline: Members must be entered and paid in ALAMIS system by 11/10/20. FORMS must be received at National HQ by November 15, 2020. • Materials and guidelines: Form can be printed from the ALA National Membership Committee page of the national website (www.ALAforVeterans.org). You must be logged into the "Members only" area to access the page. One entry per recruiter.

Unit Award: 100% Unit Award • Award: 100 awards of \$100 to be used to advance the ALA mission

- Presented to: Units that reach 100% of their 2021 membership goal by November 10, 2020 will be placed into a random drawing from which 100 units will be selected to receive \$100. • Deadline: November 10, 2020
- Materials and guidelines: This award will be based on units that reach 100% of their reported goals by November 10, 2020 as verified by ALAMIS.

Please keep up the great work up and keep the ideas racing. I hope to see you all very soon and please let me know if you have any questions and also you can reach out to your area support team, we are all just one click away.

Tracy Varnell Fercho

Department Membership chairman

805 233 4354

Tvarnell2@yahoo.com