



NATIONAL  
PROGRAMS ACTION PLAN  
2016-2017

*(FORMERLY KNOWN AS THE PLAN OF ACTION)*





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## **MISSION STATEMENT**

In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.

## **PURPOSES**

In fulfillment of our mission, the American Legion Auxiliary adheres to the following purposes:

- To support and advocate for veterans, military and their families
- To support the initiatives and programs of The American Legion
- To foster patriotism and responsible citizenship
- To award scholarships and promote quality education and literacy
- To provide educational and leadership opportunities that uphold the ideals of freedom and democracy and encourage good citizenship and patriotism in government
- To increase our capacity to deliver our mission by providing meaningful volunteer opportunities within our communities
- To empower our membership to achieve personal fulfillment through Service Not Self

## **VALUES**

Our statement of values is predicated on the founding purposes:

- Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty
- Service to God, our country, its veterans and their families
- Tradition of patriotism and citizenship
- Personal integrity and family values
- Respect for the uniqueness of individual members
- Truthful open communication in dealing with the public and our members
- Adherence to the adopted policies and rules



## Message from Mary E. Davis, 2016-2017 National President

To all American Legion Auxiliary members,

I am excited about the 2016-2017 Auxiliary year — another year to enhance the lives of America’s veterans, military, and their families. I hope you are looking forward to continuing your work by finding inspiration to try new ideas within these pages.

The following pages, as well as on [www.ALAforVeterans.org](http://www.ALAforVeterans.org), contain the 2016-2017 Programs Action Plan. It was inspired by the work you do and by common objectives for each program. I invite you to review the entire Plan, but most importantly, review the programs you and your unit are interested in. If you are a department chairman, please take time to review the information for your program area, then help unit members with their quest to follow the mission.



You may have noticed an updated name change to our annual plan. The Plan of Action is now called the Programs Action Plan. Whatever the name, the Plan is here to help you throughout the year and to give inspiration in providing services for your veterans and military community.

Our Centennial Strategic Plan is a work in progress. Every month strategy members are completing initiatives to roll out to you, our members. You will even see some of these initiatives in the Programs Action Plan. As a fluid document, the Centennial Strategic Plan contains concrete goals we think you would like to see our organization achieve. Please review these goals:

- Goal 1 – Enhance Membership Strength
- Goal 2 – Create an Internal Culture of Goodwill
- Goal 3 – Develop Leadership at all Levels
- Goal 4 – Strengthen Departments and Units
- Goal 5 – With The American Legion, Build Brand Loyalty

The goals in the Centennial Strategic Plan are much like the goals each of us set in everyday life. They are goals we work to achieve. Along the way we set steps to help us achieve our goals, we call them initiatives. The concept of goals is to work to achieve a higher level of commitment and growth. We set our goals high. If they are set too low we don’t really stretch to reach personal growth – so it is with the Centennial Strategic Plan goals. We want to stretch, as individual members, to reach these goals. Are they all attainable? We think so. Will we attain them all by our 100<sup>th</sup> anniversary? If every member aspires to work hard to reach each goal, we can.

It is you, me, and the members who have gone before us, who are the basis for achieving the work and mission of the American Legion Auxiliary. As with most mission-related activities we plan and participate in, there is an overwhelming sense of accomplishment. This year, my hope is to highlight that pride in belonging to our organization and in working our mission. **ALA Member Pride** is the theme this year: pride in helping veterans, military and their



families; pride in making a difference; pride in a job well done; or pride in belonging to an organization whose mission we totally embrace.

If asked why you stay a member when there is so much work to be done, such as Goal 2, you can say, “I am proud to belong because of the mission of the American Legion Auxiliary and because of the part I play in the work we do. I make a difference.” **That’s ALA Member Pride.**

If asked by another, “Why should I belong?” You can answer, “I make a difference by actively participating in the projects my unit and I provide to veterans, military and their families in my community. I’m proud to be a member and you can be too if you join.” **That’s ALA Member Pride.**

College scholarships remain an integral part in every student’s ability to afford a higher education. It has been many years since we have visited the dollar amount the American Legion Auxiliary provides in its scholarships. I hope you will join me in contributing to the ALA youth scholarships. This is just one aspect of making a difference for the family of veterans — the children. Our scholarship grants should be significant, raise our visibility in every community, and be a much sought after award that every winner talks about with pride. You should be proud of the scholarship amount that funds the education of America’s future leaders. **That’s ALA Member Pride.**

Also, this year, I hope to raise awareness of the American Legion Auxiliary Foundation’s Planned Giving program. It is such a painless way to become a philanthropist in support of the American Legion Auxiliary. As the title states, planned giving allows you to continue to give to the American Legion Auxiliary long after you are gone. Again, honoring the reason you belong, because you make a difference. **That’s ALA Member Pride.**

As you begin this year, please use the Programs Action Plan as your personal call to action; use it as your guide to creating a better member, unit and department. And please, above all else, remember, your membership is appreciated, and by belonging and asking others to join you, you are making a difference.

Thank you for all you do for America’s veterans.

Mary E. Davis  
American Legion Auxiliary 2016-2017 National President  
(360) 870-7677  
mdavis@ALAforVeterans.org



## Message from Diane Duscheck, 2016-2017 National Vice President

Dear fellow American Legion Auxiliary members,

It is exciting to be looking forward to the 2016-2017 Auxiliary year, once again considering how we can enhance the lives of veterans, military, and their families, and also make our communities better places to live. We share a common bond as we delight in the companionship or memory of our favorite veterans and remember their distinguished sacrifice.



As ALA members, one of our greatest pleasures comes from helping others. Through the use of this detailed annual Programs Action Plan, we can be engaged in the mission of the American Legion Auxiliary, show our member pride, and "enhance the member experience." The activities and how-to sheets listed in the Programs Action Plan are tied to the five goals of the American Legion Auxiliary's Centennial Strategic Plan. The selfless service of ALA members in our own communities works to show the community who we are, what we do, and why we matter.

I wish each of you a year filled with the satisfaction that through the actions and service of ALA members, our neighbors will identify the American Legion Auxiliary name, recognize the leadership and goodwill in our members, and be motivated to join us.

Thank you for all you do to strengthen this great country.

*Diane Duscheck*

Diane Duscheck  
American Legion Auxiliary 2016-2017 National Vice President  
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## Message from Mary “Dubbie” Buckler, National Secretary/Executive Director



Welcome to the ALA’s annual Programs Action Plan, filled with dozens of ideas for serving our mission!

Achieving the mission of the American Legion Auxiliary requires heart, commitment and team effort. We’re approaching our Centennial Year – a milestone built on continually serving our purpose year after year, one service project at a time. As an American Legion Auxiliary member, each of us believes in serving our mission, being part of what we do, and making sure our communities really understand why we matter.

The Auxiliary was established to support the aims and purpose of The American Legion. As members, we each can do something – a little or a lot – to fulfill our mission of advocacy and service outreach.

The American Legion Auxiliary is still here, 96 years strong, because we continue to “do the things” to help build America’s greatness through our outreach programs that advocate for and support our veterans; promote patriotism; and develop girls, teens, and women into helpful citizens and leaders. The American Legion Auxiliary has been organizing community service for decades – we excel at this!

All that we do in volunteer service makes a HUGE annual impact of good; our service is worth over \$3 billion! Yes, that’s what it would cost taxpayers if Auxiliary volunteers were paid for all the mission service work we do, one project at a time, based on ideas and advice you can find in this annual programs Plan which can help us each do something meaningful.

And since 1919, the ALA’s annual Plans for serving our mission have been built on enduring values and nationwide goals. We are in Year 3 of the American Legion Auxiliary’s 5-Year Centennial Strategic Plan. **Everything** we do as members of leadership teams – volunteers and headquarters staff together – is aimed at achieving our five critical goals: Goal 5) With The American Legion, Raise Awareness to Build Brand Loyalty; Goal 4) Strengthen Departments and Units; Goal 3) Develop Leadership at All Levels; Goal 2) Create an Internal Culture of Goodwill; and by succeeding at all of these we can grow membership and achieve Goal 1) Enhance Membership Strength.

Thank you for being a member and believing in this organization. There are more than 6 million ladies out there eligible for membership in the American Legion Auxiliary. They will join us if we ask. And they will stay if we serve our mission outreach programs in organized ways with welcoming attitudes that exemplify our core values.

Have fun serving our mission!

Dubbie Buckler  
National Secretary/Executive Director

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## American Legion Auxiliary Divisions

American Legion Auxiliary departments are grouped into five geographic divisions: Central, Eastern, Northwestern, Southern and Western. One national division vice president is elected from each division for a one-year term. These national officers act as representatives of the national president on all matters assigned by her.

### Central Division

Illinois  
Indiana  
Iowa  
Kansas  
Michigan  
Missouri  
Ohio  
West Virginia  
Wisconsin

### Eastern Division

Connecticut  
Delaware  
District of Columbia  
Maine  
Maryland  
Massachusetts  
New Hampshire  
New Jersey  
New York  
Pennsylvania  
Rhode Island  
Vermont

### Northwestern Division

Colorado  
Minnesota  
Montana  
Nebraska  
North Dakota  
South Dakota  
Wyoming

### Southern Division

Alabama  
Arkansas  
Florida  
Georgia  
Kentucky  
Louisiana  
Mississippi  
North Carolina  
Oklahoma  
Puerto Rico  
South Carolina  
Tennessee  
Texas  
Virginia

### Western Division

Alaska  
Arizona  
California  
Hawaii  
Idaho  
Nevada  
New Mexico  
Oregon  
Utah  
Washington

## 2016-2017 National Division Vice Presidents

### Central Division: Carolee Junge

3750 215<sup>th</sup> St., Matteson, IL 60443  
(708) 747-8126  
caroljunge@sbcglobal.net

### Eastern Division: TBD

Elections held July 15, 2016

### Northwestern Division: Virginia Nelson

427 N. Main St., Valentine, NE 69201  
Home Phone: (402) 376-2443  
dvnelson@hotmail.com

### Southern Division: Beverly Mulkey

15705 Don Parker Dr., Alexander, AR 72002  
(501) 658-8541  
bvrlych@yahoo.com

### Western Division: Cary Fisher

590 W 200 S, Clearfield, UT 84015  
(801) 773-9312  
fisherc98@yahoo.com



## Questions You May Have about the 2016-2017 Programs Action Plan

### **How does the Programs Action Plan relate to the Centennial Strategic Plan?**

Imagine there are people now located in every state of the union that you want to direct to the same place. Each driver has your map in hand. The routes may differ, but if your directions are followed, everyone will end up at the rendezvous location at the same time. This is the purpose of the American Legion Auxiliary's Centennial Strategic Plan. With an eye on the future, this written "document of agreements" defines our mission focus – who we are, what we do, and why we do what we do – and tells us what to do next to ensure we meet with success. The annual Programs Action Plan is a compliment to the Centennial Strategic Plan in that it is a how-to guide for ALA units, departments and leadership teams to work the programs that support our mission while simultaneously working towards the five goals of the strategic plan. Learn more about the Centennial Strategic Plan at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

### **Why has the name of this document changed from Plan of Action to Programs Action Plan?**

The American Legion Auxiliary Programs Action Plan was renamed to more accurately and clearly state what the document contains. Over the years the annual programs plan has undergone two title revisions; it had previously been known as the Plan of Work and recently as the Plan of Action. The "Plan of Work" was often referenced only as POW, and many noted that was disrespectful. POA came across as insider jargon. Since leaders often resort to acronyms, and acronyms are confusing to most members, the name is intended to be used by its title – not an acronym – to avoid any confusion. We will **not** be referring to the Programs Action Plan as the PAP.

We know from website tracking statistics that the annual "Plan of Action" document has been one of the least opened documents on the ALA's national website. The title "Plan of Action" was simply confusing to members who had no idea what this ALA action plan was even about, given that the word "programs" was never mentioned in the title.

With the American Legion Auxiliary's emphasis on a multi-year strategic plan, members are now hearing about implementation plans, initiatives, action plans and action steps within a strategic plan. Renaming the document the ALA's annual "Programs Action Plan" readily and clearly identifies to any member – from newly joined, to non-engaged, to local/district/department leader – exactly what this ALA action plan is about: our programs.

### **Where are the National Historian and National Chaplain Programs Action Plans?**

The National Historian and National Chaplain are national officers elected and installed annually at National Convention. We know you want to start planning for the 2016-2017 administrative year sooner than that, so we have pulled both officers' Programs Action Plan from this document. They will be emailed to departments and shared with members via the *ALA In the Know eBulletin* following National Convention. Sign up for the free *eBulletin* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

### **Where can I find the Award Cover Sheet?**

A copy of the Award Cover Sheet can be found at the end of each program's Plan that includes awards.

**Why do I need to submit an Award Cover Sheet?**

Award Cover Sheets allow us to obtain complete and accurate information from each award entry. These cover sheets help us ensure correct name and spelling of an awardee, highlight the award being applied for, help national committees and ALA National Headquarters track submissions, and assist the department or unit in tracking their own submissions.

**Why do I need to submit impact numbers?**

Your unit and department impact numbers are sent to and compiled at ALA National Headquarters, where the annual Impact Report is created. This report is used to demonstrate who we are, what we do and why we matter. It shows external audiences about the difference we are making nationwide and why we are a valuable organization to belong to and support. Additionally, The American Legion includes our data in its Annual Report to Congress.

**What are the reporting and awards deadlines?**

This information is included in each program's Plan. The deadline for department chairmen to submit their mid-year narrative report to the division chairmen is January 5, 2017, and May 15, 2017, for the year-end report. Award entries are due to national committees by June 1, 2017. Department impact reports are also due June 1, 2017. Please contact your department headquarters for unit and division deadlines.

**What is the deadline to submit scholarships to National Headquarters?**

ALA scholarships should be submitted by March 1 every year to a local American Legion Auxiliary unit. After a scholarship application is submitted to a local American Legion Auxiliary unit, and the application is selected by the unit as its winning entry, it then moves on to be judged at the state level. If the application is selected there, the entry is then submitted to the national Auxiliary division for judging. All scholarship recipients are notified via postal mail by May 15. Winners' names are also posted on the national website at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)

**Where can I find an electronic version of the Programs Action Plan?**

A PDF of the Programs Action Plan can be found online at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) after logging in to the Members Only section. The entire Plan can be downloaded from the "Programs Action Plan" link under "Member Resources," or you can download each individual program Plan on that program's webpage.

**How can I donate to the American Legion Auxiliary and/or the ALA Foundation?**

A donation form for the ALA and the ALAF can be found in the Foundation and the Finance sections of the Programs Action Plan. You can also donate online at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

**How can I serve on a national committee?**

Each fall, the national vice president seeks applications from motivated members interested in being appointed to national committee leadership positions for the next administrative year. Members need not have served at the department level before holding a position on a national committee. National appointment applications are typically due in January each year. Want to help lead the ALA? Sign up for the *ALA eNews* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) to receive notifications about the application process.



## American Legion Auxiliary 2014-2015 Statistics

The American Legion Auxiliary is the world's largest women's patriotic service organization, not just based on our membership, but because of the collective impact we make actively serving our timeless mission! For 96 years, our outreach programs have made a difference in neighborhoods across the country. And added together, our volunteer service impact in just one year is worth more than \$3 billion! The ALA statistics on this page present a snapshot of our collective mission outreach.

We selflessly honor the service of our veterans and the valued principles for which they've fought by giving millions of hours of volunteer service and financial contributions to support our mission. According to the Independent Sector, a coalition of charities, foundations, and corporations that publishes research important to the non-profit sector, the 2014 estimated value of one hour of volunteer service is \$23.07. This past year, American Legion Auxiliary members volunteered more than 10 million hours for a collective value of more than \$3.1 billion in service to veterans, servicemembers and their families!

- ★ **Volunteer hours serving mission outreach: 10,021,911**
- ★ **Dollars raised or spent on veterans and military families: \$100 million**
- ★ **Dollar value of ALA members' volunteer service: \$3.1 billion**

### Veteran/Military Support & Advocacy

- ★ Hours volunteered in service to veterans: 5,766,535
- ★ Dollars spent in service to veterans: \$8,481,163
- ★ Veterans assisted: 1,592,109
- ★ Dollars raised from poppy distribution to support veterans: \$5,501,696
- ★ Hours volunteered for active-duty military: 710,726
- ★ Number of U.S. servicemembers served: 379,117

### Youth Development

- ★ Dollars raised for Children & Youth: \$4,942,102
- ★ Number of ALA Girls State/Girls Nation attendees: 16,052
- ★ Number of scholarships awarded: 16,006
- ★ Dollar value of local scholarships awarded: \$2,065,883
- ★ Hours volunteered for Children & Youth: 1,210,872

### Family Support

- ★ Hours volunteered for military families: 784,620
- ★ Dollars spent for military families: \$5,744,422
- ★ Number of military families served: 865,200

To see a complete listing of the ALA annual impact report, visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org).



## SECTION 1 PLANNING FOR THE FUTURE

- 2014-2019 5-YEAR  
CENTENNIAL STRATEGIC PLAN
- ALA FOUNDATION
- SUPPORTING THE AMERICAN LEGION  
AUXILIARY AND THE ALA FOUNDATION
- UNIT FUNDRAISING IDEAS

# 2016-2017 American Legion Auxiliary Programs Action Plan

## 5-Year 2014-2019 Centennial Strategic Plan

### Contact Information

[strategicplan@ALAforVeterans.org](mailto:strategicplan@ALAforVeterans.org)

### National Chairman

Vacant as of June 2016.

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## What is the Centennial Strategic Plan, and why do we have it?

Strategic Planning is a process used to make thoughtful decisions about an organization's future in order to ensure success. The process includes defining the organization's direction for the next five years – a roadmap. The plan sets priorities and goals and states where the organization wants our energy and resources focused. Being strategic simply means “being clear about...” The process raises a series of questions that help our members examine and anticipate where the organization is going in the future and a roadmap of ideas and tools that will help us succeed.

American Legion Auxiliary members and National Headquarters staff developed the 2014-2019 Centennial Strategic Plan using input from our members. While working on the plan, we continually used the American Legion Auxiliary mission as a tool to ensure we kept our goals focused on that mission: *“In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace and security.”*

In March 2014, the National Executive Committee approved the five-year plan. This plan is focused on assisting departments and units. A copy of the plan is included in this document, where you can also see a series of strategies listed under each goal. The goals are:

Goal 5: With The American Legion, Build Brand Loyalty

Goal 4: Strengthen Departments and Units

Goal 3: Develop Leadership at All Levels

Goal 2: Create an Internal Culture of Goodwill

Goal 1: Enhance Membership Strength

## Who is Responsible for the Success of this Plan?

You! The national leadership team is here to assist Auxiliary members across the nation to ensure the success of their departments' plans. We will provide the tools and training to help you succeed. You and your fellow members will be responsible to use these trainings and tools to achieve your department's goals. Throughout the year, the national organization will host training sessions and send departments information, best practices, and ideas that are working in other departments. The success of this plan will take all of us working together!

The goals are simple and will ensure that the American Legion Auxiliary will be a viable organization through the next five years and that our members will have the tools and training they need to ensure that the mission work they are doing is successful in *“serving veterans and their families.”* It will increase our membership, ensure that we are working together with a positive and welcoming attitude, and assist in developing leaders at all levels who will share their skills and mentoring to strengthen their units and departments while working in every community. The result will be that *“By 2019, the American Legion Auxiliary’s million members will be making a difference for veterans and their families in every neighborhood!”*

**Additional Resources You Can Use:**

1. 2014-2019 Centennial Strategic Plan (included in this Programs Action Plan)
2. ALA 2014-2019 Centennial Strategic Plan implementation team, goal champions and strategy captains. Email [strategicplan@ALAforVeterans.org](mailto:strategicplan@ALAforVeterans.org) for more information.
3. [www.ALAforVeterans.org](http://www.ALAforVeterans.org): ALA Public Relations Toolkit, Branding Guide, governing documents and other member- and marketing-resource documents.

Vision		Enduring Core Values and Mission		
 <p><b>By 2019, the American Legion Auxiliary's million members will be making a difference for veterans and their families in every neighborhood.</b></p>		<p style="text-align: center;"><b>Mission</b></p> <p>In the spirit of Service, not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace and security.</p> <p style="text-align: center;"><b>Core Values</b></p> <p>Our statement of values is predicated on our founding purposes:</p> <ul style="list-style-type: none"> <li>• Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty</li> <li>• Service to God, our country, its veterans and their families.</li> <li>• Tradition of patriotism and citizenship</li> <li>• Personal integrity and family values</li> <li>• Respect for the uniqueness of individual members</li> <li>• Truthful, open communication in dealing with the public and our members</li> <li>• Adherence to adopted policies and rules</li> </ul>		
Goal 5	Goal 4	Goal 3	Goal 2	Goal 1
<b>With The American Legion, Build Brand Loyalty</b>	<b>Strengthen Departments and Units</b>	<b>Develop Leadership at All Levels</b>	<b>Create an Internal Culture of Goodwill</b>	<b>Enhance Membership Strength</b>
Strategies	Strategies	Strategies	Strategies	Strategies
A. Define our brand identity and promise	A. Build capacity of all Departments	A. Remove barriers for considering and selecting leadership	A. Enable members at all levels to demonstrate goodwill to internal and external audiences.	A. Invest in opportunities to attract, engage, and retain members
B. Build awareness and preference for the ALA brand	B. Invest in training at all levels	B. Define expectations and build leadership capacity	B. Define, cultivate, sustain, and implement best practices to fulfill the ALA's Core Values	B. Achieve membership that represents the diversity of our U.S. military
C. Recognize brand loyalty and excellence in promotion of The American Legion Family brand	C. Collaborate with Departments in developing innovative ways to improve organizational and financial performance	C. Invest resources in identifying and developing leadership	C. Build trust within the American Legion Auxiliary and with The American Legion	C. Create multiple pathways to serve
D. Invest in internal and external marketing communications	D. Support the Departments in the development of their Strategic Plans	D. Reward innovative leadership recruitment and development practices		D. Excel at communication
	E. Optimize mission delivery			E. Expand internal and external alliances
<b>Achieving Goals 5, 4, 3, and 2 will lead to success in achieving Goal 1</b>				

# 2016-2017 American Legion Auxiliary Programs Action Plan

## American Legion Auxiliary Foundation

The American Legion Auxiliary Foundation (ALAF) is a nonprofit 501(c)(3) subsidiary organization of the American Legion Auxiliary, established in 2007. This means that it is controlled by the governing body of the American Legion Auxiliary. The Foundation Board has designated and appointed directors based on their positions held in the ALA to ensure the Foundation's mission remains focused on the financial support of the ALA. The elected director positions are required to be ratified by the ALA's National Executive Committee to reinforce the subsidiary role.

### Committee Contact Information

www.ALAFoundation.org; ALAFoundation@ALAforVeterans.org



#### Foundation Board President

Linda Boone, Department of Oregon  
Past National President (1992-1993)  
5177 Formosa Circle, Vero Beach, FL 32967  
(772) 999-3009, cell: (302) 270-2154  
lindajboone@yahoo.com

\*Board current as of May 27, 2016

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#### Foundation Secretary

Marybeth Revoir, Department of Illinois  
8937 S. 83<sup>rd</sup> Ct., Hickory Hills, IL 60457  
(708) 598-2904, mbrevoir@comcast.net

#### Treasurer/Designated Director

Marta A. Hedding, ALA National Treasurer  
8945 N. Meridian Street, Indianapolis, IN 46260  
(317) 569-4500, natltreas@ALAforVeterans.org

#### Elected Director

Gina Jimenez Callicotte, Department of Georgia  
1342 Wyngate Place, Lawrenceville, GA 30043  
(678) 576-9910, callicottel@aol.com

#### Elected Director

Doris Hammeke, Department of Kansas  
5500 W 163<sup>rd</sup> Terrace, Stillwell, KS 66085  
(913) 209-4623, dehammeke@gmail.com

#### Elected Director

Anne Hathaway, Department of Illinois  
4505 N. Delaware St., Indianapolis, IN 46205  
(317) 931-1129, anne@afhathaway.com

#### Elected Director

Shirl Hendley, Department of Maryland  
4019 15<sup>th</sup> Street, Chesapeake Beach, MD 20732  
(202) 246-3533, sehendley@gmail.com

#### Elected Director

Cathleen MacInnes, Department of New York  
145 Gibbs Street, Unit C, Rochester, NY, 14605  
(585) 737-0194, cathemac@earthlink.net

#### Elected Director

Terri Wallace, Department of New York  
2278 Olmstead Road, Bloomfield, NY 14469  
(585) 739-1863, terrideewallace@gmail.com

#### Designated Director

Diane Duscheck, Department of Wisconsin  
ALA National Vice President  
5064 N. Elkhart Avenue, Whitefish Bay, WI 53217  
(414) 967-9116, ddianeddiane@gmail.com

#### Designated Director

Mary "Dubbie" Buckler, ALA National Secretary  
8945 N. Meridian St., Indianapolis, IN 46260  
(317) 569-4500, natlsecy@ALAforVeterans.org

#### Appointed Director – National Finance Comm.

TBD

#### Ex-Officio Director

Mary Davis, Department of Washington  
ALA National President  
2339 Glen Kerry Court SE, Lacey, WA 98513  
(360) 870-7677, marydavis.ala@comcast.net

#### Honorary Director

David K. Rehbein, Past National Commander,  
The American Legion (2008-2009)  
1505 Douglas Avenue, Ames, IA 50010  
(515) 232-9299, davidrehbein@msn.com

## **What is the ALA Foundation, and why do we have it?**

The purpose of the American Legion Auxiliary Foundation is to benefit and assist in carrying out the educational, charitable, and other exempt purposes of the American Legion Auxiliary by raising funds for, assisting in conduct of, and providing support to the Auxiliary programs.

## **Why support the American Legion Auxiliary Foundation (ALAF)?**

When you give to the ALA Foundation's Mission Endowment Fund, your money remains endowment principle and continues to grow in perpetuity. Interest dollars earned from endowed investments are then used to support the ALA programs directly benefitting our veterans, military and their families.

The Veteran Projects Fund is used to grant money to American Legion Auxiliary units, departments, and districts/counties to support emergent special needs of veterans. This includes Veterans Creative Arts Festival (VCAF) micro-grants. The application to submit grant requests is at [www.ALAFoundation.org](http://www.ALAFoundation.org).

### **Ideas:**

#### **Member**

- Become knowledgeable about the ALAF and why members need to support through donations.
- Learn about Planned Giving by reading the ALAF brochure available at [www.ALAFoundation.org](http://www.ALAFoundation.org).
- Create a memorial, and celebrate accomplishments and milestones of friends and family through a donation to the ALAF.
- Include the unit, department and Foundation in your estate planning as beneficiaries.

#### **Unit**

- Learn about the purpose of the ALAF and educate unit members.
- Have a fundraising project to raise \$1 per member for the ALAF.
- Host an Estate Planning/Planned Giving speaker at a meeting to encourage members to include the unit, department and Foundation in their estate planning as beneficiaries.

#### **Department**

- Learn about the ALAF by having the NEC give a presentation at a department meeting.
- Have special event fundraisers for the ALAF at a department gathering.
- Challenge units to raise \$1 per member for one of the Foundation funds.
- Host an Estate Planning/Planned Giving speaker at a department meeting to encourage members to include the department and Foundation in their estate planning as beneficiaries.

### **Ways to Donate**

- A. **Online donations** can be made using our secure online donation form. You can be assured that this transaction is secure. The information you submit will be encrypted

before it is sent to American Legion Auxiliary National Headquarters. Visit the website at [www.ALAFoundation.org](http://www.ALAFoundation.org).

**B. Checks** to the American Legion Auxiliary Foundation should be made payable to the American Legion Auxiliary Foundation.

Mail checks to:

American Legion Auxiliary National Headquarters  
Attention: Development Division  
8945 N. Meridian St.  
Indianapolis, IN 46260

NOTE: Make sure to designate which fund you wish to have your donation credited to if you have a preference.

**C. Planned Giving**

Planned Giving is the process of thoughtfully including a charitable gift in your estate plans. It is a method of establishing your legacy of support for the organization you love while providing for your current financial needs. You can help ensure that the American Legion Auxiliary has a lasting impact for the generations that follow by providing for the continuation of our many programs and services that enhance the lives of those we serve. A brochure on Planned Giving can be downloaded at [www.ALAFoundation.org](http://www.ALAFoundation.org).

**D. Tributes – Memorials – Gifts In Lieu of Flowers**

Making a tribute or memorial donation to the American Legion Auxiliary Foundation in honor of a loved one is a lasting way to celebrate how much a person's life means to the donor. Donating in lieu of flowers celebrates a loved one's life by supporting the outreach of the American Legion Auxiliary's mission and patriotic values.

When you make a donation in lieu of flowers to the American Legion Auxiliary Foundation, the person or family you are honoring will receive an acknowledgment from National Headquarters informing them of your gift without disclosing the amount. Tribute and memorial gifts in any amount can be made to celebrate achievements or remember loved ones who have passed away. Donate online, or mail a check.

*The American Legion Auxiliary Foundation is a 501(c)(3) public charity that supports the American Legion Auxiliary. All gifts to the Foundation are tax-deductible as allowed by the United States Tax Code and U.S. Internal Revenue Service.*

**Join our Board of Directors**

Have you ever considered joining a non-profit board of directors? We want to talk to you! As part of the American Legion Auxiliary Foundation Board, you will have the opportunity to help the organization strengthen and grow while broadening your skills and experience. Share your creativity, your passion to serve veterans, military and their families, your prior board experience, prior life experience, grassroots fundraising ideas and more. Interested in learning more about what service on our board of directors looks like? Visit [www.ALAFoundation.org](http://www.ALAFoundation.org).

## American Legion Auxiliary Foundation Awards

- A. Department Contribution Recognition: The Foundation will present a certificate and recognize at National Convention the National Executive Committee member from the two departments contributing the largest donation per total department membership as of June 1, 2017.
  
- B. The Foundation will present a certificate and recognize at National Convention the National Executive Committee member from the two departments contributing the largest donation based on a one-time fundraising special event for the Foundation. Send a one-paragraph description of the fundraising event and the total raised at that event by June 1, 2017, to the ALAF email at [ALAFoundation@ALAforVeterans.org](mailto:ALAFoundation@ALAforVeterans.org).
  
- C. Division Contribution Recognition: The Foundation will present a certificate and recognize at National Convention the Division Vice President from the division contributing the most funds to the Foundation as of June 1, 2017.



## Supporting the American Legion Auxiliary and the ALA Foundation

### National funds that support the ALA mission:

#### 1. ALA National Scholarship Fund

- **Children of Warriors National Presidents' Scholarship Fund:** Supports the children of our nation's heroes – our veterans – through endowed gifts. These scholarships are awarded to 15 students annually who excel in academics and volunteer in their communities.
- **Spirit of Youth Scholarship Fund:** Supports four separate scholarship opportunities. One is for American Legion Auxiliary Junior members; another is for the Honorary National Junior Division Vice President (five overall awards); another is for participants in the American Legion Auxiliary Girls Nation program; and one is for Non-Traditional Student Scholarships supporting people who are part of the Legion Family pursuing a college degree later in life or allowing them to pick up where they left off when their studies were interrupted.

#### 2. Auxiliary Emergency Fund:

When a sudden financial crisis befalls an eligible Auxiliary member, the AEF may be able to provide temporary emergency assistance when no other source of help is available.

#### 3. American Legion Auxiliary Foundation:

As a 501(c)(3) public benefit corporation, the ALA Foundation provides ways for individuals and corporations to support the Auxiliary's charitable and educational outreach programs through endowed gifts, grants, and sponsorships that require donations go to a 501(c)(3). The ALA Foundation secures our legacy of service for future generations of veterans, military and their families. The ALA Foundation supports the mission of the ALA and receives donations for:

- **ALA Mission Endowment Fund** – a long-term fund where earnings from the endowment's principal are used to support the American Legion Auxiliary forever.
- **ALAF Veteran Projects Fund** – a fund where donations can be received and then granted to benefit American Legion Auxiliary national programs, districts/counties, departments and units through:
  - Small grants being made to help ALA units, departments, districts/counties to support emergent projects that support veterans. ALA entities must demonstrate that they will be funding part of the project for which a small grant is sought.
- **Veterans Creative Arts Festival** - Supporting Veterans Creative Arts Festivals that showcase the artistic achievements of veterans receiving services through the VA's healthcare system. The American Legion Auxiliary is the national presenting sponsor of the national event. ALA Foundation mini grants support local Creative Arts festivals.



# American Legion Auxiliary

## DONATION FORM

Please complete the following information so that we may send you a tax receipt.

**Amount of Gift:**

- \$100.00
- \$75.00
- \$50.00
- Other: \$ \_\_\_\_\_

**Payment Type:**

- Check # \_\_\_\_\_
- Credit Card (VISA or MasterCard)  
# \_\_\_\_\_
- Expiration \_\_\_\_\_ / \_\_\_\_\_ CVV# \_\_\_\_\_

**Select One Fund for Your Destination:**

- Auxiliary Emergency Fund
- Spirit of Youth Scholarship Fund
- Auxiliary Greatest Need
- Children of Warriors National Presidents' Scholarship Fund
- Auxiliary Scholarship Fund with Greatest Need

Name \_\_\_\_\_ (First) \_\_\_\_\_ (M.I.) \_\_\_\_\_ (Last)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Auxiliary Membership ID # (if known) \_\_\_\_\_ Gift in Honor/Memory (optional) \_\_\_\_\_  
/ /

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make check payable to **American Legion Auxiliary, National**. For credit cards, please provide billing address.  
Mail to American Legion Auxiliary National Headquarters, Attention: Development Division, 8945 N. Meridian St., Indianapolis, IN 46260. Learn more about your donation options by visiting [www.ALforVeterans.org](http://www.ALforVeterans.org).



# AMERICAN LEGION AUXILIARY FOUNDATION

## DONATION FORM

Please complete the following information so that we may send you a tax receipt.

**Amount of Gift:**

- \$100.00
- \$75.00
- \$50.00
- Other: \$ \_\_\_\_\_

**Payment Type:**

- Check # \_\_\_\_\_
- Credit Card (VISA or MasterCard)  
# \_\_\_\_\_
- Expiration \_\_\_\_\_ / \_\_\_\_\_ CVV# \_\_\_\_\_

**Select One Fund for Your Destination:**

- Veteran/Military Family Projects and Auxiliary Plan of Action Mission Outreach Projects
- National/Local Veterans Creative Arts Festival(s)
- Auxiliary Mission Endowment Fund
- ALA Foundation Greatest Need

Name \_\_\_\_\_ (First) \_\_\_\_\_ (M.I.) \_\_\_\_\_ (Last)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Auxiliary Membership ID # (if known) \_\_\_\_\_ Gift in Honor/Memory (optional) \_\_\_\_\_  
/ /

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make check payable to **American Legion Auxiliary Foundation**. For credit cards, please provide billing address.  
Mail to American Legion Auxiliary National Headquarters, Attention: Development Division,  
8945 N. Meridian St., Indianapolis, IN 46260.

The American Legion Auxiliary Foundation is a 501(c)(3) public charity that supports the American Legion Auxiliary. All gifts to the foundation are tax-deductible as allowed by the United States Tax Code and U.S. Internal Revenue Service.



## UNIT FUNDRAISING IDEAS

The following ideas are examples from other nonprofit organizations.  
Find additional ideas listed at [www.fundraising-ideas.org](http://www.fundraising-ideas.org)

Some tips on selecting and planning a fundraiser:

- Take into account who might be potential participants and volunteers...will you have enough of both?
- Set a date that does not conflict with other local events and far enough ahead to be able to plan and execute well.
- What is the fundraising event raising money for? Determine this so that it appeals to potential participants. Since it will be an ALA event, the focus should be on one of our programs such as: veterans and their families, ALA Girls State... choose something non-members can relate to.
- Marketing of the event needs to be well planned through local media (radio, TV, newspapers) and public announcements like flyers, newsletters and websites.
- During the event, make sure participants can identify the ALA unit volunteers by their clothing attire and signage...be bold. Don't forget to have ALA brochures available for distribution.
- Check local permit/license requirements for your events.

### Adult Spelling Bee

Money can be raised through local businesses and individuals sponsoring an adult 21 years of age or older to be a contestant in the adult spelling bee held at a local establishment. The entry fee was \$50 and the sponsor of the entry was advertised at the event on a name board and also thanked in a letter to the editor of the local newspaper. Other area sponsors were participants in the giving of prizes for both the winning sponsor and winning speller. We used words found on spelling word websites and also terminology from all areas of expertise represented by the sponsors that gained entry into the competition. Between the 40 spelling teams, silent auction, raffle, private donations and refreshment sales, the spelling bee raised approximately \$15,000. Want some specifics on adult spelling bees? Try the National Spelling Bee ([www.SpellingBee.com](http://www.SpellingBee.com)) site!

### Animal Pictures

Kids of all ages love to have their photos taken with animals, and parents have a hard time resisting because they are so very cute. You can borrow animals from a local pet shop or animal shelter. Get a local photographer to donate professional photo services, and set up at a mall or other event. Be sure to keep a true animal lover around to handle anything that gets unruly. The usual agreement would be that the photographer has his/her film costs reimbursed, and of course his/her name is on the photos as free advertising and he/she would be the source of reprints. The photographer will usually have printed forms for completion. You should arrange for your members to handle the registration and collection to keep costs down. Payments should be collected in advance. Sample photos with the available animals at their cutest could help spur fundraising sales.



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Alternatively, you could use a Polaroid or digital camera set up on a tripod with lighting and distance worked out ahead of time. If using a digital camera, have a separate pickup booth set up with a computer and printer to produce the prints. Don't forget to arrange for folders or other packaging for your photos. If using a digital camera, you could even include a contact number for reprints within a certain time limit. In that case, make sure to store the original files safely for the allotted time limit. Possible sources of animal subjects could be your local humane society or shelter as well as members of your group. (It could result in some adoptions for the society/shelter.) You may want to arrange for several animals (parrots or toucans make a great choice if docile) to attract more attention and assure the animals don't get too flustered, particularly if you extend your hours. This could be a great compliment to an outdoor fair. Hay bales make a great backdrop and temporary corral as well as help with any 'accidents.' Be sure to plan for food, water and shade for the animals, and shovels to clean up after them. A garbage can with a tight cover can help keep the odor down.

**Alternative:** Let people bring their own pets for pictures. For this to work, you need good advance publicity. Alternatively, set up a booth at any kind of animal show (i.e. dog, cat, horse, county fair, etc.) where people will be bring their prize animals. If your church does a "Blessing of the Animals," set up a booth to take pictures of those bringing their pets to be blessed.

### **Basket Raffle**

Basket contents can be tailored to whatever holiday or event you choose. Have each member donate a food item to fill the basket. Example: If you are doing a Thanksgiving Basket someone can donate a can of corn, a packet of gravy mix, a bag of marshmallows, cider mix, etc. Try and have the turkey donated by your local grocer. Make flyers, announcements in your newsletter, memos, sell to people at work, school, church, neighbors, etc. Sell tickets for a dollar each, which is an easy sell to most people. Make sure to have the name and phone number on your tickets so you know whom to call when the winner is announced. Set a date to announce the winner and the delivery date. Put the name of your winner in your newsletter and on the website if you have one.

### **Benefit Singing**

Hold a benefit singing fundraising event at a church or community center. Get local singers to volunteer. You can ask for a "love offering" or set an admission price. You might want to have a snack booth with beverages and treats. Around the holidays or Veterans Day these could be great themed events.

### **Box City**

Box City is a fundraiser where participants raised pledges to become a citizen of Box City and then sleep in a box overnight to raise money and awareness for homelessness in their own county. Funds raised stay in the county to help homeless families and also those that are at risk for becoming homeless.

Box City can be more than a fundraiser. There can be food, games and entertainment and an outdoor movie. Participants love building and decorating their own cardboard homes. Boxes can be available by calling ahead to local retailers who can be requested to hold large appliance boxes for the event.



### **Cake Walk**

Unit members donate cakes. You put numbers around tables (depending on the number of cakes and participants). You tape the top of the number close to edge of the table and far apart enough for people to stand by their numbers or on the floor. You charge a fee per number. Participants stand by their numbers. Second copies of the numbers that are on the tables are in a bag. Once the numbers on the tables have all been sold then you draw the number and the person who bought that number is the person who wins a cake. Also have numbers put on each cake and a separate bag with these numbers in as well. Then you also draw a cake number. That is the cake they win. The number of cakes you have is the number of rounds you have. People line up to buy their numbers again after each cake is won.

### **Cemetery Walk**

If you have a local cemetery that has some interesting residents and stories you can stage a cemetery walk and offer a soup-n-salad-n-bread supper, followed by a tour of the local cemetery with a few short and dramatic (living-history type) “vignettes” based upon events in the lives of the more historically significant residents and then an after-tour dessert 'n coffee venue held in the cemetery administrative building or other convenient location.

### **Cheap Little Tarts**

The name is the draw at this event with multiple vendors. Purchase small tart shells (not the crumb crust type) and fill with various puddings and pie fillings made up from grocery-store mixes. The chocolate is most popular and the cherry filling the least. Set your price (\$1 is good) and add a lemonade or iced tea drink and picnic tables.

### **Decorative Bowling Pins**

Ever wonder what bowling alleys do with the old worn bowling pins? They usually sell them or give them away. Crafters have figured out a variety of ways to decorate bowling pins and repurpose them for additional uses such as for table legs. Bowling alleys, charities, schools and other organizations have bowling pin decoration contest fundraisers. Contestants are given the bowling pin to decorate and must follow the contest rules, such as decorating for a holiday or specific theme.

#### Helpful hints:

1. Sand old wooden bowling pins to diminish scratches and nicks from the wear and tear they received. Once they are smooth to the touch, apply a sealant.
2. Coat the bowling pin with a solid color of paint. White and tan are easy to work with and can be the background for a variety of items such as a person, penguin, ghost or an angel.
3. Paint facial features and clothing on the pin. For example, paint a girl's face wearing a bikini, a comical man wearing a tight t-shirt with his belly button on display. Other ideas include painting city skylines, beaches, mountains or animals onto the pin. For the non-artistic, you can use decoupage to attach pictures, decals or stickers.
4. Sign and date the bottom of the bowling pin with a permanent marker. This may make your piece of art more valuable in the future or be a treasured keepsake for your descendants.
5. Apply a sealant over the project and allow to completely dry.
6. Cut pieces of material to create wings, eyebrows, beaks or buttons and hot glue onto the pin.



7. Decorate the finished piece by adding a bow tie, pom-poms, hats, or tying a scarf or cape around the neck. Other options include adding real buttons, beads, fur, hair or ribbon.

### **One Night Stand**

Get talented artists to volunteer to create whimsical and beautiful night stands to donate for your fundraising event. Unusual pieces are the biggest draw. This can be held at a local boutique or wherever there might be lots of people. Participants bid on the chance to take home a one-of-a-kind night stand and support a good cause!

### **Donut Eating Contest**

This is a fun event to partner with local law enforcement and held at a local donut shop or at another venue that holds more people. Whoever eats six doughnuts the fastest wins the contest. A donation jar can be placed at the shop entrance with a unit volunteer handing out thank-you's and ALA brochures. T-shirts that advertised the event can also be sold.

### **Donut Seeds**

This is another simple idea that will get a lot of laughs. Just put some Cheerios in a plastic bag with a label that says Doughnut Seeds. Think of a funny messages/instructions to include... "Easy to Grow - Fun to Eat," "You Must Believe! If nothing grows, you end up with donut holes," etc. If you want to do this up fancy, there are some companies online that offer colorful, printed Donut Seed packets. Your profits will suffer, but they are cute.

### **Flag Subscription Service**

This is a perfect fundraiser for the ALA! Your unit (and post) places flags on subscribers' yards for a specific number of days per year. Set your fees based on how many days the flag will be placed. The subscription cost for 1 year is \$50-\$100. The first year, expect to clear about half of the proceeds after paying for the flags and accessories. Renew subscribers annually. Subsequent years are mostly profit - allowing for the replacement of damaged or worn flags and receptacles. Advertise in local neighborhood papers, "sell" door-to-door, or set up a booth outside the local grocery or at sporting events. Confine your sales to a geographic area that's doable for your group. Split the coverage area and assign 2-4 person teams to each. That way you can get finished quicker and provide back-up coverage when a team member is out of town. Be sure to leave contact information with your subscribers so they can refer friends and neighbors who want to participate. This fundraising project can raise funds and make your participants and supporters feel good.

After subscriptions are sold, purchase the flags, aluminum conduit (for poles) and PVC pipe. That way you only buy what materials you actually need, although you may wish to allow some extra for last minute subscribers. The PVC is cut to about 14 inches and put into the ground as a receptacle for the flag pole, which is about 5 feet long. The PVC should be "planted" ahead of time. Be sure to keep a record of specifically where it is located on each property. Make sure the pole and PVC are a reasonably close fit to keep your flag upright. You can add a threaded end on top and cap the PVC when not in use to keep out dirt and rocks. But be sure the top is below lawn mower height to avoid damage. Use a hack saw to cut the poles and PVC to the desired lengths. Drill holes in the pipe to attach the flag with picture hanging wire or other sturdy wire for long wear.



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### **Gas Station Attendant**

Ask a local gas station to let you pump customers' gas and wash their windshields. You can either ask for an unspecified fundraising donation or a set amount (you will do better without a set amount). Since most stations are now self-serve, you will be offering the customers a welcome option. It's a win-win situation. It doesn't cost the station a cent and their customers get premium service. You have no upfront cost. The gas stations already have the windshield cleaner, squeegees and paper towels. You just provide warm bodies and elbow grease.

### **Gift-Wrapping Service**

Get in touch with a store or mall in your area and ask about setting up a gift-wrapping fundraising booth for their customers for Valentine's Day, Mother's Day, Father's Day and/or Christmas. Just like regular gift-wrapping stations, you can charge different amounts for different levels of wrapping. You will need to invest in boxes, tape, wrapping paper and bows. You can either accept donations, or charge a fee per gift (depending on size, etc.). Usually the store will let you make announcements advertising your booth over their intercom while you are there gift-wrapping. Make sure you have enough people on hand to staff the booth during times advertised.

Remember that your "Wrap Staff" are representing the American Legion Auxiliary and cooperating merchant and should act and dress appropriately. Do not waste gift-wrap material by creating "works of art" during down time. Even if you are using scraps, it gives the appearance that you are wasting supplies. Do not tape directly on the box you are wrapping. Some boxes contain collector's items that lose their value if you damage the outside packaging. Be safe, and don't use tape on the box.

### **Grocery Bagger**

A few days per year volunteers could work with a local grocery store to bag and carry groceries for their customers, for tips. Have a coffee can sitting at the end of the checkout and give the volunteers some basic bagging lessons beforehand...no bread on the bottom, eggs on top, etc. It's a great time and the donations are pretty generous. Hand out a flyer to shoppers at the door when they walk in explaining your organization is there to bag and carry groceries free of charge, and if they choose to make a donation, please feel free to drop money in the decorated coffee cans provided at each register.

### **House Number**

For this fundraising idea, paint street numbers on curbs in front of houses. Using a cardboard cutout, paint a dark rectangular background on the curb. After it dries, paint the house number in reflective paint.

Before you start, contact the Licensing and Permit section of your local municipality to see if a permit is required. Ask the local police and/or fire departments if they have any special advice/guidelines regarding the project. Pick a neighborhood with good curbs and canvas the neighborhood one or more weeks ahead, taking orders and collecting payment. Advertise your services by going door-to-door and talking to homeowners. Leave printed flyers on doors of homeowners who are not home.

Specify an initial and rain date when the work will be done. You may wish to give a ten-day period (two weekends) to allow for possible delays. You will need several sets of stencils,



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masking tape, and black background and reflective spray paint. Work in teams of three – one to sweep the curb, one to paint the background and one to paint the house number. Since you will need to let the background paint dry before applying the house number, you may be able to get by with teams of two, depending on the size of the neighborhood. Have additional order-takers available on “paint day” for the homes you missed previously. Your worker's activity will create additional sales.

### **“It’s A Girl Thing!”**

Sell raffle tickets where the winner will receive a ‘Pamper Me’ packet for a day of relaxation and pampering, with all items being donated by local merchants. Tickets are sold for \$1 each, all of which is profit and with minimal effort! The packet included a body massage, tanning pass, haircut and style, manicure, store gift certificate, dinner for two and movie passes. Be creative and tailor your fundraising packet to fit your organization and supporters! Prepare a certificate or letter for the winner. Make sure you publicize the donations from the local merchants AND be sure to send them a personal thank you!

### **Coat Check**

Between Thanksgiving and Christmas, work with your local mall management company for an area to have a coat check. Stores in the mall may donate the temporary use of racks to hang coats on and a secured area to leave packages, etc. Hand out a coat check ticket and shoppers can leave their coats, mittens, etc. while they shop. Set a minimum donation for the service. You can raise thousands of dollars with very little upfront cost. The only things to pay for are rolls of tickets that you can buy at any office supply store.

### **Miniature Golf Tournament**

Reserve a miniature golf course for your fundraising event. Have participants ask people to sponsor them per hole they play. Then, run the tournament just like an Iron Man competition except you play on the miniature golf course. Play 100 holes in two hours or as many as you can do in two hours.

### **Potato Bar**

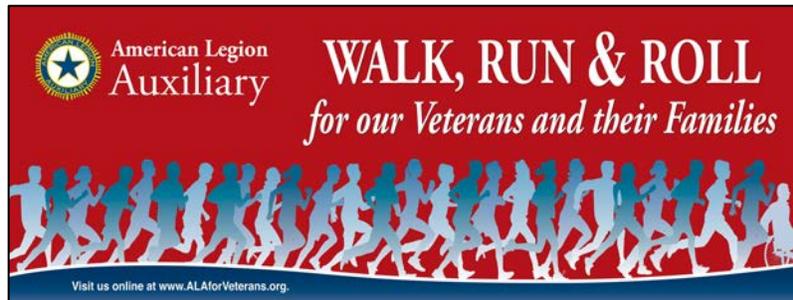
Bake potatoes and set up like a salad bar with all the fixings. Set price or ask for donations. You can also add salads and desserts donated by unit members. Add some fun by having someone dressed in a Mr. Potato Head costume walking around making sure everyone has everything they need. His parts are Velcro so the little kids can have a blast taking him apart and putting him back together.

### **Squeegee Day**

What we do is ask people at a local drive thru to donate money to have their windshields washed. Have one person at the beginning of the drive thru asking the person if they would like their windshield washed as a donation to your cause. If they say yes, our volunteer places a pamphlet under their windshield wiper. Once they get to the front of the drive thru and they have a pamphlet under their wiper, your team of two washes their windshield and thanks them for their donation. Get the squeegees donated as well as the windshield washer fluid, and mix it 50/50 with water. There’s very little setup (your pail and pamphlets) and it takes a very small number of people to pull it off.



## HOW TO ORGANIZE AND RAISE FUNDS WITH WALK, RUN & ROLL FOR VETERANS AND THEIR FAMILIES



### Contact Information for Questions:

alahq@ALAforVeterans.org

### What Can You Do?

Organize a walk, run, and/or ride for veterans event to raise community and brand awareness of The American Legion Family to raise funds for the benefit of local veterans' needs. See additional how-to sheets/samples for detailed steps.

### Step-by-Step Instructions:

**Tips for organizing a profitable walk to aid local veterans and their families (see detailed timeline):**

- Select chairperson and committee
- Set fundraising goal
- Plan details of event (date, time, route, insurance/liability needs, permits required)
- Encourage other community organizations to be part of event (sponsors, participants, etc.)
- Solicit business sponsorships/donations/in-kind donations
- Provide widespread media coverage
- Determine volunteer list with designated assignments/duties
- Promote walker participation/distribute walker sponsor forms
- Document event with updates on Facebook, Twitter, etc.
- Hold wrap-up meeting following event
- Publicly thank all participants
- Pay bills and send thank-you letters
- How-To Suggestions
- Benefits of a Walk, Run, Roll
- Planning Timeline
- Sponsorship Solicitation Letter
- Business Sponsorship Levels List
- Business Sponsorship/Donation Form
- Walker Sponsor Form
- Thank You Letter
- Color Flyer, Banner and Poster Templates



## INCREASE AEF DONATIONS WITH A RAIN BARREL FUNDRAISER

### Contact Information for Questions:

aef@ALAforVeterans.org

### Rain Barrel AEF Fundraiser

#### *What is a rain barrel?*

A rain barrel is a system that collects and stores rainwater from your roof that would otherwise run off and be diverted to storm drains, streams and rivers. It is composed of a 55 gallon drum (plastic or wooden), a vinyl hose, PVC couplings, and a screen grate to keep debris and insects out, and other common items. A rain barrel is relatively simple and inexpensive to construct and can sit conveniently under a residential gutter downspout.

#### *How can a rain barrel help AEF?*

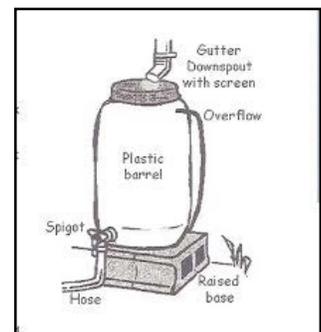
Rain barrels can be built or bought by units, districts or departments and decorated uniquely. These barrels can then be auctioned off as a fundraiser for the Auxiliary Emergency Fund (AEF).

- Example: dinner/silent auction:
  - The goal is to have an event with a significant number of people who can and/or will bid on the barrels in order to raise funds for AEF. Large events could include district events or your department convention.
  - There could be a competition between units and/or districts on the “best” rain barrel, “most unique” rain barrel, “most patriotic” rain barrel, etc.



#### *How can you help?*

- Department: Host a fundraising opportunity to auction off rain barrels donated by units and districts in your state.
- Unit: Coordinate your unit to purchase or build a rain barrel for auction.
- Member: Donate items or funds to help build or decorate rain barrels.





## SECTION 2.1 PLANS OF ACTION

### MISSION OUTREACH PROGRAMS

- ALA GIRLS NATION
- AMERICANISM
- CHILDREN & YOUTH
- COMMUNITY SERVICE
- EDUCATION
- JUNIOR ACTIVITIES
- LEGISLATIVE
- LIAISON TO CHILD WELFARE FOUNDATION
- NATIONAL SECURITY
- POPPY
- VETERANS AFFAIRS & REHABILITATION

# 2016-2017 American Legion Auxiliary Programs Action Plan

## ALA Girls Nation

ALA Girls Nation and the 2014-2019 Centennial Strategic Plan – As our single most consistent community outreach program, ALA Girls Nation and ALA Girls State help us cast a wider membership net (Goal 1) and raise awareness of our mission (Goal 5) with a population that can have a positive impact on our organization, our mission and our nation.

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## **What is this program and why do we have it?**

American Legion Auxiliary units in all 50 states proudly host ALA Girls State, an amazing week of learning focused on responsible citizenship, leadership and love for God and Country. Participants are assigned to mock cities and to either the “Federalist Party” or “Nationalist Party.” They are immersed in learning about the political process by electing officials for all levels of state government and allowing them to actively run a mock government. Assistance from dedicated ALA volunteers ensures the program’s nonpartisan governmental, patriotic and civic objectives are carried out through interactive learning. Though the week is filled with many learning opportunities, there is always time for fun and the formation of long-term friendships.

Two girls are selected from each ALA Girls State program to attend ALA Girls Nation. ALA Girls Nation “senators” meet for a week in Washington, D.C. where they run for political office, campaign and debate for the passage of legislation and meet with U.S. Congressmen and Senators from their states. Capping off the week of ALA Girls Nation is a possible meeting with the President of the United States at the White House. This year ALA Girls Nation will convene July 22-29, 2017.

## **What can you do?**

### **1. Instill an awareness of the American Legion Auxiliary’s mission in all ALA Girls State citizens.**

#### **Ideas:**

##### **Member**

- Encourage eligible young ladies to become involved with volunteer projects in their communities that involve veterans, active military or the American Legion Auxiliary.

##### **Unit**

- Invite your ALA Girls State delegates, both past and present, to participate in service projects with your unit, even if they are not ALA members.
- Use the invitation to donate/participate as an opportunity to raise awareness of your local ALA unit in your community.
- Encourage unit members to solicit sponsorship/fundraising or donations from other organizations or businesses to sponsor ALA Girls State delegates.
- Increase networking with schools (including charters, private and home schools) that have no active units in their communities.

##### **Department**

- Educate ALA Girls State citizens about the programs and mission of the American Legion Auxiliary by including “Auxiliary Facts” in the ALA Girls State program agenda.

- Incorporate a veterans program to bring more emphasis to the American Legion Auxiliary's mission.
  - POW/MIA ceremony with table and accessories; include citizens in the program
  - Present Blue Star Banners to staff and citizens who have a loved one in the military.
  - Invite veterans and/or active military to be guest speakers during your session (possibly someone who has benefited from the ALA's mission).
- Stress the importance of volunteering and giving back to the community.
  - Incorporate a mission-based service project during your ALA Girls State session in which all citizens participate.
- Invite alumnae to join the ALA or participate in the organization's service projects.
- Refer to resources on the National website during ALA Girls State.

## **2. Actively encourage all eligible ALA Girls State citizens (past and present) to join the American Legion Auxiliary.**

### **Ideas:**

#### **Member**

- Ask ALA Girls State citizens who have become members to pass on the benefits of membership to other eligible family members.
- Prepare talking points about the ALA and use them when you are speaking with ALA Girls State delegates and their families.
- Promote opportunities and benefits of membership as a source for volunteerism.
- Coordinate your efforts with other members so recruitment doesn't become a nuisance to participants.

#### **Unit**

- Invite eligible ALA Girls State delegates you sponsor to join your unit.
- Actively engage ALA Girls State citizens (past and present) to pass on the importance of membership to other eligible family members.
- Develop a very brief, mission-focused presentation to showcase the ALA mission, history and relevance to current issues affecting the military and their families.
- Promote opportunities and benefits of membership as a source for volunteerism.

#### **Department**

- Have membership applications, eUnit information and information on the American Legion Auxiliary available during your ALA Girls State session.
- Encourage ALA Girls State volunteers that joined the ALA, after attending Girls State as a citizen, to discuss their reasons for joining and what opportunities and benefits they have gained as members. (I.e.: have your members share at a program fair or in local city council meetings).

### **3. Increase participation by highlighting college scholarship/funding possibilities for ALA Girls State program participants.**

#### **A. State participation scholarships**

##### **Ideas:**

##### **Member**

- Make a donation to your local ALA Girls State program.
- Ask other organizations you volunteer with to donate to ALA Girls State.

##### **Unit**

- Solicit donations from other veteran, civic or booster organizations to sponsor ALA Girls State delegates.
- Network with schools (charter, private, home schools) that have no active units in their communities.
- Ask parents of past ALA Girls State delegates to contribute to the ALA Girls State program.
- Invite members to set up a memorial scholarship in memory of a loved one. Contact your department ALA Girls State chairman or director for information.

##### **Department**

- Ask your housing institution (ALA Girls State host location) to contribute a scholarship for ALA Girls State delegates.
- Have fundraisers to increase scholarship funds available to participants.
- Encourage ALA Girls State alumnae to consider providing scholarships to support the program.
- Apply for private grants to increase scholarship funds available to participants.

**Note: Use caution when it comes to state funding.**

#### **B. College/Samsung scholarship**

Every year, a participant of each ALA Girls State program, who is a direct descendant of a veteran, is eligible to apply for the Samsung scholarship at the state level. One ALA Girls State citizen from each state is named as a department finalist and is guaranteed to receive a scholarship. The amount of this scholarship varies each year. National winners are then chosen from the pool of department finalists, each receiving a \$20,000 scholarship.

##### **Ideas:**

##### **Member**

- Write an article for your local paper with Samsung scholarship information.
- Take a photo of past/present Samsung scholarship winners for the inclusion in department publications.

##### **Unit**

- Include a flyer promoting the Samsung scholarship in your ALA Girls State packets to the schools.
- Identify eligible Samsung scholarship recipients during the interview process.

## **Department**

- Include a flyer promoting the Samsung scholarship in your bulk mailing to units.
- Acknowledge the recipient of a previous Samsung scholarship during your ALA Girls State program.
- Share a photo of the recipient along with a short article in department publications and the recipient's local newspaper.

## **4. Utilize the Internet, social networking sites and written media to increase awareness and visibility of ALA Girls State.**

### **Ideas:**

#### **Member**

- Link personal social media accounts to ALA Girls State program accounts, as well as ALA Girls Nation sites.
  - Twitter handle is @ALAGirlsNation.
  - Facebook page is "American Legion Auxiliary Girls Nation."

#### **Unit**

- Review candidate selection process and marketing efforts to ensure attraction of quality candidates.
- Establish various social media accounts (Facebook, Twitter, Instagram or use current sites and include how to maintain them.)
  - Include social media etiquette.
  - Include safety when using social media sites.
- Create a Facebook page and/or Twitter account for your unit and "like" your ALA Girls State program page and the ALA Girls Nation page.
- Engage with possible participants as to the best ways they may be reached. For example, Instagram and Snapchat are currently popular forms of social media to consider.
- Prepare an article about your ALA Girls State delegates and submit it to your local newspaper. If it is published, share the link on your social media sites.

## **Department**

- Link your ALA Girls State website with other relevant programs in your state and the ALA Girls Nation website.
- Invite previous participants to join any social media sites your ALA Girls State program manages.
- Create and use hashtags on Twitter and Facebook.
- Encourage the chartering of an eUnit within your department for ALA Girls State alumnae.
- Encourage ALA Girls State citizens to start a closed Facebook group with their cities at their ALA Girls State program.

## **5. Stay up to date on the latest ALA Girls State programming news and best practices.**

## **Ideas:**

### **Member**

- Sign up to receive the *In the Know eBulletin* and the *ALA eNews* from ALA National Headquarters. ([www.alaforveterans.org/Media/ALA-eNews](http://www.alaforveterans.org/Media/ALA-eNews))

### **Unit**

- Maintain regular contact with your ALA Girls State department leaders.

### **Department**

- Send at least one member to the ALA Girls State Leadership Conference held in Indianapolis, Ind., September 23-25, 2016.
- Read and implement the ALA Girls State Program and Operations Guide.
- Maintain regular contact with the units in your department.

## **ALA Girls State Reporting**

### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department. Each department ALA Girls State chairman is required to submit a narrative report by **January 5, 2017** to her respective division ALA Girls Nation chairman plus copy the national ALA Girls Nation chairman.

### Annual Reports

Annual reports reflect the program work of units in the department. Each department ALA Girls State chairman is required to submit a narrative report by **May 15, 2017** to her respective division ALA Girls Nation chairman plus copy the national ALA Girls Nation chairman. Members and units should follow their department's protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

- What have you done within your ALA Girls State program to encourage membership?
- What methods do units utilize to recruit ALA Girls State delegates for membership? Are they effective?
- Does your ALA Girls State program initiate a mission-based activity during your session? If so, please detail the success of this activity.
- Discuss the success of your ALA Girls State alumnae Facebook page or other social media.
- Discuss units' successful solicitation of funding outside of The Legion Family.
- How have you improved the unit involvement and understanding of all aspects of the program? Has the program participation increased because of this?

### **Additional Resources:**

- [www.alaforveterans.org](http://www.alaforveterans.org)
  - ALA Girls State Program and Operations Guide
  - Sign up for the *ALA In the Know eBulletin* and *ALA eNews*
- [www.BoysandGirlsState.org](http://www.BoysandGirlsState.org)
- Your national ALA Girls Nation committee members (see front page of this Plan)

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Americanism

Americanism and the 2014-2019 Centennial Strategic Plan – Promoting patriotism and responsible citizenship help us fulfill our brand promise (Goal 5) by giving U.S. citizens a chance to participate in our mission by feeling patriotic and demonstrating their support in an active, visible way.

### Committee Contact Information

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## **What is this program, and why do we have it?**

The Americanism Program promotes patriotism and responsible citizenship.

## **What can you do?**

**1. Be knowledgeable on flag history, etiquette and proper disposal methods; and promote the observation of patriotic holidays so your community will look to the ALA for information.**

### **Ideas:**

#### **Member**

- Publish flag etiquette tips in your newspaper and on social media.
- Practice respect for our flag at public events, such as sporting events.
- Educate others on how to respect the flag.
- Volunteer for a local patriotic event.
- Sign up to receive notifications on when to display your flag at half-staff at [www.legion.org](http://www.legion.org).
- If you have an idea about how to promote Americanism, let your unit know.
- Assemble pocket flags to be distributed by units.

#### **Unit**

- Conduct a flag disposal ceremony.
- Host flag awareness events and communicate information:
  - In schools
  - At your post home
  - At public functions
- Participate in local patriotic holiday events.
- Organize a patriotic holiday event.
- Encourage local businesses to fly a flag, especially on patriotic holidays.
- Encourage members to fly a flag.
- Order pocket flag kits and distribute to members for assembly.
- Identify and distribute assembled pocket flags to active-duty military overseas.

#### **Department**

- Communicate information regarding flag etiquette to your units.
- Conduct a flag disposal ceremony.
- Host flag awareness events and communicate information:
  - In schools
  - At your post home
  - At public functions
- Compile a list of patriotic holidays and events and share with your units.
- Encourage members to fly the flag.

**2. Encourage members to vote and to support the amendment to protect the United States flag from desecration. The amendment currently reads, “The Congress shall have power to prohibit the physical desecration of the flag of the United States.”**

**Ideas:**

**Member**

- Contact state and federal representatives, asking them to support the flag amendment.
- Vote.
- Encourage others to vote.
- Take your children/grandchildren with you when you vote – many places have kid-related voting.
- Recruit others to support the flag amendment by explaining what it is and why it is important.
- Attend the annual ALA Washington DC Conference (see [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for details).

**Unit**

- Encourage members to contact state and federal representatives, asking them to support the flag amendment.
- Encourage members to participate in Get Out the Vote and Kids Voting USA campaigns.
  - Guidelines: [www.legion.org/vote](http://www.legion.org/vote) and [www.kidsvotingusa.org](http://www.kidsvotingusa.org)
- Encourage member participation at the annual ALA Washington DC Conference.

**Department**

- Encourage members to contact state and federal representatives, asking them to support the flag amendment.
- Encourage members to participate in Get Out the Vote and Kids Voting USA campaigns.
  - Guidelines: [www.legion.org/vote](http://www.legion.org/vote) and [www.kidsvotingusa.org](http://www.kidsvotingusa.org)
- Encourage member participation at the annual ALA Washington DC Conference.

**3. Increase participation in the Americanism Essay Contest. This year’s theme is “How does learning about government and our America help you become a future guardian of the liberties of our country?”**

**Student Award:** Americanism Essay Contest

**Type of award:** Citation, \$50 prize and additional \$50 donation added to the Children of Warriors National Presidents Scholarship Fund.

**Presented to:** 30 students total, six from each division, one student for every class in each division

**Materials and Guidelines:**

- The contest shall include six classes.

<b>Class</b>	<b>Grade Level</b>	<b>Word Requirement</b>
I	3 and 4	150-250
II	5 and 6	250-300
III	7 and 8	350-400
IV	9 and 10	450-500
V	11 and 12	450-500
VI	Students with special needs	Word count should correspond with student's grade level.

- Students with special needs are defined as:
  - Those in special education classes
  - A student recommended for special education classes, but who has not been admitted due to a waiting list or various other factors
  - A child identified as having a disability, but not in a special education class due to lack of facilities; identification contingent upon discretion of school officials
- Entries must include the Americanism Essay Contest cover sheet found at the end of this program Plan.
- Unit winners are sent to the department Americanism chairman, following department guidelines.
- The department winning entry must be postmarked by April 15, 2017, and sent to the national division chairman (see front page of this program Plan for specific division contact information).
- National winners will be informed of their award via communication from National Headquarters directly following National Convention
  - At this time, a copy of the letter sent to the student along with a citation will be sent to the department to forward on to the unit. The department and unit should arrange a public recognition of the student's achievement.

**Ideas:****Member**

- Encourage your children/grandchildren to participate in the essay contests.
- Offer to contact schools or other organizations.
- Help judge the essays.

**Unit**

- Contact schools and other organizations such as the Young Marines, Girl Scouts and Boy Scouts, and 4-H about the essay contest.
- Offer incentives for essay winners.
- Encourage Junior members to participate in the essay contest.
- Create information packets explaining contest rules, deadline dates, theme and award opportunities.
- Contact the essay winner and their parents. Invite the parents to bring their child to your next Auxiliary meeting to read his/her winning essay. Provide refreshments.

- Work with school administration to identify guidance counselors, history teachers, etc., whose students would be interested in participating.
  - Arrange for a day with the schools (preferably during a student assembly) to present the essay winners with their prizes. Provide cash award and/or savings bond.
  - Invite media to attend the event
- Be sure to include this information on your unit report to your district, department and national chairman.

### **Department**

- Encourage members to promote the essay contest.
- Offer department incentives for essay winners.
- Encourage your Junior members to participate.

## **4. Participate in the promotion of American Legion Americanism programs.**

### **Ideas:**

#### **Member**

- Support American Legion Baseball.
  - Help with statistics.
  - Work the concession booth.
  - Donate to a team.
  - Contact local sports shops and ask if they would be willing to make donations toward a fundraiser or offer a discounted price to purchase needed items.
- Support the Oratorical Contest.
  - Help prepare post home to sponsor local or district contest.
  - Offer to be a judge or timekeeper.
  - Offer to help out with refreshments.
  - Provide transportation for candidates.
  - Help recruit candidates at local schools and other organizations.
    - Contact history teachers or debate coaches.
- Support the Junior Shooting Sports, which promotes gun safety and marksmanship training for youth.
  - Volunteer to help out with scoring, supervising or transportation.
  - Help recruit candidates at local schools and other organizations.
    - Contact JROTC at local schools.

#### **Unit**

- Work with the post and/or district Americanism chairman.
- Support American Legion Baseball.
  - Sponsor a team.
  - Help with statistics.
  - Man the concession booth.
  - Hold a fundraiser.
  - Drive the team to games.
- Support the Oratorical Contest either at your post level or district level.
  - Offer to provide volunteers as timekeepers or judges.
  - Offer to help out with refreshments.
  - Offer to host a contest.
  - Help recruit candidates at local schools and other organizations.

- Support Junior Shooting Sports, which promotes gun safety and marksmanship training for youth.
  - Offer to provide refreshments on event day.
  - Arrange transportation and/or supervision on event day.
  - Host an event at your post/unit home, if you have the space.

### **Department**

- Work with the American Legion Americanism chairman in your department.
- Support American Legion Baseball.
  - Sponsor a team.
  - Sponsor a tournament.
- Encourage units to support the Oratorical Contest in conjunction with their respective posts or districts.
- Encourage units to support Junior Shooting Sports, which promotes gun safety and marksmanship training for youth.

### **Americanism Reporting**

#### Mid-Year Reports

Mid Year reports reflect the program work of units in the department. Each department Americanism chairman is required to submit a narrative report by **January 5, 2017**, to the division Americanism chairman at the address found on the front page of this program Plan, plus copy the national Americanism chairman.

#### Annual Reports

Annual reports reflect the program work of units in the department. It is requested that photos of select unit projects accompany these reports. Members and units should follow their department's protocol and deadlines.

Each department Americanism chairman is required to submit a narrative report by **May 15, 2017**, to the division Americanism chairman at the address found on the front page of this program Plan, plus copy the national Americanism chairman

#### **As part of your narrative report, please include answers to the following questions:**

- How did you promote the Americanism essays contest?
- How did units promote the flag program?
- How did you promote patriotic holidays?
- How did units encourage support of the flag amendment?
- Did units support American Legion Americanism programs? How?
- How did units promote Americanism in their community?

### **Americanism Awards**

NOTE: Please be sure each award entry includes a cover sheet found at the end of this program Plan, and make arrangements for the return of materials in advance, if desired.

**Unit Award:** Dorothy Pearl Most Outstanding Americanism Program

**Type of award:** Citation Plaque, announced at the National Convention

**Presented to:** One unit Americanism chairman that reports the most outstanding Americanism program targeted to children and youth

**Materials and Guidelines:**

- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- The entry may include no more than five pictures and five news articles.
- Attach an award cover sheet (located at the end of this program Plan), including the name of the award, as well as the name and contact information for the department and unit Americanism chairman.
- Deadline: May 15, 2017
- Send to National Americanism Chairman, Sue Britton, at the address found on the front page of this program Plan.

**Department Award:** Most Outstanding Overall Americanism Program

**Type of award:** Citation plaque

**Presented to:** One department chairman in each division (five overall awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
- Attach an award cover sheet (located at the end of this program Plan).
- The department chairman must send all entries to her national division chairman either postmarked by June 1, 2017 or emailed by 5:00 p.m. EDT. (See front page of this program Plan for names and address).

**Additional Resources You Can Use**

1. Emblem Sales: [www.emblem.legion.org](http://www.emblem.legion.org) - flag education DVD: explains the history, significance, meaning, proper display and treatment of the U.S. flag. *Let's Be Right on Flag Etiquette* - a "question and answer" booklet on proper flag etiquette.
2. The American Legion Flag Advocacy: [www.legion.org/flag](http://www.legion.org/flag)
3. The American Legion's *Action Programs of Americanism* brochure: [www.legion.org/publications](http://www.legion.org/publications)
4. Capitol Building flags: To order flags flown over the Capitol, contact your congressional representative or senator or visit his/her website. Flags are available for a nominal fee; four to six weeks should be allowed for delivery.
5. Your national committee members (see cover page of this program Plan)
6. Promote the Pocket Flag Project. [www.pocketflagproject.com](http://www.pocketflagproject.com) *At time of publication of the Programs Action Plan the pocket flags are \$90.00 per 300 flags.*



**AMERICANISM ESSAY CONTEST  
2017 Cover Sheet**

Each year, the American Legion Auxiliary (ALA) sponsors an Americanism Essay Contest for students in grades 3-12, including students with special needs. Grade levels are divided into six classes. One award in each of the six classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) at the start of September.

**Essay Title:** *"How does learning about government and our America help you become a future guardian of the liberties of our country?"*

**Essay Classes:**

Class	Grade Level	Word Requirement
I	3 and 4	150-250
II	5 and 6	250-300
III	7 and 8	350-400
IV	9 and 10	450-500
V	11 and 12	450-500
VI	Students with special needs	Word count should correspond with student's grade level.

**Essay Checklist:**

- Class competing in \_\_\_\_\_
- Sponsoring ALA unit \_\_\_\_\_
- Typed or neatly written essay conforming to the word requirement for class
- Completed essay coversheet as first page of essay
- Word count of essay \_\_\_\_\_
- Due date for student to return to ALA unit \_\_\_\_\_

**To Be Completed by the Student/Parent:**

Student Name: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: \_\_\_\_\_

School Name: \_\_\_\_\_

School City/State: \_\_\_\_\_

Teacher Name and Signature: \_\_\_\_\_

**Auxiliary Use Only (Must be completed for entry to be considered.):**

Sponsoring Unit Name/Number: \_\_\_\_\_

Signature of Unit Americanism Chairman: \_\_\_\_\_

Unit winner due to Department on: \_\_\_\_\_ Department: \_\_\_\_\_

Signature of Department Chairman: \_\_\_\_\_

*Department winner due to National Americanism Division Chairman by April 15, 2017*



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Children & Youth

Children & Youth and the 2014-2019 Centennial Strategic Plan – By protecting, caring for, and supporting children and youth, particularly those of veterans and military families, ALA members fulfill our brand promise (Goal 5) of being community leaders and responsible American citizens while caring for military families. In doing so, we are building a future membership base (Goal 1) among our target demographic — military families.

### Committee Contact Information

Children&Youth@ALAforVeterans.org



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#### National Headquarters Program

##### Coordinator

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## What is this program, and why do we have it?

The Children & Youth Program emphasizes protecting, caring for and supporting children and youth, particularly those of veterans' and military families.

## What can you do?

### 1. Support Children and Youth in your community.

- **“Star Spangled Kids”**: This is an ALA program to educate children and youth on the history of the United States from the aspect of patriotism, Americanism and the U.S. Constitution.
- **Youth Hero Awards/Good Deed Awards**: This is an ALA program to recognize youth who demonstrate a heroic act of physical valor or who exemplify community service in action.
- **Josh dogs**: An American Legion Family alliance, GI Josh is a plush dog and accompanying storybook used to help ease separation fears for the military children.
- **April is The American Legion’s Children and Youth Month**

### Ideas:

#### Member

- Offer to make a “Star Spangled” presentation to your local schools. Invite post members to help students learn how their military service was meaningful in defending the U.S. Constitution.
  - Refer to the Star Spangled Kids how to sheet at the end of this program Plan for more information.
- Contact local high schools to invite them to encourage their students to use their knowledge of the U.S. Constitution by participating in The American Legion Oratorical Contest.
  - Refer to [www.legion.org](http://www.legion.org) for information on the Oratorical Contest.
- Monitor newspapers, TV and neighborhoods for children and youth who have performed a heroic act of physical valor, such as performing CPR, helping evacuate in the event of a fire, calling 911 for an emergency, etc. Work with your unit to nominate them for a Youth Hero/Good Deed Award.
- Contact local schools, churches and youth groups to make them aware of the Youth Hero/Good Deed Awards. Make sure to leave unit contact information.
- Identify children in your community who may be or are facing hospitalization for the first time and who may benefit from a Josh and friends dog and book.

#### Unit

- Create a Unit Citizenship Award for children and youth who have learned the ideals of the U.S. Constitution.
- Share a constitutional fact each month in the unit newsletter, the newspaper editorial and/or on social media.
- September 17 is Constitution Day (Citizenship Day). Host a party that revolves around the U.S. Constitution for children.
- Print and distribute pocket constitutions to schoolchildren.
  - Refer to the Star Spangled Kids how to sheet at the end of this program Plan for more information.
- Once a child has been identified as a Youth Hero/Good Deed applicant, complete the

nomination form. See the Youth Hero/Good Deed nomination form at the end of this program Plan to submit the name of the child. Have the form signed by two unit members, and then submit the form to your department secretary.

- When a Youth Hero/Good Deed award is approved, contact local media, community school leaders and the child's parents, and plan for a public presentation of the award.
- Plan a special celebration of children during the month of April in honor of Children and Youth Month.

### **Department**

- Share a constitutional fact each month in the department bulletin.
- Offer incentives to units for starting a "Star Spangled Kids" activity.
  - Refer to the Star Spangled Kids how to sheet at the end of this program Plan for more information.
- Support the Children and Youth programs of The American Legion by providing information to units and distributing TAL pamphlets, coloring books, comic books and other information found on [www.Legion.org](http://www.Legion.org) and through Emblem Sales.

### **2. Support military children and youth**

- **Kids of Deployed are Heroes 2 (KDH2):** This is a recognition program for military children who experience extended separation from their military parent or parents.
- **GI Josh:** An American Legion Family alliance, GI Josh is a plush dog and accompanying storybook used to help ease separation fears for the military children.
- **April is the Month of the Military Child**

### **Ideas:**

#### **Member**

- Volunteer at a Tragedy Assistance Program for Survivors (TAPS) camp program.
- Volunteer at a Family Readiness Group event where KDH2 "I'm a Hero 2" buttons/stickers can be distributed.
- Give a GI Josh to the child of a deployed servicemember.
- Wear purple on April 15 in honor of Purple Up! for Military Kids day.

#### **Unit**

- Host a dinner, game night, community fair, etc. that will bring military and non-military families together.
- Host a KDH2 celebration with recognition buttons/stickers to let military kids know we appreciate their sacrifices.
  - Refer to the how to sheet at the end of this program Plan for more information.
- Support G.I. Josh – Identify military children who may have a parent or sibling deploying.
- Plan a special celebration of military children during April in honor of the Month of the Military Child.
- Encourage members to wear purple on April 15 in honor of Purple Up! for Military Kids day.

### **Department**

- Promote the KDH2 program
- Collaborate with ALA Girls State by recognizing citizens who are the daughters of

servicemembers with “I’m a Hero 2” buttons or stickers.

- Team up with other community groups that are also concerned with the special needs of military children (i.e. Give an Hour, Military Parents, Guard/Reserve Family Readiness Group representatives, etc.).
- Plan a special celebration of military children during April in honor of the Month of the Military Child.
- Encourage members to wear purple on April 15 in honor of Purple Up! for Military Kids day.

### **3. Support veterans’ children and youth.**

- **Homeless veterans’ children**
- *Klinger, a Story of Honor and Hope* – Tragedy Assistance Program for Survivors (TAPS) is affiliated with the American Legion Family

#### **Ideas:**

##### **Member**

- Contact your local churches, homeless shelters and food pantries to identify homeless veterans’ children. Ask what their specific needs are, and offer them your services as an ALA member.
- Contact your local news sources (newspaper, community television, community websites and social media accounts) and town council. Offer to give a presentation about you and your unit’s work for homeless veterans and their children.
- Contact your voluntary services representatives at the Veterans Affairs Medical Center. Offer to work with them to help meet the needs of children of homeless veterans who come to the VAMC.
- Contact local schools to access their need for supplies and extra clothes for homeless children. Offer to supply items as needed.
- Volunteer at a TAPS camp program.

##### **Unit**

- Train unit members to be a resource for front-line agencies who receive requests for help.
- Contact local schools to access their need for supplies and extra clothes for homeless children. Offer to supply items as needed.
- Contact your post service officer to offer help with the needs of children for veterans who need financial help. (The American Legion - Temporary Financial Assistance)
- Help raise awareness for the needs of homeless children in your community by sharing unit activities on the unit website, social media pages and newsletters.
- Purchase the book, *Klinger, a Story of Honor and Hope*, from TAPS with the companion plush horse for children who are grieving the loss of a military parent or loved one.

##### **Department**

- Team up with other community groups that are also concerned with the special needs of veteran’s children. (i.e. TAPS)
- Share information and ideas, including activities units are providing, on the department’s website, social media pages and newsletters to help children of veterans.

## **Children & Youth Reporting**

### Mid-Year Reports

Mid-Year reports reflect the work of units in the department. Each department Children & Youth chairman is required to submit a narrative report by **January 5, 2017**, to the division Children & Youth chairman at the address found on the front page of this program Plan, plus copy the national Children & Youth chairman.

### Annual Reports

Annual reports reflect the work of units in the department. It is requested that photos of select unit projects accompany these reports. Each department Children & Youth chairman is required to submit a narrative report by **May 15, 2017**, to the division Children & Youth chairman at the address found on the front page of this program Plan, plus copy the national Children & Youth chairman. Members and units should follow their department's protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

1. How did your units and department promote "Star Spangled Kids," educating children and youth about the U.S. Constitution from the aspect of patriotism and Americanism?
2. How did your units and department promote the Youth Hero/Good Deed Award?
3. What success stories do you have regarding support for military or homeless veterans' children?

## **Children & Youth Awards**

NOTE: Please make arrangements for the return of materials in advance.

### **Youth Hero Award**

**Type of Award:** Youth Hero Medal and Citation

**Presented to:** Youth under 18 years of age who have performed a heroic act of physical valor

#### **Materials and guidelines:**

- Complete the Youth Hero and Good Deed Award Nomination Form found at the end of this program Plan and mail to your **department secretary**, who certifies, then mails the application to National Headquarters. (Please, members/units **do not** mail applications directly to National Headquarters.)
- The award certificate, signed by the national president, and Youth Hero Award medal will be returned to the unit to be presented on behalf of the national organization.

\*The department Children & Youth chairman should be notified of the award.

### **Good Deed Award**

**Type of Award:** Citation

**Presented to:** Youth under 18 years of age who are great examples of community service in action

#### **Materials and guidelines:**

- Complete the Youth Hero and Good Deed Award Nomination Form found at the end of this program Plan and mail to your **department secretary**, who certifies, then mails the application to National Headquarters. (Please, members/units **do not** mail applications directly to National Headquarters.)

- The award certificate, signed by the national president, and Youth Hero Award medal will be returned to the unit to be presented on behalf of the national organization

\*The department Children & Youth chairman should be notified of the award.

**Unit Award:** Outstanding Unit Children & Youth program

**Type of Award:** Engraved Plaque

**Presented to:** One unit in each division (5 overall awards)

**Materials and guidelines:**

- Awarded to the unit in each division with the most outstanding Children & Youth program.
- Narrative not to exceed 1,000 words. Include specific examples of how your unit worked the Children & Youth program.
- May include pictures, news articles, news releases, etc.
- Attach an award cover sheet found at the end of this program Plan, including the name of the award, as well as the name and contact information for the department and unit Children and Youth chairman.
- Deadline May 15, 2017.
- Send to your national division chairman. (See front page of this program Plan for names and addresses.)

**Unit Award:** Supporting Military Children Unit Award

**Type of Award:** Citation Plaque

**Presented to:** One unit chairman in each division (5 overall awards)

**Materials and guidelines:**

- Awarded to the unit chairman in each division with the best program supporting military children.
- Narrative not to exceed 1,000 words.
- May include pictures, news articles, news releases, etc.
- Attach an award cover sheet found at the end of this program Plan, including the name of the award, as well as the name and contact information for the department and unit Children and Youth chairman.
- Deadline May 15, 2017.
- Send to your national division chairman. (See front page of this program Plan for names and addresses.)

**Unit Award:** Star Spangled Kids Unit Award

**Type of Award:** Citation Plaque

**Presented to:** One unit chairman in each division (5 overall awards)

**Materials and guidelines:**

- Awarded to the unit chairman in each division for the most outstanding program promoting Star Spangled Kids.
- Narrative not to exceed 1,000 words. Include specific examples of Star Spangled Kids activities and programs.
- May include pictures, news articles, news releases, etc.
- Attach an award cover sheet found at the end of this program Plan, including the name of the award, as well as the name and contact information for the department and unit Children and Youth chairman.
- Deadline May 15, 2017.
- Send to your national division chairman. (See front page of this program Plan for

names and addresses.)

**Department Award: Best Overall Department Program**

**Type of Award:** Citation Plaque

**Presented to:** One department chairman in each division (5 overall awards)

**Materials and guidelines:**

- Awarded to the department chairman in each division who conducted the best overall promotion of the Children & Youth program.
- Narrative not to exceed 1,000 words.
- May include pictures, news articles, news releases, etc.
- Attach an award cover sheet found at the end of this program Plan, including the name of the award, as well as the name and contact information for the department Children and Youth chairman.
- Deadline May 15, 2017.
- Send to your national division chairman. (See front page of this program Plan for names and addresses.)

**Additional Resources You Can Use**

1. The American Legion Children & Youth programs: [www.legion.org/programs](http://www.legion.org/programs)
2. The American Legion Child Welfare Foundation: [www.legion.org/cwf](http://www.legion.org/cwf)
3. Josh and Friends (American Legion Family alliance): [www.joshandfriends.com](http://www.joshandfriends.com)
4. Tragedy Assistance Program for Survivors (an American Legion Child Welfare Foundation grant recipient for *Klinger*): [www.taps.org](http://www.taps.org)
5. Print Pocket Constitution for school children: [www.constitutionbooklet.com](http://www.constitutionbooklet.com)
6. Military Child Education Coalition: [www.militarychild.org](http://www.militarychild.org)
7. "I'm a Hero 2" stickers template and instructions can be found on the Children & Youth program page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
8. See Children & Youth program page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for additional resources.
9. Your national Children & Youth committee members (see front page of this program Plan).



## HOW TO CONDUCT A “KIDS OF DEPLOYED ARE HEROES 2” PROGRAM

**Committee:**

Children & Youth

**Submitted by:**

Nicole Clapp, National C&Y Chairman

**Contact Information for Questions:**

nclapp@grantregional.com; Children&Youth@ALAforVeterans.org

**Kids of Deployed are Heroes 2 (KDH2): honoring military children who may experience a separation from one or both parents, whether deploying to a war zone, having a short tour or extended TDY (temporary duty assignment).**

1. Make preparations for a supply of “recognition buttons” for distribution. Visit the Children & Youth page of the members only section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for more information. Buttons may be ordered through the Auxiliary, a commercial vendor or made locally with the following content:
  - I’m a Hero 2.
  - Proud Parent of a Military Child with a picture.
  - Proud Grandparent of a Military Child with a picture.
2. Call a planning meeting: include the Legion Family, especially Junior members. Consider the following ideas to recognize military kids:
  - Make or purchase and distribute ‘I’m a Hero 2’ buttons.
  - Make or purchase and distribute ‘Proud Parent/Grandparent of a Military Child’ with picture button.
  - Can’t afford buttons? Make or purchase and distribute stickers.
3. Decide the best location for recognition of military kids:
  - Coordinate with Family Readiness Groups for button distribution during family days.
  - Coordinate with Legion Family members for local community days/fairs etc.
  - Consider having an activity day/dinner for military families at your post home.
  - If your unit is in close vicinity to a military installation, contact Morale, Welfare, and Recreation (MWR) for a listing of activities in which you might have a concession or table.
  - Make buttons available for ALA Girls State and The American Legion Boys State programs and Junior members.
  - Consider suggestions from Junior members for school activities and locations.

No matter what you decide to do, plan a public relations campaign around your event. Consider having Auxiliary membership applications available. Community events provide the best opportunity to sign up new members.



## HOW TO PROMOTE "STAR SPANGLED KIDS"

**Committee:**  
Children & Youth

**Submitted by:**  
Nicole Clapp, National C&Y Chairman

**Contact Information for Questions:**  
nclapp@grantregional.com; Children&Youth@ALAforVeterans.org

**Star Spangled Kids: Educate children and youth on the history of the United States from the aspect of patriotism, Americanism and the U.S. Constitution.**

- In conjunction with local schools, create a Unit Citizenship Award for children and youth who have demonstrated the ideals of the U.S. Constitution.
- Team with the Education chairman to bring veterans or servicemembers into the classroom to talk about what their service means to defending the ideals of the Constitution.
- Share "Fascinating Facts about the U.S. Constitution" each month in the department or unit bulletin, in tweets, or in a newspaper editorial.
- List important constitutional dates by chronological order or by month.
- Encourage students to test their knowledge of the Constitution.
- Distribute patriotic coloring book pages for children in primary grades.
- Celebrate Constitution Day (also known as Citizenship Day) on September 17, the day set aside each year to commemorate the signing of the U.S. Constitution.
  - Celebrate at September's Junior meeting with a cake or cupcakes.
  - Let Juniors report on different sections of the Bill of Rights
- Print and distribute pocket copies of the U.S. Constitution for school children and/or Juniors.
- Put on a skit or musical about the Constitution and the signers.
- Hold a scavenger hunt in the post where children find information relating to the Constitution.
- Have members dress up as signers of the Constitution and describe the role of their character in the writing and signing of the Constitution.
- Encourage high school-aged students to use their knowledge of the U.S. Constitution by participating in The American Legion Oratorical Contest.

**Resources:**

- [www.constitutionfacts.com](http://www.constitutionfacts.com)
- Constitution Day Resources:  
<http://ca3rsproject.org/pages/ConstitutionDayResources.html>



## HOW TO REACH OUT TO MILITARY CHILDREN AND YOUTH

**Committee:**

### Children & Youth

**Submitted by:**

Nicole Clapp, National C&Y Chairman

**Contact Information for Questions:**

nclapp@grantregional.com; Children&Youth@ALAforVeterans.org

**Some ideas for reaching out to military children and youth:**

1. Sponsor a "You're My Hero" event, similar to the Hero Award, but for military children.
  - Present them with certificates and medals.
  - Be creative.
  - Ask your Junior members to participate.
  - Use your public relations tools to inform the community. Refer to the Public Relations Toolkit at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
2. Host a movie and popcorn night for teens or a board game night.
3. Many military kids can't afford new prom dresses. Get the community involved in collecting and distributing gently used prom dresses.
  - Ask local radio stations and newspapers to donate time and space to help advertise your initiative.
  - Get local bridal shops involved.
  - Involve your high school counselors.
  - Your unit may also want to help with transportation expenses, flowers, etc.
4. Contact your local homeless shelter. Ask if there are any veterans there with children.
  - Since one in five homeless are veterans, there is a good chance they will be living in local shelters. Find out what your unit can do to help the children.
  - VA hospitals have homeless coordinators and/or directors of voluntary services. Meet with them to establish a method in which the coordinator/director will coordinate with your unit whenever a homeless veteran with children is identified. Offer to provide school supplies for the child, through the homeless coordinator or director of voluntary services.
5. Maybe the best thing you can do is get your Legion Family together and brainstorm ideas that might work in your community. Sometimes, school-aged children might be your best link to finding military children in your community. Be creative.

No matter what you decide to do, plan a public relations campaign around your event. Consider having Auxiliary membership applications available. Community events provide the best opportunity to sign up new members.





## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Community Service

Community Service and the 2014-2019 Centennial Strategic Plan – While building community awareness of the ALA and its mission, ALA members serve as brand advocates (Goal 5) through involvement in community activities.

### Committee Contact Information

CommunityService@ALAforVeterans.org



#### National Chairman

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## What is this program, and why do we have it?

The Community Service Program promotes the American Legion Auxiliary's visibility within our localities through our commitment to community, state and nation. By being visible in our localities, the Community Service Program demonstrates who we are, what we do and why we matter.

## What can you do?

- 1. Become visible within your community. Work with and invite other organizations to work on service projects to heighten awareness of the American Legion Auxiliary's local efforts to support our veterans, servicemembers, their families and the community.**

### Ideas:

#### Member

- Review and implement the tips, ideas and strategies in the *ALA Service Not Self Volunteer Toolbox* to be a better volunteer and offer well-rounded service projects.
  - Topic areas include who and how your service helps; be a successful volunteer; be an effective volunteer manager; start serving; join a project, make a project and sponsor a project; and share your service.
- Volunteer at and help organize service projects on ALA suggested days of service.
- Volunteer at local libraries, food pantries, domestic violence shelters, senior citizen centers, assisted living centers, nursing homes, and for service projects and causes (walks, special events, etc.). Wear your Auxiliary apparel while doing so.
- Represent the Auxiliary as a member of local community boards and committees.
- Attend and represent the Auxiliary at special celebrations and events in the community like holiday parades, grand openings of community facilities and community leader recognition ceremonies.
- Complete a year of AmeriCorps service for a veteran's organization. The time commitment varies by project and could be anywhere from 8 hours per week to 40 hours per week.
- Volunteer with your local Meals on Wheels to deliver meals on days when they are typically closed (examples; Christmas and Thanksgiving). Wear your Auxiliary apparel while doing so.
- Remember to always be a visible representative of the Auxiliary. You can do this by wearing a shirt with the ALA name or emblem, an emblem pin, etc.
  - **Note:** If you are ordering anything with the ALA name or emblem from a source other than Emblem Sales, remember that a request first must be submitted through your department headquarters to National Headquarters for approval by the national secretary. Contact your unit for more information on this process.

#### Unit

- Purchase shirts with the American Legion Auxiliary name or emblem for members to wear while they volunteer.
  - **Note:** If your unit is ordering anything with the ALA name or emblem from a source other than Emblem Sales or your department, remember that a request

first must be submitted through your department headquarters to National Headquarters for approval by the national secretary. Contact your department headquarters for more information on this process.

- Implement and promote the tips, ideas and strategies in the *ALA Service Not Self Volunteer Toolbox* to offer more well-rounded service projects.
  - Topic areas include who and how your service helps; be a successful volunteer; be an effective volunteer manager; start serving; join a project, make a project and sponsor a project; and share your service.
- Organize and participate in service projects for veterans, servicemembers, their families and local community programs on ALA suggested days of service.
- Register service projects on websites, community forums and social media to attract other community members to participate in your service projects.
- Volunteer for local service projects and causes (walks, special events, etc.). Work with your post home to offer space and their participation in local service projects and causes.
- Sponsor and participate in activities at local libraries, senior citizen centers, assisted living centers, nursing homes, service projects and causes (walks, special events, etc.).
- Attend and represent the Auxiliary at special celebration events in the community such as holiday parades, grand openings of community facilities and community leader recognition ceremonies.
- Connect to and be supportive of ALA Call to Service Corps AmeriCorps members and members serving other AmeriCorps veteran and military family projects in their communities.
- Partner with local Meals on Wheels to deliver meals on days they are closed (i.e. Christmas and Thanksgiving).

### **Department**

- Be visible. Purchase shirts with the American Legion Auxiliary name or emblem for members to wear while they volunteer.
  - **Note:** If your department is ordering anything with the ALA name or emblem from a source other than Emblem Sales, the request first must be submitted through your department headquarters to National Headquarters for approval by the national secretary. Contact your department headquarters for more information on this process.
- Organize and participate in service projects for veterans, servicemembers, their families and local community programs on ALA suggested days of service.
- Volunteer to assist units and members in coordinating and accomplishing community service projects and activities.
- Promote and support participants in the ALA Call to Service Corps or other AmeriCorps projects in your area and/or request a member for your area.

### **Community Service Reporting**

#### Mid-Year Reports

Mid-year reports reflect the program work of units in the department. Each department community service chairman is required to submit a narrative report by **January 5, 2017**, to the division community service chairman at her address found on the front page of this program Plan, and copy the national Community Service chairman.

## Year-End Reports

Annual reports reflect the program work of units in the department. It is requested that these reports are accompanied by photos of select unit projects. Each department community service chairman is required to submit a narrative report by **May 15, 2017**, to the division community service chairman at her address found on the front of this program Plan, and copy the national Community Service chairman. Members and units should follow their department's protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

- How did members recruit community volunteers (non-members) while engaged in ALA Community Service activities and/or projects?
- How did members engage high school students (with or without service hour requirements to graduate) in ALA Community Service activities and/or projects?
- Did members volunteer for or organize service projects for any of the ALA suggested days of service? If so, which days were most successful for offering service projects? Did you have any challenges?
- What types of community service activities and/or projects were done in your department?

## **Community Service Awards**

Each award application must include the cover sheet found in this program Plan. All awards will be announced at National Convention during the Community Service pre-convention meetings.

### **Unit Award:** Unit Community Service Award

**Type of Award:** Citation

**Presented to:** One unit in each division (5 awards)

#### **Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- Awarded to the most outstanding overall Community Service program in the division during the 2016-2017 administrative year.
- Include pictures and newspaper articles.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Community Service chairmen.
- All entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information).

### **Department Award:** Department Community Service Award

**Type of Award:** Citation

**Presented to:** One department in each division (5 overall awards)

#### **Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- Awarded to the most outstanding overall Community Service program in the division during the 2016-2017 administrative year.
- Each entry must be typewritten in narrative form.
- Include pictures and newspaper articles.

- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department community service chairman.
- All entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information).

### **Additional Resources You Can Use**

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
  - *ALA Service Not Self Volunteer Toolbox*
  - How to Partner with Organizations for Community Outreach
  - How to Register a Service Project with All for Good
  - How to Register a Service Project with Eventbrite
  - How to Mobilize Community Support for Those Who Serve
  - How to Participate in a Martin Luther King Jr. Day of Service
  - How to Offer a Day of Service to a Veteran/Servicemember/Family/Community
2. ALA suggested days of service:
  - 9-11 National Day of Service and Remembrance (Sept. 11, 2016)
  - Make a Difference Day (Oct. 22, 2016)
  - Veterans Day (Nov. 11, 2016)
  - National Family Volunteer Day (Nov. 19, 2016)
  - Martin Luther King Jr. Day of Service (Jan. 16, 2017)
  - National Volunteer Week (April 23-29, 2017)
3. 9/11 National Day of Service and Remembrance website: [www.911day.org](http://www.911day.org)
4. Martin Luther King Jr. Day of Service website: [www.mlkday.gov](http://www.mlkday.gov)
5. The Community Blueprint website:  
[www.pointsoflight.org/programs/military-initiatives/community-blueprint](http://www.pointsoflight.org/programs/military-initiatives/community-blueprint)
6. Follow us on Facebook:
  - American Legion Auxiliary National Headquarters:  
[www.facebook.com/alaforveterans](http://www.facebook.com/alaforveterans)
  - American Legion Auxiliary Community Service Facebook group:  
[www.facebook.com/groups/ALACommunityService](http://www.facebook.com/groups/ALACommunityService)
7. Joining Community Forces Alliance website:  
[www.jointservicesupport.org/communityforces/](http://www.jointservicesupport.org/communityforces/)
8. ALA Call to Service Corps AmeriCorps Project:  
[www.ALAforVeterans.org/About/ALA-Call-to-Service-Corps](http://www.ALAforVeterans.org/About/ALA-Call-to-Service-Corps)



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Education

The Education Program and the 2014-2019 Centennial Strategic Plan – Through classroom activities, literacy programs, scholarship promotion and support of education beyond high school, ALA members build brand loyalty and awareness of the ALA's mission (Goal 5) through their education-related community service projects.

### Committee Contact Information

education@ALAforVeterans.org



#### National Chairman

Norma Tramm, Department of Minnesota

29052 County Road 50, Cold Spring, MN 56320  
(H) 320-685-8510 (C) 320-493-8509  
ntramm@juno.com

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#### National Vice Chairman (1st of 3)

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#### Committee Member (3rd of 3)

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#### Western Division Chairman

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#### National Headquarters Program Coordinator

Kristin Hinshaw  
8945 N Meridian St., Indianapolis, IN 46260  
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Education@alaforveterans.org

( ) = terms served on committee

## **What is this program, and why do we have it?**

The Education Program promotes the American Legion Auxiliary's role in providing quality education for children and adults through classroom activities, literacy programs, scholarship promotion and support of education beyond high school, especially for military children.

## **What Can You Do?**

- 1. Enhance respect for the sacrifices of our military heroes among schoolchildren by scheduling Veterans in Community Schools programs at local schools. See enclosed how to sheet.**

*(Note: This program was previously called Veterans in the Classroom.)*

### **Ideas:**

#### **Member**

- Locate a veteran willing to share his/her experience with school children. Attend a post meeting or ask around the clubroom for a volunteer.
- Contact your local schoolteachers or principals to see if they would be interested in hosting a Veterans in Community Schools event.
- Volunteer to provide transportation to and from the school for the veteran speaking in community schools.
- Wear your American Legion Auxiliary apparel when you visit schools.

#### **Unit**

- Collaborate with your local American Legion post to present Veterans in Community Schools within your local schools.
- Promote your Veterans in Community Schools event through local media and on your own social media accounts.

#### **Department**

- Encourage units to collaborate with their American Legion post to present Veterans in Community Schools programs in their communities.

- 2. Promote American Legion Auxiliary scholarships, and award local scholarships at the department and unit levels.**

### **Ideas:**

#### **Member**

- Contact the person at your local high school who handles scholarship opportunities. It will typically be a guidance or career counselor. Ask if you can send them information about national, department and unit American Legion Auxiliary scholarship opportunities.
- Make copies of any scholarship applications (found at [www.ALAforVeterans.org/Scholarships](http://www.ALAforVeterans.org/Scholarships)), and provide them to schools that request them.
- Volunteer to be on the scholarship selection committee.

- Make a donation to American Legion Auxiliary education scholarship funds:
  - Children of Warriors National Presidents' Scholarship Fund
  - Spirit of Youth Scholarship Fund
  - ALA Foundation at [www.ALAFoundation.org](http://www.ALAFoundation.org)
  - Department, district or unit scholarships

### **Unit**

- Assign a member to communicate with schools regarding scholarship applications.
- Create a Unit Scholarship Fund to award scholarships to local students.
  - Refer to “How to Create a Unit Scholarship Fund” following this program Plan.
- Prepare a news release with scholarship information for local media and your post/unit newsletter.
- Form a committee to select scholarship winners.
- Publicize the winners of ALA scholarships at a school presentation and in the media.
- Please keep track of the total number of applications received for any national scholarship, and pass that information on to your department Education chairman.

### **Department**

- Promote scholarship information. National scholarship applications are available at [www.ALAforVeterans.org/Scholarships](http://www.ALAforVeterans.org/Scholarships).
  - Post these applications to your department website (linking them back to the national website) along with your department scholarships.
- Please keep track of the total number of applications received for any national scholarship, and pass that information on to your division Education chairman.

## **3. Support Give 10 to Education, American Education Week and Teacher Appreciation Week.**

### **Ideas:**

#### **Member**

- Participate in the Give 10 to Education program by purchasing items to distribute to schools.
  - Place a poster with a collection box at local sites (i.e., grocery stores, banks, senior centers, post office), and invite local residents to donate.
  - Save Box Tops for Education and Labels for Education® and send them to local schools. Most schools participate in these programs.
- Promote Teacher Appreciation Week (May 1-5, 2017)
  - Send cards to your local school's teachers.
  - Donate resources that teachers or needy children may need.
- Promote American Education Week (November 14-18, 2016)
  - Send a card to all local school staff thanking them for the work they do. Include all school personnel with whom children interact (i.e., bus drivers, custodians, etc.).
  - A sample card may be found on the Education page of the Members Only section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

## **Unit**

- Participate in the Give 10 to Education program by soliciting items from members to distribute to the schools in your district. Contribute supplies to local classrooms.
- Participate in American Education Week (November 14-18, 2016). Remember to recognize all school personnel, not just teachers.
- Promote Teacher Appreciation Week (May 1-5, 2017) by reaching out to teachers, and ask how your unit can enhance their school curriculum.
  - Find out if there are any needy children, and figure out what resources your unit can provide to the student.
- Educate school administrators on how the American Legion Auxiliary can have a positive impact on students.

## **Department**

- Endorse the Give 10 to Education program, an Auxiliary program that promotes the collection of school supplies for local schools in increments of 10.
- Encourage participation in American Education Week (November 14-18, 2016).
- Promote Teacher Appreciation Week (May 1-5, 2017).
  - Encourage units to plan teacher recognition events at local schools.

## **4. Assist and support veterans pursuing higher education and vocational education.**

### **Ideas:**

#### **Member**

- Contact a campus student veterans group at colleges and universities in your community to volunteer. The VA counselor at the college can assist you in locating the veterans groups.
- Sign up to receive The American Legion's Legislative Action Alerts, and support the alerts regarding the GI Bill.

#### **Unit**

- Collaborate with a campus student veterans group at colleges and universities in your community.
  - Arrange for your post home to be available for off-campus events/chapter meetings.
- Provide information/handouts to members on organizing and delivering presentations on career and life skills topics to student veterans.
- Promote events through local media and your own social media accounts.
- Encourage members to sign up to receive The American Legion's Legislative Action Alerts, and support the alerts regarding the GI Bill.

#### **Department**

- Give suggestions on how a unit can collaborate with a campus student veterans group at colleges and universities in your department.
- Provide information/handouts to units on organizing and delivering presentations on career and life skills topics to student veterans.
- Promote the American Legion Auxiliary Non-Traditional Student Scholarship, available for students who are returning to the classroom after some period of time.
- Share and support The American Legion's Legislative Action Alerts, particularly the alerts regarding the GI Bill.

## 5. Assist and support military children with educational opportunities.

### Ideas:

#### Member/Unit

- Provide your local school with a copy of the Educator's Guide to the Military Child During Deployment: [www2.ed.gov/about/offices/list/os/homefront/homefront.pdf](http://www2.ed.gov/about/offices/list/os/homefront/homefront.pdf)
- Inform schools of a free tutoring website for military children: [www.tutor.com/military](http://www.tutor.com/military)
- Provide information on the ALA Children of Warriors National Presidents' Scholarship

#### Department

- Provide units with resource tools/guidelines to assist schools in working with military children at their local level. Resources are available at [www.militarychild.org/parents-and-students/resources](http://www.militarychild.org/parents-and-students/resources).

## Education Reporting

### Mid-Year Reports

Mid Year reports reflect the program work of units in the department. Each department Education chairman is required to submit a narrative report by **January 5, 2017**, to the division Education chairman at her address found on the front page of this program Plan, and copy the national Education chairman.

### Year-End Reports

Annual reports reflect the program work of units in the department. Each department Education chairman is required to submit a narrative report by **May 15, 2017**, to the division Education chairman at her address found on the front page of this program Plan, and copy the national Education chairman. Members and units should follow their department's protocol and deadlines.

### **As part of your Narrative Report, please include answers to the following questions:**

- Did member/units participate in Teacher Appreciation Week? How?
- How was Give 10 participation recognized in your department?
- Describe how Veterans in Community Schools programs were presented?
- If units actively support veterans associations on campus, describe their activities?
- What types of help did units give a needy student?
- How did units/department recognize scholarship winners?
- How many scholarship applications were received for national scholarships?

## Scholarships

1. Children of Warriors National Presidents' Scholarship - Awarded to children of veterans who served in the armed forces during the eligibility dates for The American Legion. One \$3,500 scholarship, one \$3,000 scholarship and one \$2,500 scholarship will be awarded in each division. Fifteen outstanding students will be awarded a total of \$45,000 to further their higher education. The applicant must complete 50 hours of community service during his/her high school years to be eligible for one of these scholarships. **See the application rules sheet in this program Plan for information.**

2. The Non-Traditional Student Scholarship - One scholarship in the amount of \$2,000 will be awarded in each American Legion Auxiliary division. Applicant must be a member of The American Legion, American Legion Auxiliary or Sons of The American Legion and shall have paid dues for the two preceding years and for the calendar year in which the application is made. **See the application rules sheet in this program Plan for information.**
  
3. Spirit of Youth Scholarship - One Junior member in each division will receive a scholarship valued at \$5,000. The applicant must have held membership in the American Legion Auxiliary for the immediate past three years, hold a current membership card and continue her membership in the American Legion Auxiliary during the four-year scholarship period. **See the application rules sheet in this program Plan for information.**

## **Education Awards**

Each award entry must include a cover sheet, which can be found at the end of this program Plan.

**Member Award:** Give 10 to Education

**Type of Award:** Printable citation

**Presented to:** Those who have participated in Give 10 to Education

**Materials and Guidelines:**

- Recognition certificates are available to download and print at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) on the Education Program webpage.

**Unit Award:** Most Outstanding Unit Education Program

**Type of Award:** Citation plaque

**Presented to:** One unit Education chairman

**Materials and Guidelines:**

- Entries must include the award cover sheet found in this program Plan.
- Presented to a unit Education chairman.
- The entry must be typewritten in narrative format, not to exceed 1,000 words, describing specific examples of how your unit worked the Education program.
- Include pictures, clippings, scrapbooks, folders, etc.
- Due to the national Education vice chairman by June 1, 2017. Refer to the listing of the committee in the front of this Plan for address.

**Unit Award:** Most Outstanding Veterans in Community Schools Program

**Type of Award:** Citation plaque

**Presented to:** One unit Education chairman

**Materials and Guidelines:**

- Entries must include the award cover sheet found in this program Plan.
- Presented to a unit Education chairman for the most outstanding Veterans in Community Schools program.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
- Due to the national Education chairman by June 1, 2017. Refer to the listing of the committee in the front of this Plan for address.

**Unit Award:** Honoring the Service of Our Military

**Type of Award:** Citation plaque

**Presented to:** One unit Education chairman

**Materials and Guidelines:**

- Entries must include the award cover sheet found in this program Plan.
- Presented to a unit Education chairman for the most outstanding promotion of education for military children.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
- Due to Diane Rousseau, Education committee member by June 1, 2017. Refer to the listing of the committee in the front of this program for address.

**Department Award:** Most Outstanding Department Education Program

**Type of Award:** Engraved Plaque

**Presented to:** One department Education chairman

**Materials and Guidelines:**

- Entries must include the award cover sheet found in this program Plan.
- Presented to the department Education chairman.
- The entry must be typewritten in narrative format, not to exceed 1,000 words, describing specific examples of how your department worked the Education program.
- Include pictures, clippings, scrapbooks, folders, etc.
- Due to your national Education chairman by June 1, 2017. Refer to the listing of the committee in the front of this Plan for address.

**How To Sheets**

- How to Organize a Veterans in Community Schools Event
- How to Create a Unit Scholarship Fund

**Additional Resources You Can Use**

1. [www.ALAforVeterans.org/Programs/Education](http://www.ALAforVeterans.org/Programs/Education) for more how to sheets and other support tools.
2. American Legion Auxiliary scholarship applications: [www.ALAforVeterans.org/Scholarships](http://www.ALAforVeterans.org/Scholarships)
3. Educational resources through the Americanism and Children & Youth Commission of The American Legion: [www.legion.org/education](http://www.legion.org/education)
4. Free online tutoring for military children: [www.tutor.com/military](http://www.tutor.com/military)
5. Student Veterans of America: [www.studentveterans.org](http://www.studentveterans.org)
6. Your national committee members (see front page of this program Plan).



## HOW TO CREATE A UNIT SCHOLARSHIP FUND

**Committee:**  
Education

**Submitted by:** Norma Tramm, National Education Chairman

**Contact Information for Questions:** ntramm@juno.com; education@ALAforVeterans.org

**Promote American Legion Auxiliary scholarships, and award local scholarships at the department and unit levels.**

*Though examples of criteria are provided, the units must formulate criteria that work for them.*

Provide a designated fund for scholarship monies.

- **Set dollar amount for scholarship**
  - Determine a funding source for the scholarship
  
- **Set criteria for applicants:**
  - Relationship to a veteran and/or Auxiliary member (child, spouse, widow/widower, grandchild, great-grandchild, etc.)
  - Membership in American Legion Auxiliary, The American Legion, Sons of The American Legion
  - Residency (applicant must reside in state and/or be a state resident; applicant must be a member of the department American Legion Family)
  - Is financial need a criterion (applicant must show financial need to continue higher education), or not?
  - Is there a GPA requirement?
  - Does the applicant need to be a senior in high school, or can they be a returning student?
  - What institution of higher learning does the applicant intend to attend (the school selected needs to be/does not need to be in state; it is an accredited school)?
  - Due date for application
  
- **Determine the information needed/wanted on the scholarship application:**
  - Completed application (name, address, city, state, zip, telephone number, date of birth, membership number, name of veteran through which eligibility is gained, relationship to veteran)
  - Essay and criteria/topic/word length, typed and double-spaced
  - Signature of the sponsoring American Legion Auxiliary unit president
  - Is community service a requirement (receive verification of service)?
    - If so, determine the number of hours needed and when they can be performed (during high school career, during last 12 months)
  - Verification of the relative's or applicant's military service
  
- **Information from a high school applicant:**
  - Letters of recommendation (from school faculty, administrators, guidance counselor, pastor, community members, not from relatives)
  - Education information (cumulative GPA, rank in class, transcript, scores from SAT/PSAT/ACT)



- **Information from a college applicant:**
  - Letters of recommendation (from school faculty, administrators, guidance counselor, pastor, community members, not from relatives)
  - Education information (cumulative GPA, transcript of all classes taken to date)
  
- **Judging:**
  - The judges' decision is final
  - The judges determine the scholarship to be awarded
  - Determine judging criteria and rubric prior to judging applications
  
- **How many scholarships may the applicant receive in a year and over a lifetime?**
  - Scholarships are made on a one-time-only basis (one scholarship in the applicant's lifetime)
  - Scholarships are nonrenewable
  
- **Awarded scholarship:**
  - How/when will applicant be notified of scholarship decisions?
  - Will scholarship be awarded to student or to the school's financial aid office?
  - Will the scholarship be awarded prior to the first college semester, after the first semester, or split between the two semesters?
  - Does the scholarship need to be used within a certain period of time?



## How to Organize a Veterans in Community Schools Event

### **Background Information on *Veterans in Community Schools*:**

Veterans in Community Schools is an activity endorsed by The American Legion that brings history to life by connecting military veterans with students in classrooms or at school assemblies in conjunction with history lessons about World War II, The Korean War, The Vietnam War or Operation Enduring Freedom/Operation Iraqi Freedom. The ever-decreasing numbers of healthy veterans from World War II points to the fleeting nature of the opportunity to pass on these important lessons.

Veterans are important pieces of American history. The American Legion Family believes accounts of their experiences while in uniform and as a result of their military service should be preserved and shared with others. Veterans have witnessed monumental events in history. They can help students learn from and appreciate the sacrifices individuals and their families have made.

In addition to sharing their experiences, veterans may also discuss a wide range of topics including how to help a family who has a deployed military service member, how to show support for the troops, proper respect for the flag, or why The American Legion Family was formed and what it stands for. Also, veterans' sharing of their military experience with an appreciative audience can help them heal psychological wounds from combat, deployment or family separation. Veterans who have spoken to students generally describe the experience as a rewarding and personally satisfying experience.

### **Steps for Organizing a Veterans in Community Schools Activity:**

Participation in The American Legion's Veterans in Community Schools program is a suggested activity in the American Legion Auxiliary's 2016-2017 Education Programs Action Plan. It can be reported for either the Education or VA&R program. Please only report each program one time.

Follow these steps to organize a Veterans in Community Schools event at a school(s) in your community.

#### **1) Identify and Contact School(s)**

- a. Contact a school or schools in your local community and offer to organize a Veterans in Community Schools event for a classroom, grade level, or student-body assembly. Reach out to the school principal first, either by an in-person visit, telephone or email. You may choose to select an elementary, middle or high school; you can alter your activities to accommodate a wide range of age groups. The most effective way is to have someone connected to the school (a parent or friend of a teacher,) make the approach.



## 2) Propose an Activity Plan

- a. The school official may refer you to a classroom teacher or to a department chair. If so, work with the teacher or chair to develop the activity into an educational program for students. Discuss with them how veterans can contribute to the students' understanding of military service and/or U.S. history. Provide additional resources (found below) for teachers, as they may want to introduce key concepts to students in their lesson plans in preparation for the activity.
- b. Work with the school to identify the most suitable time, venue, and format of the activity. You could host the event in a classroom, cafeteria, auditorium, or gymnasium. The size of the venue will depend on the number of veterans and the size of the audience.
- c. Propose to hold the Veterans in Community Schools activity on or around Veterans Day (November 11 each year) or Memorial Day, but do not limit yourself to those time periods if that time frame does not suit the school calendar.
- d. Depending on the average age of the audience, you may want to develop a set of guidelines for the event. In addition to hearing about veteran experiences, different age groups may be interested in other information as well. Elementary/middle school students may be interested in flag education and citizenship; high school students may be interested in the role of the military in today's society, a more in-depth exploration of the veteran's experience, the Veterans History Project of the Library of Congress, and volunteer service opportunities that are offered by the Legion Family.
- e. Offer to show the Legion's 23-minute video "America's Veterans," which discusses who veterans are, how and why we honor veterans, what we can learn from the lives of veterans, and the rights and responsibilities of citizenship. The video is available at [www.emblem.legion.org](http://www.emblem.legion.org). Note that the teacher or department chair will wish to view the video in advance of it being shown to students.
- f. Offer to create handouts or supplemental materials about veterans for students to take home for themselves and their family members. Note that the school official will likely need to review and approve the materials being proposed for distribution to students or family members. Materials can contain information about the Legion Family (such as a web address), but should not overtly promote membership since that is not the purpose of this activity.
- g. Identify and assign roles to participants, such as greeter, ALA or Legion representative and moderator. While servicemembers don't necessarily expect civilians to address them by their military title, it is a nice courtesy to know the proper address.

## 3) Identify Veterans for Speaking Roles

- a. Once the possible dates have been selected with the school, identify one veteran or group of veterans from the appropriate war era who would be willing to speak about their experiences, or other topics suggested by the school. Note that some veterans may prefer to speak to older or younger audiences depending on how the activity is structured.
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- b. There are many ways to find veterans who may be willing to participate. First, ask the family member(s) of those that belong to the American Legion Auxiliary. Second, contact the commander or a commission chairman of the Legion post. Third, ask the school if a staff member is a veteran and wishes to speak, or if they are aware of a parent or family member with military experience.
  - c. Try to connect specific historical incidents with those veterans who may have served in that theater or at that time in history.
  - d. Try to invite veterans from more than one branch of the armed forces and different periods of conflict. A wide array of speakers will give students an opportunity to hear many kinds of experiences.

#### **4) Prepare the Veteran(s) and Audience**

- a. Ask each veteran if there are topics they wish to discuss or not discuss. Work with the teachers to develop guidelines for students to respect the veterans' wishes.
- b. It is common for young people to want to ask a military service member if they have killed anyone. Teachers should discuss this in advance, requesting that students refrain from asking this question out of respect for the servicemember.
- c. Below is a list of potential questions and talking points to review with your veteran(s) in advance. It may even be helpful to assign questions to students at the event.
  - When and where did you serve?
  - Why did you join the service? What branch?
  - Why did you pick the branch that you were in?
  - What did it feel like to be in the service?
  - Would you demonstrate a proper salute?
  - What was boot camp like?
  - What were your job assignments?
  - What are some of your memorable experiences?
  - What did you do for entertainment?
  - Where did you travel during service?
  - Any humorous or unusual events?
  - What did you do in the days and weeks after you returned?
  - Did you form any close friendships, and do you still stay in touch?
  - Are you a part of any veterans' organizations?
  - Did your military experience influence your views on today's military and war?
  - How did the service affect your life?
  - What values did you learn from your experience?

#### **5) Implement the Activity Plan**

- a. Follow the agenda you have laid out through careful planning and consultation with the school official and staff.
- b. If time, space and resources allow, consider hosting a small reception for the veterans, school officials, key faculty, and a representative or a few of the student body to continue their conversations and exchange information.



### Sample Agenda

1. Assemble the students and veterans.
2. Welcome students and veterans to the activity. Give a brief overview of the project's purpose and introduce the veterans.
3. Say the Pledge of Allegiance and/or have a local ROTC display the U.S. flag.
4. Allow for a few remarks from any distinguished or notable guests you may have invited (e.g. Mayor, member of Congress, etc.)
5. Allow the veterans to introduce themselves. After they have given brief introductory remarks, begin the Q&A session.
6. Pass out slips with a few sample questions (see below) to some willing students to help get the questions started. The conversation may take on many different tones depending on the types of questions asked.
7. Thank each veteran for participating and allow for individual remarks if they have any. If you wish to present each veteran with a gift, now would be the best time to do so.
8. Consider saying the Pledge of Allegiance again to see if you hear the words differently in light of the presentation.
9. Close out the project or event with a culminating 'Thank You' to all participants.

#### **6) Follow-up with Veteran(s) and School(s)**

- a. Send thank-you notes to the school leader and faculty. Ask if they would like to continue with the program in the future.
- b. Provide the school leader with information about the Legion Family and Legion Family programs and resources for veterans, veteran and military families, and the general community, so that he/she may make referrals of students and their families to Legion Family programs and services.
- c. Send thank-you notes to veteran speakers. Ask the veterans if they would be willing to be added to a list of willing speakers for future Veterans in Community Schools activities.

#### **Promote ALA and Report Your Impact:**

The ALA encourages members to identify themselves as such. When interacting with teachers, parents and veterans, however, it is important that members not push ALA membership aggressively, as that is not the primary purpose of this activity. Please, do feel free to wear ALA apparel and mention why you value association with The American Legion Family is appropriate. Please also be sure to report your volunteer activities and hours to your unit's Education or VA&R committee chairman.

**Additional Ideas:**

Assign a unit member to take pictures or video during the activity, provided the school and the veterans consent to this documentation.

- Assign a unit member to prepare an article or blog post of the event for the unit and post publications.
- Gather publicity generated by students and schools themselves, such as news articles in the school newspaper or online postings, student essays written for class assignments, or thank you notes from students. Re-publicize this material, with the authors' permissions, in your unit or department communications.
- Be sure to report your Veterans in Community Schools activities in your individual or unit impact report to the unit's Education or VA&R Committee chairman.

**Resources:**

- **America's Veterans Teacher Guide**, *The American Legion*  
<http://www.legion.org/documents/pdf/veterans.pdf>
- **Veterans Day Teacher Resource Guide**, *U.S. Department of Veterans Affairs*  
<http://www.va.gov/opa/vetsday/schoolkit.asp>
- **Promoting Historic Preservation in Community Schools**, *The History Channel*  
[http://www.history.com/images/media/interactives/promote\\_historic\\_preservation.pdf](http://www.history.com/images/media/interactives/promote_historic_preservation.pdf)
- **Our Veterans: Sharing Their Stories**, *The History Channel*  
<http://www.history.com/images/media/pdf/OurVeteransOurStories.pdf>
- **Veterans History Project**, *U.S. Library of Congress*  
<http://www.loc.gov/vets/>



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_



**AMERICAN LEGION AUXILIARY  
SPIRIT OF YOUTH SCHOLARSHIP FOR JUNIOR MEMBERS  
2017**

Five scholarships in the amount of \$5,000 will be awarded for 2017. One scholarship will be awarded in each division of the American Legion Auxiliary. All are gift scholarships and not loans.

**RULES**

1. Candidates for this award shall be/shall have been Junior members of the American Legion Auxiliary for the past three consecutive years and must hold a membership card for the current (2017) year. Applicant must continue her membership in the American Legion Auxiliary during the four-year-scholarship period.
2. Applicants must be in their senior years of high school.
3. This is a four-year scholarship to attend an accredited institution of higher education. Applicants must be of good character and have grades which meet entrance requirements at the institution of their choice. Applicants must have at least a 3.0 GPA on a 4.0 scale.
4. Applicants must present the completed application to their **local American Legion Auxiliary unit president ON OR BEFORE MARCH 1, 2017.**
5. Judging, at all levels, shall be on the following basis:

Character/Leadership	30%
Essay/Application	30%
Scholarship	40%

**THE DECISION OF THE JUDGES SHALL BE FINAL.**

6. Use of the scholarship must begin **within 24 months of the date the winner receives notification by National Headquarters.** Additionally, National Headquarters must receive certification from the college of the winner's enrollment within 12 months of notification.
7. The first half of the award (\$2,500) will be paid directly to the school at the beginning of the first semester when the student enrolls. There shall be no money paid to the school for the ensuing semesters until notification of re-enrollment has been received from the school. Notification from the school must include verification of a B (3.0) average. If the winner discontinues his/her education or membership in the American Legion Auxiliary before completing four years of study (eight semesters), the balance of the scholarship will be forfeited. The winner will have six years from the date of high school graduation to utilize the scholarship funds.



## APPLICATION PACKET REQUIREMENTS

1. Completed application packet for the Spirit of Youth Scholarship for Junior members.
2. The following four letters of recommendation are required:
  - a. One letter from either the principal or guidance counselor of the school from which the applicant will graduate, to include size of class and student's position in the class and the cumulative grade point average.
  - b. One letter from a clergyman/clergywoman of the applicant's choice.
  - c. Two letters from adult citizens, other than relatives, attesting to the applicant's character in regard to conduct, citizenship and leadership.
3. An original essay consisting of no more than 1,000 words (typed, double-spaced). The title of the essay will be **"How pride in country, community, school and family directs my daily life."**
4. A certified high school transcript or photocopy of the certified transcript.
5. A copy of ACT or SAT test scores.
6. A copy of the FAFSA (Free Application for Federal Student Aid), or a copy of the FAFSA Summary Report and Confirmation Page, or the FAFSA Student Aid Report (SAR).
7. Please be sure to attach other required materials to this application and submit to the president of the American Legion Auxiliary unit in the community in which you reside **NO LATER THAN MARCH 1, 2017.**



**AMERICAN LEGION AUXILIARY  
SPIRIT OF YOUTH SCHOLARSHIP FOR JUNIOR MEMBERS  
2017 APPLICATION**

Name of Applicant \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone No. \_\_\_\_\_ (Home) \_\_\_\_\_ (Cell)

Date of Birth \_\_\_\_\_ Membership # \_\_\_\_\_

Date of Enrollment in American Legion Auxiliary \_\_\_\_\_

Name of veteran through whom applicant is eligible for membership in American Legion Auxiliary:

\_\_\_\_\_

Relationship to Veteran \_\_\_\_\_

Proposed date of graduation from high school \_\_\_\_\_

Name of college or university you hope to attend:

\_\_\_\_\_



NOTE: Please be sure to attach other required materials to this application and submit to the president of the American Legion Auxiliary unit in which your membership is recorded **NO LATER THAN MARCH 1, 2017.**

**Please answer the following questions in a separate document and attach to application.**

- a. Why would receiving this scholarship be important to you? Please explain.
- b. What course of study do you plan to pursue and why?
- c. Describe your involvement in school, church and community activities.
- d. Why do you think the United States' patriotic organizations such as the American Legion Auxiliary are important to the world today?



## THIS PORTION TO BE COMPLETED BY THE SPONSORING UNIT

(PLEASE TYPE OR PRINT)

EACH UNIT WILL BE RESPONSIBLE FOR VERIFYING ALL NECESSARY INFORMATION IN THE APPLICANT'S PACKET.

1. Judging, at all levels, shall be on the following basis:

Character/Leadership	30%
Essay/Application	30%
Scholarship	40%
2. No unit may enter more than one candidate in the department competition.
3. The winning entry for each unit shall be certified by the American Legion Auxiliary unit president and unit secretary or unit Education chairman and forwarded to the department secretary to be received **ON OR BEFORE MARCH 15, 2017.**
4. Participation in this scholarship program shall be on a voluntary basis in all units.
5. Should an entry be received and no unit affiliation is available, then the application should be judged in the department headquarters unit.

Unit Name and Number \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

\_\_\_\_\_  
*Signature of Unit President*

\_\_\_\_\_  
*Signature of Unit Secretary or  
Unit Education Chairman*



## THIS PORTION TO BE COMPLETED BY THE DEPARTMENT (STATE)

(PLEASE TYPE OR PRINT)

EACH DEPARTMENT WILL BE RESPONSIBLE FOR VERIFYING ALL NECESSARY INFORMATION IN THE APPLICANT'S PACKET.

1. Judging, at all levels, shall be on the following basis:

Character/Leadership	30%
Essay/Application	30%
Scholarship	40%

2. Each department is restricted to submitting one candidate to the division competition.
3. The winning entry for each unit shall be certified by the American Legion Auxiliary department president and the department secretary or department Education chairman and forwarded to the respective division Education chairman to be received **ON OR BEFORE APRIL 1, 2017.**
4. Participation in this scholarship program shall be on a voluntary basis in all departments.

DEPARTMENT \_\_\_\_\_

DIVISION \_\_\_\_\_

\_\_\_\_\_  
*Signature of Department President*

\_\_\_\_\_  
*Signature of Department Secretary or  
Department Education Chairman*

The division Education chairman and two qualified judges shall make the final decision on the winner. She shall certify the name of the winner and send the complete application packet to the national Education chairman **on or before April 15, 2017.** The national Education chairman shall certify the names of the winner to National Headquarters.



**AMERICAN LEGION AUXILIARY  
SCHOLARSHIP FOR NON-TRADITIONAL STUDENTS  
2017**

One scholarship in the amount of \$2,000 will be awarded in each division of the American Legion Auxiliary. All are gift scholarships and not loans.

**RULES**

1. Applicant must be a current member of The American Legion, American Legion Auxiliary, or Sons of The American Legion and shall have paid dues for the two preceding years and for the calendar year in which application is made.
2. Applicants must be:
  - a. a non-traditional student returning to the classroom after some period of time in which his/her formal education was interrupted
  - b. a non-traditional student who is just beginning his/her education at a later point in life
3. American Legion Auxiliary Spirit of Youth Scholarship recipients are not eligible.
4. Applicants must present the completed application to their **local American Legion Auxiliary unit president** **ON OR BEFORE MARCH 1, 2017.**
5. Judging, at all levels, shall be on the following basis:

Character/Leadership	25%
Initiative/Goals	25%
Financial Need	25%
Scholarship	25%

**THE DECISION OF THE JUDGES SHALL BE FINAL.**

6. The award will be paid directly to the school for the first semester upon notification from the school that the student has registered. ***American Legion Auxiliary National Headquarters must receive certification of enrollment within 12 months of a winner's notification or the scholarship will be forfeited.*** The scholarship must be used within 24 months of the date the winner receives notification by National Headquarters, or the scholarship will be forfeited. Thus, if winning student does not wish to use monies for FIRST YEAR expenses, it must then be used for SECOND YEAR expenses or forfeited.



## APPLICATION PACKET REQUIREMENTS

1. Completed application packet for the Non-Traditional Student Scholarship.
2. Copy of applicant's high school or college transcript, if applicable.
3. Applicant's work history, if applicable.
4. A copy of the applicant's FAFSA (Free Application for Federal Student Aid), or a copy of the FAFSA Summary Report and Confirmation Page, or the FAFSA Student Aid Report (SAR).
5. Please be sure to attach other required materials to this application and submit to the president of the American Legion Auxiliary unit in the community in which you reside **NO LATER THAN MARCH 1, 2017.**



**AMERICAN LEGION AUXILIARY  
NON-TRADITIONAL STUDENT SCHOLARSHIP  
2017 APPLICATION**

Name of Applicant \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Telephone No. \_\_\_\_\_ (Home) \_\_\_\_\_ (Cell)

Date of Birth \_\_\_\_\_

I am a member in good standing of:

\_\_\_\_\_ AMERICAN LEGION AUXILIARY

\_\_\_\_\_ THE AMERICAN LEGION

\_\_\_\_\_ SONS OF THE AMERICAN LEGION

Member # \_\_\_\_\_ Date of Enrollment: \_\_\_\_\_

Name of veteran through whom applicant is eligible for membership:

\_\_\_\_\_

Relationship to Veteran \_\_\_\_\_

Attested: \_\_\_\_\_

*(PostAdjutant/Unit Secretary)*

**SCHOLASTIC INFORMATION**

Date applicant graduated from high school: \_\_\_\_\_

Attach copy of high school transcript (if graduated in the last 10 years).

Has applicant attended college? Last attended: \_\_\_\_\_

Attach copy of college transcript. (mo/yr)

If it has been more than five years since applicant has attended school, submit work history.



**AMERICAN LEGION AUXILIARY  
NON-TRADITIONAL STUDENT SCHOLARSHIP  
2017 APPLICATION (cont.)**

**FINANCIAL INFORMATION**

Applicant's Adjusted Gross Income \$ \_\_\_\_\_  
(AGI: Form 1010 – Line 31; 1040A – Line 6e; 1040EZ – Line 4.)

List support or income from any other sources:

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Numner of dependents: \_\_\_\_\_

Describe any circumstances that may affect your or your family's ability to provide for your college education. (Attach additional sheets if necessary)

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**CHARACTER/LEADERSHIP**

**Attach additional sheets if necessary.**

Describe any community service activities in which you have participated during high school, college or career.

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List offices held and/or awards received:

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**AMERICAN LEGION AUXILIARY  
NON-TRADITIONAL STUDENT SCHOLARSHIP  
2017 APPLICATION (cont.)**

**INITIATIVE/GOALS**

What major do you plan to pursue when you enter college? \_\_\_\_\_

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Why have you selected this major? \_\_\_\_\_

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What college or university do you plan to attend? Name \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

Why did you select this school? \_\_\_\_\_

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Who or what inspired you to seek a college degree? \_\_\_\_\_

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Signed: \_\_\_\_\_

Date: \_\_\_\_\_

**NOTE: Please be sure to attach other required materials to this application and submit to the president of the American Legion Auxiliary unit in the community in which you reside **NO LATER THAN MARCH 1, 2017.****



## THIS PORTION TO BE COMPLETED BY THE SPONSORING UNIT

(PLEASE TYPE OR PRINT)

EACH UNIT WILL BE RESPONSIBLE FOR VERIFYING ALL NECESSARY INFORMATION IN THE APPLICANT'S PACKET.

1. Judging, at all levels, shall be on the following basis:

Character/Leadership	25%
Initiative/Goals	25%
Financial Need	25%
Scholarship	25%
2. No unit may enter more than one candidate in the department competition.
3. The winning entry for each unit shall be certified by the American Legion Auxiliary unit president and unit secretary or unit Education chairman and forwarded to the department secretary to be received **ON OR BEFORE MARCH 15, 2017.**
4. Participation in this scholarship program shall be on a voluntary basis in all units.
5. Should an entry be received and no unit affiliation is available, then the application should be judged in the department headquarters unit.

Unit Name and Number \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

\_\_\_\_\_  
*Signature of Unit President*

\_\_\_\_\_  
*Signature of Unit Secretary or  
Unit Education Chairman*



## THIS PORTION TO BE COMPLETED BY THE DEPARTMENT (STATE)

(PLEASE TYPE OR PRINT)

EACH DEPARTMENT WILL BE RESPONSIBLE FOR VERIFYING ALL NECESSARY INFORMATION IN THE APPLICANT'S PACKET.

1. Judging, at all levels, shall be on the following basis:

Character/Leadership	25%
Initiative/Goals	25%
Financial Need	25%
Scholarship	25%

2. Each department is restricted to submitting one candidate to the division competition.
3. The winning entry for each unit shall be certified by the American Legion Auxiliary department president and the department secretary or department Education chairman and forwarded to the respective division Education chairman to be received **ON OR BEFORE APRIL 1, 2017.**
4. Participation in this scholarship program shall be on a voluntary basis in all departments.

DEPARTMENT \_\_\_\_\_

DIVISION \_\_\_\_\_

\_\_\_\_\_  
*Signature of Department President*

\_\_\_\_\_  
*Signature of Department Secretary or  
Department Education Chairman*

The division Education chairman and two qualified judges shall make the final decision on the winner. She shall certify the name of the winner and send their complete application packet to the national Education chairman **on or before April 15, 2017.** The national Education chairman shall certify the names of the winners to National Headquarters.



**AMERICAN LEGION AUXILIARY  
CHILDREN OF WARRIORS NATIONAL PRESIDENTS' SCHOLARSHIP  
2017**

Fifteen scholarships will be awarded for 2017. Three scholarships will be awarded in each division of the American Legion Auxiliary: one in the amount of \$3,500, one in the amount of \$3,000 and one in the amount of \$2,500. All are gift scholarships and not loans.

**RULES**

1. Candidates for this award shall be daughters, sons, grandsons, granddaughters, great-granddaughters or great-grandsons of veterans who served in the Armed Forces during eligibility dates for membership in The American Legion.
  - a. April 6, 1917 through November 11, 1918 (WWI)
  - b. December 7, 1941 through December 31, 1946 (WWII)
  - c. June 25, 1950 through January 31, 1955 (Korea)
  - d. February 28, 1961 through May 7, 1975 (Vietnam)
  - e. August 24, 1982 through July 31, 1984 (Grenada and Lebanon)
  - f. December 20, 1989 through January 31, 1990 (Panama)
  - g. August 2, 1990 to the date of cessation of hostilities (Persian Gulf to present)
2. Applicants must be in their senior year of high school.
3. Applicant must complete 50 hours of volunteer service within the community during his/her high school years. Hours must be verified in writing by the recipient organization(s).
4. Applicants must present the completed application to their **local American Legion Auxiliary unit president ON OR BEFORE MARCH 1, 2017.**
5. Judging, at all levels, shall be on the following basis:

Character/Leadership	25%
Essay/Application	25%
Financial Need	25%
Scholarship	25%

**THE DECISION OF THE JUDGES SHALL BE FINAL.**

6. The award will be paid directly to the school for the first semester upon notification from the school that the student has registered. ***American Legion Auxiliary National Headquarters must receive certification of enrollment within 12 months of a winner's notification or the scholarship will be forfeited.*** The scholarship must be used within 24 months of the date the winner receives notification by National Headquarters, or the scholarship will be forfeited. Thus, if winning student does not wish to use monies for FIRST YEAR expenses, it must then be used for SECOND YEAR expenses or forfeited.



## APPLICATION PACKET REQUIREMENTS

1. Completed application packet for the Children of Warriors National Presidents' Scholarship.
2. The following four letters of recommendation are required:
  - a. One letter from either the principal or guidance counselor of the school from which the applicant will graduate, to include size of class and student's position in the class and the cumulative grade point average.
  - b. One letter from a clergyman/clergywoman of the applicant's choice.
  - c. Two letters from adult citizens, other than relatives, attesting to the applicant's character in regard to conduct, citizenship and leadership.
3. An original essay consisting of no more than 1,000 words (typed, double-spaced). The title of the essay will be **"How pride in country, community, school and family directs my daily life."**
4. A letter from recipient organization(s) verifying 50 hours of voluntary service during high school years.
5. A certified high school transcript or photocopy of the certified transcript.
6. A copy of ACT or SAT test scores.
7. A copy of the FAFSA (Free Application for Federal Student Aid) form, or a copy of the FAFSA Summary Report and Confirmation Page, or the FAFSA Student Aid Report (SAR).
8. A brief statement of the military service of parent or grandparents, including the branch of service and dates of service, or a photocopy of parent's or grandparent's discharge papers.
9. Please be sure to attach other required materials to this application and submit to the president of the American Legion Auxiliary unit in the community in which you reside **NO LATER THAN MARCH 1, 2017.**



**AMERICAN LEGION AUXILIARY  
CHILDREN OF WARRIORS NATIONAL PRESIDENTS' SCHOLARSHIP  
2017 APPLICATION**

Name of Applicant: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP: \_\_\_\_\_

Date of Birth: \_\_\_\_\_ Email: \_\_\_\_\_

Home Phone: \_\_\_\_\_ Mobile: \_\_\_\_\_

Name of father, or guardian: \_\_\_\_\_

Address: \_\_\_\_\_

Veteran: Yes \_\_\_\_\_ No \_\_\_\_\_ Dates of Military Service: \_\_\_\_\_

Occupation: \_\_\_\_\_ Annual gross income: \_\_\_\_\_

Name of mother, or guardian: \_\_\_\_\_

Address: \_\_\_\_\_

Veteran: Yes \_\_\_\_\_ No \_\_\_\_\_ Dates of Military Service: \_\_\_\_\_

Occupation: \_\_\_\_\_ Annual gross income: \_\_\_\_\_

Number of dependent children under 18 years \_\_\_\_\_ Over 18 years \_\_\_\_\_ Grade levels \_\_\_\_\_

Total monthly compensation, pension or trust received by parent and/or children \$ \_\_\_\_\_

Are you eligible for or drawing Social Security payments? Yes \_\_\_\_\_ No \_\_\_\_\_

If so, monthly amount \$ \_\_\_\_\_ Time limit of benefits \_\_\_\_\_

Are you eligible for benefits under Survivors and Dependents Education? Yes \_\_\_\_\_ No \_\_\_\_\_

Proposed date of graduation from high school: \_\_\_\_\_

Name of college or university you hope to attend: \_\_\_\_\_

\_\_\_\_\_  
*Print or Type Full Name*

\_\_\_\_\_  
*Signature of Applicant*



NOTE: Please be sure to attach other required materials to this application and submit to the president of the American Legion Auxiliary unit in the community in which you reside **NO LATER THAN MARCH 1, 2017.**

**Please answer the following questions in a separate document and attach to application.**

- a. Why would receiving this scholarship be important to you? Please explain.
- b. What course of study do you plan to pursue and why?
- c. Describe your involvement in school, church and community activities.
- d. Why do you think the United States' patriotic organizations such as the American Legion Auxiliary are important to the world today?



## THIS PORTION TO BE COMPLETED BY THE SPONSORING UNIT

(PLEASE TYPE OR PRINT)

EACH UNIT WILL BE RESPONSIBLE FOR VERIFYING ALL NECESSARY INFORMATION IN THE APPLICANT'S PACKET.

1. Judging, at all levels, shall be on the following basis:

Character/Leadership	25%
Essay/Application	25%
Financial Need	25%
Scholarship	25%
2. No unit may enter more than one candidate in the department competition.
3. The winning entry for each unit shall be certified by the American Legion Auxiliary unit president and unit secretary or unit Education chairman and forwarded to the department secretary to be received **ON OR BEFORE MARCH 15, 2017.**
4. Participation in this scholarship program shall be on a voluntary basis in all units.
5. Should an entry be received and no unit affiliation is available, then the application should be judged in the department headquarters unit.

Unit Name and Number \_\_\_\_\_

Address \_\_\_\_\_

City, State, ZIP \_\_\_\_\_

\_\_\_\_\_  
*Signature of Unit President*

\_\_\_\_\_  
*Signature of Unit Secretary or  
Unit Education Chairman*



## THIS PORTION TO BE COMPLETED BY THE DEPARTMENT (STATE)

(PLEASE TYPE OR PRINT)

EACH DEPARTMENT WILL BE RESPONSIBLE FOR VERIFYING ALL NECESSARY INFORMATION IN THE APPLICANT'S PACKET.

1. Judging, at all levels, shall be on the following basis:

Character/Leadership	25%
Essay/Application	25%
Financial Need	25%
Scholarship	25%
2. Each department is restricted to submitting one candidate to the division competition.
3. The winning entry for each department shall be certified by the American Legion Auxiliary department president and the department secretary or department Education chairman and forwarded to the respective division Education chairman to be received **ON OR BEFORE APRIL 1, 2017.**
4. Participation in this scholarship program shall be on a voluntary basis in all departments.

DEPARTMENT \_\_\_\_\_

DIVISION \_\_\_\_\_

\_\_\_\_\_  
*Signature of Department President*

\_\_\_\_\_  
*Signature of Department Secretary or  
Department Education Chairman*

The division Education chairman and two qualified judges shall make the final decision on the first, second and third place division winners. She shall certify the names of the winners and send their complete application packets to the national Education chairman **on or before April 15, 2017.** The national Education chairman shall certify the names of the winners to National Headquarters.

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Junior Activities

Junior Activities and the 2014-2019 Centennial Strategic Plan – Inspiring active participation by ALA members under the age of 18, the Junior Activities program builds a strong future for the ALA by engaging productive members to carry on its mission for life. (Goals 1 and 3)

### Committee Contact Information

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#### National Chairman

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## **What is this program, and why do we have it?**

The Junior Activities Program inspires active participation in members age 17 and under so that they will become engaging, productive members who will want to continue their American Legion Auxiliary membership into adulthood.

## **What can you do?**

### **1. Increase Junior membership.**

#### **Ideas:**

##### **Member**

- Ask to speak at your post's monthly meeting. Bring Junior members and membership applications with you. Personally invite Legion members to sign up their daughter, granddaughters and great-granddaughters. Older Junior members could speak about the value of their membership to the post.
- Sign up your own eligible daughters, granddaughters and great-granddaughters.
- "Like" the national Junior Activities Facebook page (<https://www.facebook.com/alajuniors/>). Share the posts to your friends and encourage them to sign up their eligible Juniors.
- Teach your Juniors about The American Legion Family's eligibility requirements.
- Encourage your Juniors to invite their friends to attend ALA functions and volunteering opportunities, even if they are not eligible to join.
- If you don't have Junior members of your own, be sure to support them anyway. Offer to help the Junior Activities chairman and participate in their fundraisers.
- If you are a unit officer or chairman, offer to mentor one of your unit's Juniors. Teach her about your role with the ALA.

##### **Unit or Department**

- Organize an active Juniors group. Give the Junior Activities chairman a budget to work with and space to hold meetings and fundraisers.
- Continually ask members to sign up their eligible daughters, granddaughters and great-granddaughters.
- Include information on Junior membership and activities in monthly newsletters.
- Include information on Junior membership in renewal notices.

### **2. Engage Juniors in programs of the American Legion Auxiliary.**

#### **Ideas:**

##### **Member**

- Bring your Junior(s) to a meeting with you. Ask your unit president if the Junior(s) can lead the Pledge.
- Mentor a Junior in your unit. Teach them about your role as an officer and chairman. Help them understand what we do and why it matters.
- Present any patches your Junior(s) earn at a unit meeting. They will be proud of their achievement and your fellow members will see what great work their Juniors are doing.
- Bring your Junior(s) to all appropriate ALA activities in which you participate. They can help distribute poppies, clean tables after dinners, etc.

- Older Junior members can mentor younger members by encouraging them to participate in Junior meetings, teaching them what they have learned about the ALA and our mission, and helping them earn their patches.

### **Unit or Department**

- Support and assist your Junior Activities chairman. Give her a budget to work with, space for meetings and fundraisers and be flexible with your activities so that Juniors can be involved. Provide her with an updated copy of the Junior Activities Handbook, which can be purchased from Emblem Sales or downloaded from the Junior Member Activities page in the Members Only section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Post Junior activities on your unit department Facebook page with approval from parents and Junior member.
- Encourage older Juniors to become mentors to younger Juniors.

### **3. Make Junior meetings fun and informative.**

#### **Ideas:**

#### **Member**

- Junior members can help plan and lead the meeting to make it more fun and informative to their age group.
- Be flexible during your meetings. *Robert's Rules* can be intimidating and boring for Juniors; there will be plenty of time for them to learn. Keep an orderly meeting, but don't put too much emphasis on protocol.
- Plan activities that are fun, yet teach about the mission of the ALA. Remember, they are kids with short attention spans. Activities that involve light exercise are helpful to burn off their youthful energy. Have a service project relay race where the Juniors prepare buddy baskets or socks of love, do the cheers they learned at one of the national meetings, etc. If you need ideas, ask a teacher; it might end up being a great win/win as you share ideas.
- Crafts are another good activity for Juniors. They can make poppy crafts for a fundraiser, patriotic decorations for your post or local veterans home, handmade cards to send to veterans at your local VA, etc.
- Have snacks and drinks on hand. Juniors could even make poppy cookies to snack on.

### **Unit or Department**

- Give your Juniors a place to display their crafts or artwork.
- Help your Junior Activities Chairman find places to distribute the cards and crafts made by Juniors.
- Offer to help during Junior meetings.

### **4. Promote and encourage Junior participation in the Patch Program.**

#### **Ideas:**

#### **Member**

- Mentor Juniors and help them to acquire patches. The Patch Program activities can be found on the Junior Member Activities page in the Members Only section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Hold a special meeting to help Juniors earn patches.
- Older Juniors can help the younger Juniors earn patches.

## Unit

- Encourage Juniors to participate in the Patch Program.
- Encourage use of electronic patches on Juniors' social media sites.
- Give Junior members the opportunity to work on requirements for patches at unit functions.

## Department

- Include information on the patch program in each department chairman's pack.
- Provide opportunities for Juniors to work on requirements for patches at department functions.
- Host a Juniors meeting to encourage and increase interest in the Patch Program.
- Host a special meeting to present earned patches to Juniors with senior members in attendance.
- Mentor Juniors and help them acquire patches.
- Set up and attend a special meeting to help Juniors earn patches.

## Junior Activities Reporting

### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department. Each department Junior Activities chairman is required to submit a narrative report by **January 5, 2017**, to the division Junior Activities chairman, plus copy to the national Junior Activities chairman.

### Annual Reports

Annual reports reflect the program work of units in the department. Each department Junior Activities chairman is required to submit a narrative report by **May 15, 2017**, to the division Junior Activities chairman, plus copy to the national Junior Activities chairman. Members and units should follow your department's protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

- How has participation in the Patch Program increased enthusiasm among the Juniors?
- What are the various service projects in which Juniors were involved? Has participation in the service projects increased as the year has progressed?
- What type of volunteer hours did Junior members perform?
- What ways did your senior members mentor the Junior members?
- How does your unit plan to increase Junior member participation in meetings and activities?
- Please include pictures and news articles showing Juniors involved in their activities.

## Programs and Activities

1. Requirements, instructions and patch forms for the Junior Patch Program are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
2. A national Junior meeting will be held at the same time as Mission Training. Dates and meeting sites for the one-day training will be announced at a later date.
3. Spirit of Youth Scholarship for Junior members: Five scholarships in the amount of \$5,000 each will be awarded for the 2016-2017 Auxiliary year; one scholarship will be awarded in each division of the American Legion Auxiliary. Requirements and applications are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and in the Education Program Action Plan.
4. Junior Projects:

- Veterans History Project: [www.loc.gov/vets](http://www.loc.gov/vets)
- VA Student Volunteer Program: [www.volunteer.va.gov/StudentProgram.asp](http://www.volunteer.va.gov/StudentProgram.asp)  
[www.volunteer.va.gov/ParkeScholarship.asp](http://www.volunteer.va.gov/ParkeScholarship.asp)
- Children of Warriors National Presidents' Scholarship:  
[www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- Mean Stinks: [www.meanstinks.com](http://www.meanstinks.com)

## **Junior Activities Awards**

**Unit Award:** Best Overall Unit Junior Activities Award

**Type of award:** Citation Plaque

**Presented to:** One unit in each division (5 overall awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in the program Plan.
- Awarded to the unit with the most outstanding Junior Activities program.
- Narrative not to exceed 1,000 words. Include specific examples of how your Juniors worked the ALA mission.
- May include pictures, news articles, news releases, etc.
- Send entries to department chairman by date department sets.
- All entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information).

**Department Award:** Best Overall Department Junior Activities Award

**Type of award:** Citation Plaque

**Presented to:** One department in each division (5 overall awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in the program Plan.
- Awarded to the department with the most outstanding Junior Activities program.
- Narrative not to exceed 1,000 words. Include specific examples of how your Juniors worked the ALA mission.
- May include pictures, news articles, news releases, etc.
- All entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information).

**Junior Member Award:** Junior Member of the Year

**Type of award:** Engraved Plaque

**Presented to:** One Junior member, selected from the department Junior Members of the Year, in recognition of her dedicated service, efforts and talents.

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- Entries must be typewritten and include the following information:
  - Consideration of only Junior members in good standing for 2016-2017.
  - Outstanding contribution the Junior has made through an ALA program or project.
  - Nominee should not be serving as an honorary department Junior president.
  - Length of membership is not a criterion.

- Name, email address and complete mailing address of nominee must accompany nomination.
- A narrative, typed essay not to exceed 500 words summarizing the nominee's accomplishments during the current administrative year.
- Please include pictures, clippings, scrapbooks, folders, etc., either electronically or via postal mail.
- Nomination must be signed by the candidate's unit Junior Activities advisor.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department Junior Activities chairman
- All entries must be sent by the unit chairman to national headquarters, to the attention of the Junior Activities Program Coordinator. Entries must be postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information).
- Entries will be judged by the national Junior Activities committee.

**Junior Public Relations Award: Best Media Coverage of Activity or Project**

**Award type:** Engraved Plaque

**Presented to:** One Junior group (department, district or unit)

**Materials and guidelines:**

- Entries must include the award cover sheet located in the program Plan.
- Awarded to the Junior group with the best media coverage of their activities or a project.
- Narrative not to exceed 500 words. Include specific examples of media coverage, including news articles, news releases, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
- All entries must be sent to the National Chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information).

**Additional Resources You Can Use**

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
  - a. Junior Activities Handbook - free on the ALA website; printed copies for purchase through Emblem Sales at [emblem.legion.org](http://emblem.legion.org)
  - b. Junior Leadership Course
  - c. Junior Patch Program - information by level
  - d. ALA Unit Handbook (free on the ALA website; printed copies for purchase through Emblem Sales at <http://emblem.legion.org>)
  - e. ALA Annual Impact Report Form (part of the Programs Action Plan)
  - f. Veterans Affairs & Rehabilitation: A Guide for Volunteers
2. U.S. Department of Veterans Affairs information on student volunteers: [www.volunteer.va.gov/StudentProgram.asp](http://www.volunteer.va.gov/StudentProgram.asp)
3. American Legion Auxiliary Junior Activities Facebook page: [www.facebook.com/alajuniors](http://www.facebook.com/alajuniors)
4. Your national Junior Activities Committee members (see list on front page of this program Plan).



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Legislative

The Legislative Program and the 2014-2019 Centennial Strategic Plan – While advocating for the legislative agenda of The American Legion, Auxiliary members raise awareness for our mission and increase brand loyalty. (Goal 5)

### Committee Contact Information

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## What is this program, and why do we have it?

The Legislative Program provides information and assistance to American Legion Auxiliary members to advocate for the legislative agenda of The American Legion.

### What Can You Do?

#### 1. Encourage and empower members to be more knowledgeable to take action on The American Legion's legislative priorities.

##### Ideas:

##### Member

- Subscribe to the Legion's *Legislative Action Alerts* to receive notification when they call on all Legion Family members to take immediate action on a topic. Visit [www.capwiz.com/legion/mlm/signup](http://www.capwiz.com/legion/mlm/signup) to subscribe. Report to your unit chairman when you have done so.
- Subscribe to the Legion's *Legislative Update* to stay informed on veteran and military legislative issues. Report to your unit chairman when you have subscribed.
- Order a copy of the *ALA Legislative Advocacy Guide* through your unit or your department headquarters and follow the suggestions it contains to help build legislative awareness in your community. The guide can also be downloaded from [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Visit the Legion's legislative website, [www.legion.org/legislative](http://www.legion.org/legislative), to keep current on legislative priorities. The site also contains the Legion's legislative priority sheets and point papers, available for download.
  - The priority/drop sheets outline the Legion's priorities and you can "drop" these in your elected official's office.
  - The point papers provide more information on the issue and the Legion's position.
- Actively post The American Legion's legislative priorities on social media.
- Identify your U.S. representative and two U.S. senators and build a relationship and rapport with these individuals and/or members of their staff.
- Subscribe to e-newsletters of your elected officials to monitor what they consider to be their priorities and to make sure that veteran/military and national security issues are among them. Follow them on social media as well. (See each elected official's website for details how to sign-up and social media links).
- Connect with other civic organizations to communicate The American Legion's legislative priorities for potential support and membership opportunities.
- Attend local informational town hall meetings to become better informed and to network with other community and civic organizations.
- Attend department and/or legislative meetings and activities.
- Meet with state- and national-level public officials to discuss issues facing veterans, servicemembers and their families. If possible, attend meetings with other Legion Family members.
  - Remember, we're putting a face on legislative topics. We can share the human reality on how issues affect veterans, servicemembers and their families.
- Complete the Legion's *Congressional Meeting Report Form* following any meeting with your U.S. representative, U.S. senator and/or their legislative staff members. Visit [www.legion.org/legislative/aar](http://www.legion.org/legislative/aar) to complete the form.

- Let your department Legislative chairman or department president know if you have a personal or professional relationship with a U.S. representative and/or U.S. senator that serves on the Veterans Affairs committees or a member of his/her legislative staff and that you'd be willing to participate in the ALA Veterans Affairs Legislative Mini-Council. Each of these members should be willing to contact the representative, senator or staff member when called to action by the Legion on an issue.

### Unit

- Order and distribute the *ALA Legislative Advocacy Guide* from your department headquarters and distribute to members.
- Hold a unit meeting to go over the steps outlined by the *ALA Legislative Advocacy Guide* and discuss the legislative priorities.
- Invite a staff member of your U.S. representative and/or senator to a unit meeting so he/she can explain the best way to contact the official.
- Include legislative priorities in unit communications (social media, newsletters).
- Work with your Legion counterpart to make arrangements for Legion Family members to meet with respective Congressional delegation while on recess and in home districts.
- Choose a different legislative priority each month and allow time at each unit meeting for members to draft letters and communicate the importance of legislation related to veterans and their families. Watch for *Legislative Action Alerts* for any pressing priority.
- Invite your department chairman to a unit meeting to explain how the department initiates legislative advocacy and how each unit can play a role.
- Work with your Legion Family to host a "Meet the Candidate" night. Make veterans/military issues the primary topic for discussion. (See the How To Sheet for details).

### Department

- Order the *ALA Legislative Advocacy Guide* and distribute to each unit. Provide information on how members can order their own copies of the guide through their department. The guide can also be downloaded from the Legislative page on [www.ALAforVetearn.org](http://www.ALAforVetearn.org).
- Encourage members to subscribe to the Legion's *Legislative Action Alerts* to receive notification when they call on all Legion Family members to take immediate action on a topic. Visit [www.capwiz.com/legion/mlm/signup](http://www.capwiz.com/legion/mlm/signup) to subscribe.
- Encourage members to subscribe to the Legion's *Legislative Update* to remain informed about current legislation activities on Capitol Hill. Visit [www.legion.org/enewsletters](http://www.legion.org/enewsletters) to subscribe.
- Encourage all Legion Family members to complete the Legion's *Congressional Meeting Report Form* following all meetings with U.S. representatives, senators and/or their legislative staff members. Visit [www.legion.org/legislative/aar](http://www.legion.org/legislative/aar) to complete the form.
- Visit the Legion's legislative website, [www.legion.org/legislative](http://www.legion.org/legislative), to keep your units and members current on our legislative priorities. The site also contains the Legion's legislative priority sheets and point papers.
  - The priority/drop sheets outline the Legion's priorities and you can "drop" these in your elected official's office. Printed color copies can be

requested by email to walexander@legion.org. Be sure to include the quantity you are requesting and your contact information.

- The point papers provide more information on the issue and the Legion's position.
- Work with your Legion department's Legislative chairman and request that the Auxiliary be included in Legion meetings with national and state officials, and be invited to Legion legislative briefings and other functions. Encourage members to attend.
- Hold a department legislative workshop and invite members to participate in activities to articulate the purpose of the Legislative program.
  - Legion Legislative staff is authorized to travel to Auxiliary department functions by submitting a request to the national adjutant.
- Write articles on the Legion's current legislative activities and publish them in ALA newsletters, newspapers and on websites. Article content can be drawn from the *Legislative Update*, articles in the Legion's *Dispatch* or other Legion media.
- The work of the Legislative committee amplifies the work of other committees. Collaborate with your department's Veterans Affairs & Rehabilitation, National Security, Education and Americanism chairmen, depending on the legislative issue, to mobilize members and help distribute the "Calls to Action" throughout their spheres of influence.
- In joint effort with the Legion, advocate at the state level to identify and initiate specific steps that need to be taken to provide transitioning servicemembers and military spouses with the credentials they need as they transition into civilian life, reducing barriers to licensing based on one's military experience or frequent moves.
- Encourage Auxiliary members to attend the annual Washington DC Conference, which includes legislative training sessions, opportunities to visit members of Congress and the National Commander's Testimony, an address by The American Legion National Commander to Congress' Veterans' Affairs committees.
  - Members should be sure to attend the "Know Before You Go" session, a presentation from the Legion's legislative division on the priorities.
  - Members should be sure to attend the Commander's Call, a joint American Legion Family presentation which includes the detailed information of the Legion's legislative priorities.
  - Work with your Legion counterpart to make arrangements for members of your department to meet with respective Congressional delegation in conjunction with the Washington DC Conference.
- In collaboration with your Legion department, coordinate days for the Legion Family to storm your state capital.

## **Legislative Reporting**

### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department. Each department Legislative chairman is required to submit a narrative report by **January 5, 2017**, to the division Legislative chairman at her address found on the front page of this program Plan, plus copy the national Legislative chairman.

### Year-End Reports

Annual reports reflect the program work of units in the department. It is requested that these reports are accompanied by photos of select unit projects. Each department Legislative

chairman is required to submit a narrative report by **May 15, 2017**, to the division Legislative chairman at her address found on the front page of this program Plan, plus copy the national Legislative chairman. Members and units should follow their department's protocol and deadlines.

**As part of your narrative report, please include answers to the following questions:**

- How did you train members in the legislative issues promoted by The American Legion and how did your members employ those methods?
- What legislative activities (town hall meetings, legislative receptions) did members attend in their communities and departments? What suggestions did members have to improve those activities? Please describe.
- How did members develop relationships with their elected officials? Please describe.
- Please describe how members were able to connect with their local and state officials and what were their successes.

**Legislative Awards**

Each award application must include the cover sheet found in this program Plan. All awards will be announced at National Convention during the Legislative pre-convention meetings.

**Unit Award:** Unit Legislative Award

**Type of Award:** Citation

**Presented to:** One unit in each division (5 overall awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- For the most outstanding overall legislative program in the division.
- Each entry must be typewritten in narrative form and must tell the story of legislative activism and how it made a difference in the lives of veterans and their families.
- Include pictures and newspaper articles.
- Units should submit their entry to their department chairman by her deadline.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Legislative chairmen.
- Entries must be sent by the department Legislative chairman to her Legislative division chairman postmarked by June 1, 2017, or by email sent by 5 p.m. EDT on June 1, 2017. Her address can be found on the front page of this program Plan.

**Department Award:** Department Legislative Award

**Type of Award:** Citation

**Presented to:** One department in each division (5 overall awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- For the most outstanding overall legislative program in the division.
- Each entry must be typewritten in narrative form and must tell the story of legislative activism and how it made a difference in the lives of veterans and their families.
- Include pictures and newspaper articles.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department Legislative chairman.
- Entries must be sent by the department Legislative chairman to her Legislative division chairman postmarked by June 1, 2017, or by email sent by 5 p.m. EDT on June 1, 2017. Her address can be found on the front page of this program Plan.

## How To Sheets

- How To Host A “Meet the Candidate” Night

## Additional Resources You Can Use

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org) on the Legislative page:
  - *ALA Legislative Advocacy Guide*
  - How to Fill Out the Congressional Contact Form
  - How to Contact Legislators to Advocate for Veterans, Servicemembers and their Families
2. [www.legion.org/legislative](http://www.legion.org/legislative) (The American Legion’s Legislative Center):
  - Legislative Testimony Information
  - Point Papers, Priority Sheets, Letters of Support
  - Congressional Contact Report Form
3. Follow us on Facebook:
  - ALA National Headquarters: [www.facebook.com/ALAforVeterans](http://www.facebook.com/ALAforVeterans)
  - ALA Legislative Facebook group:  
[www.facebook.com/groups/2013alalegislativecommittee](http://www.facebook.com/groups/2013alalegislativecommittee) or search for “ALA National Legislative Group Page”



## HOW TO HOST A “MEET THE CANDIDATE” NIGHT

### Committee:

## Legislative

### Submitted by:

Elaine Mackenzie, National Legislative Chairman

### Contact Information for Questions:

legislative@ALAforVeterans.org

**Encourage and empower members to be more knowledgeable to take action on The American Legion’s legislative priorities.**

### Step-by-Step Instructions:

A “meet the candidate” night is a question-and-answer session where all candidates for a specific election are invited to answer questions. It is not intended to be a debate.

**Suggested Date of Event:** 2-3 weeks before elections

### ***3 Months Prior to the Event***

1. In an effort to make this a Legion Family event, work with your Legion post, SAL squadron and Riders chapter (if applicable) to form a planning committee. If this isn’t a Legion Family event, the unit Legislative chairman and unit president should appoint a planning committee. Identify a place, date and time for the event. Map out a plan to get the word out to the general community. Think about if you’ll serve refreshments; will they be donated or do you need to buy them? Set guidelines for candidates before the event about literature, political signs and handouts.
  - a. If the place is the post home, ensure you have approval for the space and it’s on the calendar. Determine if your post allows political material (like signs) to be displayed on post property.
2. After the candidate filing deadline has passed, pull a list of candidates from your state’s election board or Supervisor of Elections’ website. Prepare a spreadsheet of all ballot-ready candidates (local, state and/or federal) who will be invited. List their name, address, phone, email, party and office. Allow ample time to contact them and receive their response.
3. Mail and email invitation letters with Legion Family Point of Contact name and the deadline date to reply. Remember: The Legion Family is nonpartisan, so you need to invite **ALL** candidates. Follow up periodically with candidates who have not replied. Suggest to the candidate they send another representative if there is a conflict in their scheduling.

### ***2 Months Prior***

1. The planning committee arranges for volunteers for the following roles:
  - a. Moderator (1) – Someone impartial and ideally not a part of the Legion Family, such as local news reporter or radio host or someone known and respected by the community. Using someone on TV or radio also ensures that it will be announced on TV/radio.



- b. Timekeeper (1) – To keep everyone on track. Each candidate should get an equal amount of time each round.
  - c. Legion Family Ambassadors (Several) – To man a table on programs and services your Legion Family offers. They should also have membership applications on hand.
  - d. Servers (Several) – Have a small team of volunteers serve refreshments.
  - e. Crowd Control (Several) – Volunteers to ensure that no attendee gets out of control. (Legion Family Sergeants at Arms might be great for this role).
  - f. Screeners (Several) - Volunteers to collect and review questions from attendees. Selected questions will be given to the moderator for a Q&A period.  
*\*Note: Candidates can stay after to talk with people and address their issues.*
  - g. Public Relations Coordinator (1) – Someone who will ensure that event is advertised in local newspapers, social media, websites and any other media outlet. They might invite a radio station or local TV station to stream the event live. (They might form a team to help promote the event on social media, create a hashtag, etc.).
2. The planning committee sets an agenda and how the event will proceed. Depending on the number of candidates in attendance, allow time for opening and closing speeches for each (this could be 2 to 3 minutes). After opening speeches and introductions, the moderator will ask for questions (that have been screened).
    - a. If question is to a particular candidate, allow 1-2 minutes for the answer and allow opposing candidate the same amount of time. There should be no rebuttals!
    - b. If it is a general question, the moderator can ask any candidate to address it, but again only 1-2 minutes per candidate.

### **Day of Event**

1. Set up the room with the candidates in front of the audience.
2. Prepare tent cards for all candidates with their name, party and the office they're seeking. You may wish to seat candidates alphabetically in an effort to not show favoritism.
3. Set up a table to talk about the programs and services your Legion Family offers. They should also have membership applications on hand and other Legion Family branded information.
4. Setup a table for voter registration<sup>1</sup>. Members of your Americanism committee might be good to man this table, or you can invite an outside organization, like the League of Women Voters to help with the voter registration.

### **After the Event**

1. Follow up with thank you notes to all the candidates who participated.
2. If media did not attend, work with your Public Relations chairman to send pictures to be published and posted on social media.

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<sup>1</sup> Remember: The deadline to register to vote may be up to 30 days prior to the election. Check with your local Election Board or Supervisor of Election.



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:       Department       Unit       Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Liaison to the American Legion Child Welfare Foundation

The Liaison to the American Legion Child Welfare Foundation and the 2014-2019 Centennial Strategic Plan – Dedicated to the betterment of all children, Legion Family members who raise funds and award grants through the Child Welfare Foundation build brand loyalty. (Goal 5)

### Committee Contact Information

children&youth@ALAforVeterans.org



### National Chairman

Linda Newsome, Past National President (1994-1995)  
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### National Vice Chairman

Kristine S. West, Past National President (2000-2001)  
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### Committee Member

Nicole Clapp, National Children & Youth Chairman  
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### National Headquarters Program Coordinator

Kristin Hinshaw  
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(317) 569-4556  
children&youth@ALAforVeterans.org

## **What is this program, and why do we have it?**

The Liaison to the American Legion Child Welfare Foundation's goal is to educate members and the general public about the Child Welfare Foundation (CWF) and its mission, and to provide financial assistance to The American Legion in their efforts to award grants to youth-serving nonprofit organizations.

In 1952, Department Commander Dr. Garland D. Murphy Jr. of Arkansas came to The American Legion with an offer to provide a valuable contribution with the provision that his gift would be used solely for children. After much study and discussion, the idea of a foundation was adopted. Later that year, the National Executive Committee appointed a special committee to determine the feasibility of establishing such a proposed foundation. After the legal work was completed, on July 9, 1954, the foundation was duly incorporated under the laws of the State of Indiana. In 1955, it gave its first three grants totaling \$22,500. To date, more than \$15.1 million has been awarded from The American Legion Child Welfare Foundation to organizations to assist the children of this country. Though created by The American Legion in 1954, the American Legion Welfare Foundation is a separate 501(c)(3) corporation.

The highest priority of the Child Welfare Foundation is to provide other nonprofit organizations a means to educate the public about the needs of children across the nation. It is an exceptional gift for exceptional children. Not all American children grow up inside the comfortable definition of normal childhood development. For thousands, each day is a challenge marked by pain, prayer and perseverance. Many of these youngsters require specialized care. To overcome their obstacles, they need help from you and the American Legion Child Welfare Foundation.

The foundation accepts proposals from nonprofit organizations for projects that contribute to the physical, mental, emotional and spiritual welfare of children through the dissemination of knowledge about new and innovative organizations and/or their programs designed to benefit youth. Units and departments are eligible to request a grant for Children & Youth projects or initiatives by following the guidelines on the Child Welfare Foundation website.

## **What can you do?**

### **1. Provide financial assistance to the American Legion Child Welfare Foundation.**

#### **Ideas:**

#### **Member**

- Participate in any CWF fundraisers sponsored by your unit or department.
- Become a unit or department chairman to coordinate fundraising activities.
- Ask friends and family members to support the CWF.
- For your personal donations to be recognized towards your unit and department for The American Legion Child Welfare Foundation Awards, please request donation envelopes by emailing [admin@cwf-inc.org](mailto:admin@cwf-inc.org) or by calling 317-630-1202, or go to [www.cwf-inc.org](http://www.cwf-inc.org) to donate online or to print a donation form to mail.

## Unit

- Appoint a unit chairman to coordinate fundraising activities.
- Encourage your unit to work towards winning the 100% Per Capita Banner for donating \$1.00 per member to the Child Welfare Foundation. For more information look under awards below.
- Provide members with a small bag/box/bank and ask them to put their change in the bag every Friday. Bring the container filled with coins at the final meeting of the year.
- Play games during unit meetings to raise money. Some ideas include:
  - “10 Cents a Door” – Take a cute container to the meeting and ask each member to drop a dime in the container for every door in their house.
  - B–I–N–G–O! – Play four games for a quarter a game after the meeting. The winner of each game receives half of the proceeds, and the other half goes to the Child Welfare Foundation.
  - Holiday exchange – Rather than exchanging gifts, take a holiday stocking to the meeting and fill it with money for “our kids!”
  - 50/50 Raffle – proceeds will add to your Child Welfare Foundation donations.
  - “A Penny an Inch” – Collect a penny for each inch of a member’s height. Be prepared! Take a measuring tape to the meeting just in case someone doesn’t know how tall they are.
  - “A Nickel a Clasp” – Collect a nickel for every button, belt, tie, zipper, hook and eye, snap, etc. (remember the bra) that members have on their attire.
- If your unit participates in a fish fry or another dinner for your community, donate part of the proceeds to Child Welfare Foundation.
- Pair up with a local school and see if you can hold a tailgate party in the parking lot before a football or baseball game. Sell hamburgers and hotdogs and give part of the proceeds to Child Welfare Foundation. Be sure to have information about The American Legion Family on hand to pass out, including membership applications.
- Hold a garage sale. Ask for members to donate items and the proceeds of the items can be donated to Child Welfare Foundation.
- Include reminders to donate to CWF in newsletters, on websites and on social media.
- For your unit donations to be eligible for the American Legion Child Welfare Foundation Awards, please request donation envelopes by emailing [admin@cwf-inc.org](mailto:admin@cwf-inc.org) or by calling 317-630-1202.

## Department

- Appoint a department chairman to coordinate fundraising activities.
- Provide incentives to units for making donations to the Child Welfare Foundation.
- Hold fundraisers as a department to raise money for the CWF.
- Include reminders to donate to the CWF in newsletters, on websites and on social media.
- For your department donations to be eligible for the American Legion Child Welfare Foundation Awards, please request donation envelopes by emailing [admin@cwf-inc.org](mailto:admin@cwf-inc.org) or by calling 317-630-1202.

**2. Be a representative of, and advocate for, the American Legion Child Welfare Foundation in your department by applying to become a member of the CWF's Children's Action Team (CAT).**

**Ideas:**

**Members**

- Apply to become a CAT by contacting admin@cwf-inc.org or www.cwf-inc.org.
- Identify and support other members who would be a valuable addition to CAT.

**Departments or Unit**

- Identify and support members who would be a valuable addition to CAT.
- Promote CAT membership in newsletters, on websites and on social media.
- Have the CAT membership application form available for interested members.

**3. Encourage departments and units to apply for a grant from the Child Welfare Foundation. The deadline for the receipt of all applications is July 15 of the current year.**

**Ideas:**

**Departments and/or Units**

- Units and departments of the American Legion Auxiliary may apply for a grant from the Child Welfare Foundation for programs designed to assist children.
- Deadline for the receipt of all applications is July 15 of the current year. The Board of Directors will not consider any application received after this deadline. All applicants will be informed of the status of their application by the third week of October.
- Applications will be accepted for consideration if they meet one of the two following basic purposes for which the foundation was organized:
  1. To contribute to the physical, mental, emotional and spiritual welfare of children and youth through the dissemination of knowledge about new and innovative organizations and/or their programs designed to benefit youth; or,
  2. To contribute to the physical, mental, emotional and spiritual welfare of children and youth through the dissemination of knowledge already possessed by well-established organizations, to the end that such information can be more adequately used by society.

*For more information on how to apply for a grant, see the How To Sheet at the end of this section.*

**Child Welfare Foundation Reporting for the American Legion Auxiliary**

An annual report is not required; however, a year-end summary and a mid-year progress report are suggested as tools to gauge the direction and effectiveness of department activities. Department Children & Youth and/or Child Welfare Foundation chairmen should forward these items to national chairman Linda Newsome by **January 5, 2017**, for mid-year and **May 15, 2017**, for year-end.

## **American Legion Child Welfare Foundation Awards**

**Department Award:** Legacy Award

**Type of Award:** Plaque

**Presented to:** One department

**Materials and Guidelines:**

- Presented from the podium at National Convention to the top department based on combined total contributions of The American Legion Family during the contribution year (June 1, 2016 through May 31, 2017).

**Department Award:** Garland M. Murphy Jr. Award

**Type of Award:** Plaque

**Presented to:** One department from each organization of the Legion Family

**Materials and guidelines:**

- Presented to one department from each organization of the Legion Family with the greatest contributions to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Presented at The American Legion's National Convention.

**Department Award:** Excellence Award

**Type of Award:** Plaque

**Presented to:** One of 10 departments from each organization of the Legion Family

**Materials and guidelines:**

- Presented to one of 10 departments from each organization of the Legion Family with the highest per capita contribution average to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Citations will be mailed to runners-up.

**Department Award:** Meritorious Achievement Award

**Type of Award:** Plaque

**Presented to:** One department from each organization of the Legion Family

**Materials and guidelines:**

- Presented to the top department from each organization of the Legion Family with the highest increase in per capita giving to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).

**Department Award:** "Heritage Circle" Gift Club

**Type of Award:** Plaque

**Presented to:** Departments of the Legion Family

**Materials and guidelines:**

- Presented for their cumulative donations to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Plaques will be mailed September 1, 2017.
- Benefactor Level - \$5,000
- Patron Level - \$2,500
- Sponsor Level - \$1,000

**Unit Award: “Children First” Gift Club**

**Type of Award:** Plaque

**Presented to:** Units

**Materials and guidelines:**

- Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Guardian Level - \$1,000
- Advocate Level - \$750
- Caretaker Level - \$500

**Unit Award: 100% Per Capita Banner Program**

**Type of Award:** Banner

**Presented to:** Units

**Materials and guidelines:**

- Presented to units donating at least one dollar for each member to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Application form can be found at [www.cwf-inc.org](http://www.cwf-inc.org).

**Member Award: “Cornerstone” Gift Club**

**Type of Award:** Pin

**Presented to:** Members

**Materials and guidelines:**

- Presented for their cumulative donations to the American Legion Child Welfare Foundation during the contribution year (June 1, 2016 through May 31, 2017).
- Foundation Ambassadors - \$1,000
- President’s Circle - \$500
- Foundation Partners - \$250
- Century Club - \$100

**Additional Resources You Can Use**

1. The American Legion Child Welfare Foundation - [www.cwf-inc.org](http://www.cwf-inc.org)
2. The Liaison to Child Welfare Foundation page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)



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## HOW TO APPLY FOR A CHILD WELFARE FOUNDATION GRANT

**Committee:**

### Liaison to American Legion Child Welfare Foundation

**Submitted by:**

Linda Newsome, Liaison to the Child Welfare Foundation

**Contact Information for Questions:**

Lindanewsome1995@gmail.com or Children&Youth@ALAforVeterans.org

**APPLICATION INSTRUCTIONS**

Applications must be **typewritten**, or if you prefer, the application form may be downloaded from [www.cwf-inc.org](http://www.cwf-inc.org) and data entered using a word processing program. Please be cautioned that the Board will tolerate no deviation from the application format.

If additional space is required to answer any portion of the application, please attach a separate sheet using appropriate numerical references.

The following numbered instructions correspond with the numbered blanks as they appear on the application. Please refer to these tips as you complete each section.

1. Provide a brief, or working, title of the project.
2. Designate only one individual as the project leader. The project leader is the specified person responsible for planning, conducting and supervising the proposed project. The project leader will be the Foundation's primary point of contact. Do not list more than one project leader.
3. Give the name, address, telephone number, FAX number and Web address of the nonprofit organization. Include your organization's tax-exempt status. You must be nonprofit. Indicate which section, within the Internal Revenue Code, your organization is listed. A copy of your tax-exempt letter is not required; however, please list your federal ID number.
4. List the total amount requested for the proposed project.
5. Itemize all other sources of incomes. List separately all amounts your organization anticipates receiving specifically for this project.
6. Provide solid references. References are very important and may be used by the Board to answer questions regarding both the project and the organization.
7. Outline of the proposed project. In the space provided, describe the project and all its key components. Limit your outline to no more than one additional sheet, if necessary. This outline must include:
  - a. A statement of need – Who will the project benefit?
8. How it will assist children?
  - a. Plan of approach – How are you going to develop this project?
  - b. Duration of project – REMINDER: Projects must be started and completed during the period from January 1 to December 31 of the grant year.
  - c. List three goals of the project.
  - d. Product(s) to be produced.
  - e. Plan of, and area for, dissemination of the project.
9. How do you plan to get the product(s) into the hands of the persons in need? In what geographical area(s) will the product(s) be available? Include agencies and other means of getting information to individuals in need.
10. Give your proposed budget. This should be itemized in detail. List in detail how the grant amount requested will be spent. NOTE: Total dollar amount must equal amount requested in Item 4.
11. Production or Distribution of Product. Answer the questions and provide an explanation, if appropriate.



12. Intellectual Property Rights. Answer the question and provide an explanation, if appropriate.
13. Approval by the executive officer of the institution or agency in which the project is to be carried out. The signature of this person indicates approval of the application.
14. The **Conditions of Grant** (page 5) **must be signed and dated** or the application will not be considered! The Conditions of Grant must also be the original form.
15. Mail or deliver your application postmarked no later than July 15th to:

American Legion Child Welfare Foundation, Inc.  
PO Box 1055  
Indianapolis, IN 46206

Street Address:  
700 N. Pennsylvania Street  
Indianapolis, IN 46204

## GRANTING POLICIES

The following are the policies adopted by the Board of Directors which control the Foundation's granting program:

- A. Grants are **not** made for any of the normal, day-to-day operating expenses of the grantee or expected special operating expenses connected with the grant.
- B. Grants must have the potential of helping American children in a large geographic area (more than one state).
- C. Grants are **not** awarded for more than one year. All grants awarded must be started and completed between the period of January 1 and December 31. However, should unusual or unanticipated circumstances result in failure to complete a project within the one-year period, nothing in this policy statement should prohibit consideration of a request for a Board approved extension of time with respect for the continuation and completion of the current project.
- D. Grants are made only to tax-exempt organizations and agencies. Grants are never awarded directly or indirectly to an individual for his or her personal use.
- E. Grants will not be given for construction of any type.
- F. Grants will not be given to match government funds.
- G. Grants are never given for personnel expenses, i.e., salaries, insurance, fringe benefits, or for the purpose of coordinating seminars or training programs, i.e., lodging, travel, food, materials.
- H. Our grants are not to defray school expenses for masters or doctrinal candidates to perform research for degree requirements.
- I. Helping the children of this nation is our primary concern. We do not fund programs that fail to meet the basic criteria of direct benefit to the children of America.
- J. Grants are not awarded for projects that seek to create or reproduce materials or medium in a language other than English.
- K. Grants are not given to purchase equipment for the purpose of conducting research, seminars, or to add to the existing equipment of an agency or organization.
- L. Grants are never made to pay salaries or fees for consultants, secretaries, or other clerical-type help.
- M. Grants are not given to cover such costs as storage, computer time, telephone, analysis or the cost of office space rental.
- N. Personal appearances before the Board of Directors for the purpose of promotion and/or clarifying a grant by the grant applicant or associates are prohibited.



### **SUBMISSION POLICIES**

- Grant applications may be submitted beginning May 1<sup>st</sup>.
- Organizations will be notified in writing when their grant proposal is received by the Foundation.
- Please limit your proposal to the grant application provided and no more than three (3) additional pages of supporting documentation. NOTE: The Board of Directors may actually view a preponderance of information negatively.
- Applications are reviewed for their completeness.
- Agencies may be contacted if omissions are noted or clarification is required.

# 2016-2017 American Legion Auxiliary Programs Action Plan

## National Security

The National Security Program and the 2014-2019 Centennial Strategic Plan – Maintaining and promoting a strong national defense by supporting servicemembers and their families helps us build brand loyalty (Goal 5) among a target membership population (Goal 1) while keeping us focused on our mission.

### Committee Contact Information

NationalSecurity@ALAforVeterans.org



#### National Chairman

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#### National Headquarters Program Coordinator

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## What is this program, and why do we have it?

The National Security Program maintains and promotes a strong national defense by strengthening and supporting military servicemembers and their families.

## What can you do?

### 1. Support the emotional and social needs of active, reserve and transitioning military servicemembers and their families.

#### Ideas:

##### Member

- Let your unit know of any military families or businesses that should receive a Blue Star or Gold Star Banner in recognition of a servicemember's service.
- Wear red on Fridays to "Remember Everyone Deployed."
- As a gesture of appreciation for local servicemembers' military service, decorate your community with yellow ribbons. Encourage others to do the same.
- Provide support on a spouse-to-spouse or family-to-family basis, such as to a family member, neighbor or another military family. Refer to the *ALA Military Family Readiness Action Guide* for specific suggestions of the type of support military families may value.
- Provide assistance to servicemembers and their families directly affected by current conflicts.
- Become more informed about issues affecting a military family's home life, such as PTSD, TBI, domestic violence, financial literacy and other issues.
- Refer servicemembers with financial assistance needs to the American Red Cross Armed Forces Call Center at 1-877-272-7337.

##### Unit

- Support active-duty military families by working with an installation Family Readiness Group or an individual military family.
- Support reserve and transitioning servicemembers and families by working with a returning National Guard or Reserve unit or an individual transitioning servicemember or family.
  - *Note:* Units may find servicemembers and families independently or by working with the servicemember transition programs of the U.S. Department of Defense, the military service branches, or the U.S. Department of Veterans Affairs. Members may provide support on a spouse-to-spouse or family-to-family basis, such as to a family member, neighbor or another military family to which they come in contact. Refer to the *ALA Military Family Readiness Action Guide* for additional information and specific steps.
- Follow-up periodically with the servicemember and/or military family your unit may be supporting to see if additional assistance is needed.
- When a servicemember or military family you're working with is relocating to a different community, help identify an ALA unit in the new community and make introductions.
- Work to identify recipients and present Blue Star and Gold Star commemorative materials to individuals and businesses.

- Greet servicemembers and families as they deploy and/or return from a deployment.
- Work with a Yellow Ribbon program office of a local military unit (Reserve or National Guard) or a state National Guard Joint Force Headquarters to show patriotic and moral support at Yellow Ribbon events; offering hospitality, refreshments, or children and youth activities; or making presentations on Auxiliary resources and services to family members of returning servicemembers.
- If you're near a military installation, a new Department of Defense policy makes it easier for you to get and provide information about our services and programs to servicemembers and military families. Refer to the *How to Support Troops and their Families on Military Installations* for additional information and specific steps.
- Organize a Welcome To Our Hometown event to welcome military families that are moving or transitioning out of the military to your community. Refer to the *Welcome To Our Hometown Action Guide* for additional information and specific steps.
- Equip the post/unit home with computer hardware and software to serve as workstations for family members with deployed servicemembers so they can communicate with them. Set regular days and hours when this service would be available.
  - Provide assistance to those who may need help with email or other online computer related assistance.
- Refer servicemembers with financial assistance needs to the American Red Cross Armed Forces Call Center at 1-877-272-7337.
- Co-host or participate in a Holiday Mail for Heroes event with your local American Red Cross chapter.
- Partner with an Operation Homefront field office for assembly of servicemember care packages and family member support packages; providing hospitality, refreshments or children and youth activities at Operation Homefront spouse support and welcome home events. Refer to the *ALA-Operation Homefront Action Guide* for additional information and specific steps.
- Work with the Tragedy Assistance Program for Survivors (TAPS) and refer a survivor or caregiver for specialized support. Refer to *How to Collaborate with the Tragedy Assistance Program for Survivors* for information and specific steps.
- Contact a USO (United Service Organization) Center and partner with a service project that will lift the spirits of America's troops and their families. See the *ALA-USO Action Guide* for who to contact, how to volunteer and various activities.

### **Department**

- Host a department workshop on how to use the *ALA Military Family Readiness Action Guide*. Training materials can be found on the National Security page of [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- The *ALA Military Family Readiness Action Guide* focuses on services available to servicemembers and families nationally. Identify state-specific resources to benefit those in your state.
- Assist units and members with specific idea plans outlined above.

## 2. Assist military spouses in getting and maintaining employment.

### Ideas:

#### Member

- Serve as a mentor in the career e-mentoring network through the U.S. Chamber of Commerce Foundation's Hiring Our Heroes Military Spouse Employment Program and Academy Women. Current military spouses will be virtually paired with more experienced spouses and/or corporate and career mentors for guidance and support.
- Promote military spouse job fairs in your community.
- Help man an information booth about the ALA at a job fair for military spouses.

#### Unit

- Support military spouse job fairs organized by U.S. Chamber of Commerce Foundation or The American Legion, or host one in your own community.
- Help to implement a Legion-sponsored job fair and/or co-host a Legion Family information table at a U.S. Chamber of Commerce Foundation-sponsored job fair.

#### Department

- If your Legion department has a job fair in conjunction with a department meeting, ensure military spouses are included (or a special track is offered for them), assist in promoting the job fair and man an information table at the job fair.
- Assist units and members with specific idea plans outlined above.

## 3. Support the National Security programs of The American Legion.

### Ideas:

#### Member

- Complete a Community Emergency Response Training (CERT) course. Refer to *How to Train for FEMA's Community Emergency Response Teams* for information and specific steps.
- Build and/or help a neighbor build an emergency preparedness kit and plan.
  - Remember, new military families in your community may not be familiar with the types of emergencies that affect your area. As needed, help them update their emergency kit and plan.
  - You can help little ones be prepared by using resources available through Sesame Street's website: [www.sesamestreet.org](http://www.sesamestreet.org).
- Junior members may be good candidates to participate in FEMA's National Youth Preparedness Council.
- Sign up for the Legion's Legislative Action Alerts, and be sure to act on the ones regarding a strong national defense and affecting current and transitioning servicemembers and their families.
- Donate blood.
- Assist at a blood drive in your community.
- Help identify candidates for The American Legion's National Firefighter of the Year Award given to a firefighter who has exceeded the requirements expected of his/her position and has shown a distinct pattern of National Security and professional achievement. Share the candidates(s) with your unit National Security chairman and post National Security chairman and/or adjutant.

- Help identify local candidates for The American Legion's National Law Enforcement Officer of the Year Award given to a well-rounded law enforcement officer who has exceeded the duty requirements expected of his or her position and has demonstrated a distinct pattern of National Security coupled with professional achievement. Share the candidates(s) with your unit National Security chairman and post National Security chairman and/or adjutant.

### **Unit**

- Get involved in the Citizen Corps Council to ensure citizens are prepared to respond to natural disasters such as floods, hurricanes, blizzards and manmade disasters and emergencies.
  - Junior members can get involved in and/or start a Youth Preparedness Program in their community.
- Collect supplies for emergency preparedness kits and distribute them in your community.
  - Remember: new military families in your community may not be familiar with the types of emergencies that affect your area. As needed, help them update their emergency preparedness kit and plan.
- Encourage members to complete Community Emergency Response Training (CERT). Refer to *How to Train for FEMA's Community Emergency Response Teams* for information and specific steps.
- Have a training exercise in your post home to give training in first aid, CPR or other types of emergency skills.
- Join with your Legion post to host a POW/MIA ceremony on National POW/MIA Recognition Day, commemorated annually on the third Friday of September.
- Follow the Legion's POW/MIA Empty Chair Resolution 288 for designating a POW/MIA Empty Chair at all official meetings.
- Host a remembrance event for any MIA servicemembers who have been identified from your area.
- Work with Legion posts to honor ROTC and JROTC cadets by having dinners and recognizing their accomplishments.
- Support future military by presenting ROTC and JROTC recognition awards.
- Invite ROTCs and JROTCs to post colors or even volunteer at unit events.
- Coordinate with local/regional chapters or blood banks to assist with blood drives.
- Work with your unit and post legislative committees to advocate for a strong national defense and topics affecting current and transitioning servicemembers and their families.

### **Department**

- Support your Legion department and posts to raise funds for Operation Comfort Warriors to provide supplies to wounded servicemembers.
- Encourage members to complete Community Emergency Response Training (CERT). Refer to *How to Train for FEMA's Community Emergency Response Teams* for information and specific steps.
- Follow the Legion's POW/MIA Empty Chair Resolution 288 for designating a POW/MIA Empty Chair at all official meetings.
- Work with your ALA and Legion department legislative committees around topics that ensure a strong national defense and support current and transitioning servicemembers and their families.
- Assist units and members with specific idea plans outlined above.

## **National Security Reporting**

### Mid-Year Report

Mid-Year reports reflect the program work of units in the department. Each department National Security chairman is required to submit a narrative report by **January 5, 2017**, to the division National Security chairman at her address found on the front page of this program Plan, plus copy the National Security national chairman.

### Year-End Reports

Annual reports reflect the program work of units in the department. It is requested that these reports are accompanied by photos of select unit projects. Each department National Security chairman is required to submit a narrative report by **May 15, 2017**, to the division National Security chairman at her address found on the front page of this program Plan, plus copy the National Security chairman. Members and units should follow their department's protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

- How were Blue Star and Gold Star Banners presented?
- How were MIA families recognized following notification of remains?
- How were servicemembers honored during welcome-home events?
- How were military families connected to other units when moving?

## **National Security Awards**

Each award application must include a cover sheet. All awards will be announced at National Convention during the National Security pre-convention meeting.

**Department Award:** Department National Security Program Award

**Type of Award:** Citation

**Presented to:** One department in each division (5 overall awards)

### **Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- For the most outstanding overall National Security program in the division.
- Each entry must be typewritten in narrative form.
- Include pictures and newspapers articles.
- Entries must be sent by the department National Security chairman to your National Security division chairman postmarked by June 1, 2017, or by email sent by 5 p.m. EDT on June 1, 2017. Her address can be found on the front page of this program Plan.

**Department Award:** Dorothy Pearl Civil Preparedness (CERT) Plaque

**Type of Award:** Citation Plaque

**Presented to:** One department

### **Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- For the department having the highest percentage of units participating in civil preparedness.
- Each entry must either be a narrative report or spreadsheet of participating units, CERT training dates, the number of participants registering for the program and number of participants completing the program.

- Entries must be sent by the department National Security chairman to national committee member postmarked by June 1, 2017, or by email sent by 5 p.m. EDT on June 1, 2017. Her address can be found on the front page of this program Plan.

**Department Award: Military Spouse eMentor Award**

**Type of Award:** Citation Plaque

**Presented to:** One department

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- For the department having the highest percentage of members actively participating in military spouse e-mentoring and connected to military spouses.
- Each entry must have a list/spreadsheet of participating members.
- Entries must be sent by the department National Security chairman to the National Chairman postmarked by June 1, 2017, or by email sent by 5 p.m. EDT on June 1, 2017.
- Each department's participation percentage will be determined by the National Chairman. The percentage will be calculated based on the number of reported participating members who are serving as an e-mentor as of June 8, 2017, as reported by the e-mentoring program staff, divided by the department's membership number as of June 8, 2017. (For example, if 250 of the 300 members listed on the department's submitted spreadsheet were connected to military spouses, in a department with 5,000 members, the percentage would be 5 percent).

**Unit Award: Military Support Unit Award**

**Type of Award:** Citation

**Presented to:** One unit in each division (5 overall awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- For demonstrating the most outstanding overall program serving and supporting military families, with special emphasis on helping military families through times of deployment and/or injury (severely wounded).
- Each entry must be typewritten in narrative form.
- Include pictures and newspaper articles.
- Entries must be sent by the unit National Security chairman to her National Security division chairman postmarked by June 1, 2017, or by email sent by 5 p.m. EDT on June 1, 2017. Her address can be found on the front page of this program Plan.

**Additional Resources You Can Use**

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org) resources on the National Security page:
  - *American Legion Auxiliary Military Family Readiness Action Guide*
  - A training package is also online for departments and units. It includes an instruction sheet, PowerPoint presentation and script, sample agenda, learning exercises, pre- and post-session survey, satisfaction survey and sample marketing text.
  - How to Welcome Home Separating Servicemembers
  - How to Support Troops and their Families on Military Installations
  - *Welcome To Our Hometown Action Guide* and participant feedback survey
  - How to Train for FEMA's Community Emergency Response Teams
  - Planning a Powerful POW/MIA Remembrance Service: *Let Us Never Forget*

- How to Collaborate with the American Red Cross' Service to the Armed Forces
  - *ALA-Operation Homefront Action Guide*
  - *ALA-USO Action Guide*
  - How to Collaborate with the Tragedy Assistance Program for Survivors (TAPS)
  - How to Collaborate with the Hiring Our Heroes Military Spouse eMentor Program
  - How to Support Hiring Events for Veterans and Military & Veteran Spouses
2. Legion Resources:
    - Blue Star and Gold Star Banner: [www.legion.org/troops/bluestar](http://www.legion.org/troops/bluestar)
    - Disaster Preparedness and Response for American Legion Posts: [www.legion.org/documents/pdf/talarc\\_disaster\\_preparedness.pdf](http://www.legion.org/documents/pdf/talarc_disaster_preparedness.pdf)
    - Family Support Network: [www.legion.org/familysupport](http://www.legion.org/familysupport)
    - Operation Comfort Warriors: [www.legion.org/troops/operationcomfort](http://www.legion.org/troops/operationcomfort)
    - POW/MIA: [www.legion.org/powmia](http://www.legion.org/powmia)
    - Legislative Action Alerts: <http://capwiz.com/legion/home/>
  3. Military OneSource: [www.militaryonesource.mil](http://www.militaryonesource.mil)
  4. Yellow Ribbon Reintegration Program: [www.yellowribbon.mil](http://www.yellowribbon.mil), [www.jointservicesupport.org/YRRP](http://www.jointservicesupport.org/YRRP)
  5. American Red Cross: [www.redcross.org](http://www.redcross.org)
  6. Operation Homefront: [www.operationhomefront.net](http://www.operationhomefront.net)
  7. USO: [www.uso.org](http://www.uso.org)
  8. Tragedy Assistance Program for Survivors (TAPS): [www.taps.org](http://www.taps.org)
  9. ROTC and JROTC Information:
    - Army ROTC: [www.goarmy.com/rotc](http://www.goarmy.com/rotc)
    - Army JROTC: [www.usarmyjrotc.com/](http://www.usarmyjrotc.com/)
    - Air Force ROTC: [www.afrotc.com](http://www.afrotc.com)
    - Air Force JROTC: [www.au.af.mil/au/holmcenter/AFJROTC](http://www.au.af.mil/au/holmcenter/AFJROTC)
    - Naval ROTC (includes Marine Corps): [www.nrotc.navy.mil](http://www.nrotc.navy.mil)
    - Naval JROTC: [www.njrotc.navy.mil](http://www.njrotc.navy.mil)
    - Marine Corps JROTC: [www.mcjrotc.org](http://www.mcjrotc.org)
    - Coast Guard College Student Pre-Commissioning Initiative (CSPI): <http://www.gocoastguard.com/active-duty-careers/officer-opportunities/programs/college-student-pre-commissioning-initiative>
    - Coast Guard JROTC: No website, but there are two nationally (Miami, FL and Camden County, NC).
  10. Emergency Preparedness Information
    - [www.Ready.gov](http://www.Ready.gov)
    - Citizen Corps: <http://www.ready.gov/citizen-corps>
    - Youth-Focused Preparedness: [www.ready.gov/youth-preparedness#](http://www.ready.gov/youth-preparedness#)
    - Youth Preparedness Council: [www.ready.gov/youth-preparedness-council](http://www.ready.gov/youth-preparedness-council)
    - CERT Program: [www.fema.gov/community-emergency-response-teams](http://www.fema.gov/community-emergency-response-teams)
    - Sesame Street's Preparedness Info for Young Children: [www.sesamestreet.org/ready](http://www.sesamestreet.org/ready)
    - Preparedness Considerations for Military Families: [www.ready.gov/considerations/military-family-preparedness](http://www.ready.gov/considerations/military-family-preparedness)
  11. Follow Us on Facebook:
    - American Legion Auxiliary National Headquarters: [www.facebook.com/ALAforVeterans](http://www.facebook.com/ALAforVeterans)

- ALA National Security Facebook group:  
[www.facebook.com/groups/ALANatlSec/](https://www.facebook.com/groups/ALANatlSec/) or search for “ALA National Security”



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Poppy

The Poppy Program and the 2014-2019 Centennial Strategic Plan – Using the image and story of the Flanders Field poppy to educate people about the sacrifices of our military service members helps us raise awareness of The Legion Family and link us to our mission in the eyes of the public. (Goal 5)

### Committee Contact Information

Poppy@ALAforVeterans.org



#### National Chairman

Kathy Daudistel

Department of Kentucky  
113 Washington Avenue  
Bellevue, KY 41073-1030  
(859) 802-6757  
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#### National Vice Chairman

Ann Rehbein, Department of Iowa  
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#### Committee Member

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threedtexas@gmail.com

#### Central Division Chairman

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PO Box 145, Boyd, WI 54726  
(715) 577-5259  
isensee@centurytel.net

#### Eastern Division Chairman

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5111 Almeda Ave, Apt 7H  
Far Rockaway, NY 11691  
(917) 635-1195  
Ddlocey45@outlook.com

#### Northwestern Division Chairman

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#### Southern Division Chairman

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Sweetsue1950@embarqmail.com

#### Western Division Chairman

Kathy Sticklin, Department of Arizona  
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H: (928) 428-7431 C: (928) 322-7921  
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#### National Headquarters Program Coordinator

Chrystal Daulton  
8945 N. Meridian St, Indianapolis, IN 46260  
(317) 569-4500  
Poppy@ALAforVeterans.org

## **What is this program, and why do we have it?**

The Poppy Program was designed to promote and educate people about the history of the poppy, and to make them aware of the sacrifices of our veterans.

## **What can you do?**

### **1. Promote the Poppy Program and increase poppy revenue.**

#### **Ideas:**

##### **Member**

- Contact local businesses for permission to distribute poppies on their premises. Make sure you have permission for liability purposes; in some instances, permits are required.
- Send a thank you to businesses that allow distribution. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.
- Help local schools organize poppy drives. Make the drive competitive. Give a citation to the class raising the most money during their poppy drive.
- Wear a poppy to promote conversation and interest.

##### **Unit**

- Educate your community about how funds collected help veterans.
- Contact local legislative offices to announce poppy distribution days, and request proclamations declaring Poppy Days in your community.
- Deliver poppies to local media outlets (television, newspaper and radio) along with facts about where and when poppies will be distributed in your community. Even if they are not visible “on air,” these people tend to be influencers in the community.

##### **Department**

- Distribute material and make it available to members. Poppy tools are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Organize a department poppy drive with The American Legion Family. Encourage The American Legion, Sons of The American Legion, Riders, and Junior members to make poppy distribution rules that are available at your department headquarters for members.
- Publish material for units in your department to send to organizations and businesses to foster positive relationships and encourage their owners to promote the poppy.
- Have your department leaders promote the Poppy Program by writing letters to community leaders and hold a Poppy Making Day. Teach your leaders about the poppy’s symbolism and how the poppy can build positive relationships. Consider using the Poppy Poster thank you cards, available through Emblem Sales, for your communication.

## **2. Increase the number of poppy makers in your department.**

### **Ideas:**

#### **Member**

- Set up meetings with recreational and occupational therapists at local Department of Veterans Affairs medical centers (VAMCs), Community Based Outpatient Clinics (CBOCs) or community hospitals to incorporate poppy-making into their therapy programs.

#### **Unit**

- Distribute “How to Recruit New Poppy Makers” promotion information. See resource section in this program Plan for information.
- Partner with The American Legion to recruit poppy makers within their post homes and departments.
- Post information on “How Veterans Can Make Money by Making Poppies” in local VA homes, medical centers, clinics nursing homes and other community organizations that house and care for veterans.

#### **Department**

- Inform veterans that those enrolled in department poppy production will be paid for each poppy completed, as outlined in department agreement with the facility (if applicable).

### **Poppy Poster Contest**

Units shall sponsor contests in local schools. When schools do not conduct activities, other youth groups, including Junior members, may participate under direct supervision of the unit.

\*The contest shall have seven classes:

- Class I: Grades 2 and 3
- Class II: Grades 4 and 5
- Class III: Grades 6 and 7
- Class IV: Grades 8 and 9
- Class V: Grades 10 and 11
- Class VI: Grade 12
- Class VII: Students with special needs defined as:
  1. Those in special education classes
  2. A student recommended for special education classes but who has not been admitted due to a waiting list or various other factors.
  3. A child identified as having a disability, but not in a special education class due to lack of facilities. Identification contingent upon discretion of school officials.
- Poppy Poster Requirements:
  - i. Each poster shall have a fitting slogan not to exceed 10 words. Articles – “a,” “and,” “an,” “the” – are not to be counted as words. The words “buddy” and “buy” cannot be used.
  - ii. The words “American Legion Auxiliary” must be used in the design of the poster and will not be counted in the 10-word count.
  - iii. Each poster must include a picture of the red Flanders Field poppy.

- iv. The department shall determine the closing date for the unit contest. The poster shall be on 11x14" poster board. (Drawing paper will not be accepted).
- v. The United States flag may be used as long as there are no infractions of the flag code.
- vi. Posters will be judged using the following criteria:
  - 1. 50% - poster appeal (layout, message, originality)
  - 2. 40% - artistic ability (design and color)
  - 3. 10% - neatness
- vii. Media used shall be watercolors, crayons, powder or oil paint, handmade paper cutouts, ink or textures, acrylics, pencils and markers.
- viii. Written in ink on the back of the poster (not attached) shall be the class in which the entry is submitted, the name, address, age and grade of the contestant and the name of the department.
- viii. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians' grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and artwork published for commercial use without additional compensation or permission.
- viiv. The poster shall be the work of only one individual.
- viv. The label "In Memoriam" from the veteran-made poppy may not be used.
- vivi. When the Holy Cross is used, the Star of David also shall be used.

### **Poppy Poster Contest Judging and Awards**

- 1. Each department shall establish its own procedure for judging.
- 2. A citation will be given for the most outstanding poster in each classification within the five divisions.
- 3. Unit members should follow deadlines and process for the department.
- 4. All department adjudicated entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)
- 5. While ALA representatives will do their best to return all posters, it is not guaranteed. We recommend participants take a picture or scan their poster for their records.
- 6. Submissions become property of the American Legion Auxiliary. Through submission of artwork, contestants and their legal guardians grant nonexclusive reproduction and publication rights to the works submitted, and agree to have their names and artwork published for commercial use without additional compensation or permission.

### **National Miss Poppy Contest**

Two Categories: Little Miss Poppy (Ages 6-12)  
Miss Poppy (Ages 13-18)

- 1. Participant must be between six and 18 years of age and be a Junior member in good standing of the American Legion Auxiliary.
- 2. Promotional activity of the Poppy story must occur through the American Legion, the American Legion Auxiliary and the community.
- 3. Selection of Miss Poppy is at the discretion of the unit.

4. For National Miss Poppy consideration, participant must submit a Miss Poppy scrapbook (8½” x11”) containing photographs and clippings illustrating how she promoted the American Legion Auxiliary poppy in her department. Only those scrapbooks that contain a self-addressed envelope with postage will be returned. Although every effort will be made to return the scrapbook, accidents do happen, so all entrants must allow for that risk.
5. Criteria for judging Miss Poppy Scrapbook entries:
  - a. Costume (there is no specific dress code or particular dress color for Miss Poppy).
  - b. Promotion of the Poppy Program: What did you share and do?
  - c. Publicity of poppy activities (newspapers, radio/TV, etc.).
  - d. Narrative report on “What I Have Learned Being Miss Poppy.”
  - e. Essay on “Memorial Poppy” not to exceed 100 words.
  - f. The memorial poppy must be visible in all promotion and publicity submitted.
  - g. Neatness and creativity.
  - h. Cover page to include member name, unit name, state, age division and year.
  - i. Judging scale should be 1 through 10 for each area of judging for entire entry.
6. Little Miss Poppy (age 6-12) and Miss Poppy (age 13-18) winners will be invited to appear at the 2017 National Convention in Reno, Nevada, immediately following her selection, and if she so chooses, will travel at her own expense. Winners of the National Miss Poppy contest each will receive a citation plaque.
7. Please follow department guidelines for submitting entries. The department Poppy chairman should submit the name, address, unit and department of the contestant to her national Poppy chairman by June 1, 2017. If the Poppy scrapbook is to be returned, members must include a self-addressed, stamped envelope. Although every effort will be made to return the scrapbook, accidents do happen so all entrants must allow for that risk.

## **Poppy Reporting**

### Mid-Year Reports

Mid-year reports reflect the program work of units in the department. Each department Poppy chairman should submit a narrative report by **January 5, 2017**, to the division Poppy Chairman, and copy the national Poppy chairman.

### Annual Reports

Annual reports reflect the program work of units in the department. It is requested that photos of select unit projects accompany these reports. Each department Poppy chairman is required to submit a narrative report by **May 15, 2017**, to the division Poppy chairman at her address, found on the front of this program Plan, plus copy the national Poppy chairman. Members and units should follow their department’s protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

- How did your members promote the Poppy Program?
- How did your members increase poppy revenue?
- How did your members increase the number of poppy makers in your department?

- How did units promote the Poppy Poster Contest?
- How do units in your department promote Little Miss and Miss Poppy?

### **Poppy Awards**

**Unit Awards:** Unit Poppy Chairman Award

**Type of Award:** Citation

**Presented to:** One unit chairman in each division (5) announced by the national Poppy committee at the pre-convention meeting.

**Materials and Guidelines:**

- Entries must include the award cover sheet located at the end of this program Plan.
- The entry must be typewritten in narrative format not to exceed 1,000 words.
- The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.
- The department chairman is to send one entry to their respective division chairman (name and address can be found on the first page of this program Plan) by June 1, 2017.

**Department Award:** Most Outstanding Overall Poppy Program

**Type of Award:** Citation

**Presented to:** One unit announced by the national Poppy committee at the pre-convention meeting.

**Materials and Guidelines:**

- Entries must include the award cover sheet located in at the end of this Plan.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.
- The department chairman is to send one entry to her respective division chairman (name and address can be found on the first page of this Plan) by June 1, 2017.

### **Additional Resources You Can Use**

1. *ALA Poppy Program Guide: Expanded Ways to Use the Poppy Symbol to Raise Funds and Awareness* (available for download at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)). Related materials and information can be found on the Poppy page of [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under Poppy Toolkit.
2. Poppy Poster thank you cards, available through Emblem Sales.
3. *American Legion Auxiliary Unit Guide Book*
4. Poppy seed packets for Poppies Across America can be purchased at America Meadows, [www.AmericanMeadows.com](http://www.AmericanMeadows.com), 802-951-5812, or at a local garden shop.
5. [www.Pinterest.com/ALAforVeterans](http://www.Pinterest.com/ALAforVeterans) (in the Poppy board): Instructions on how to make the felt poppy corsage.
6. For the following how to sheets, visit the Poppy Page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
  - How to Recruit New Poppy Makers
  - How to Increase Unit Poppy Revenues
  - How to be an ALA Poppy Production Manager
  - How to Promote Membership Through Poppy



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Veterans Affairs & Rehabilitation

The Veterans Affairs & Rehabilitation Program and the 2014-2019 Centennial Strategic Plan – Our work to enhance the lives of veterans, military and their families provides our members opportunities to serve in volunteer leadership roles within their local Veterans Affairs hospital (Goal 3), which broadens our membership pool (Goal 1) among a target population and builds brand loyalty (Goal 5) with the veterans themselves.

### Committee Contact Information

VA&R@ALAforVeterans.org



#### National Chairman

**Kathy Dungan, Department of Mississippi**

5059 Timberlane Road, Wesson, MS 39191-9390

(601) 643-2383

kdungan@hughes.net

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#### National Vice Chairman (2nd of 3)

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#### Committee Member (3rd of 3)

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#### Committee Member (1st of 3)

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#### Central Division Chairman

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#### Eastern Division Chairman

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#### Southern Division Chairman

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#### Western Division Chairman

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#### National Headquarters Program Coordinator

Chrystal Daulton  
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(317) 569-4500  
VA&R@ALAforVeterans.org

## **What is this program, and why do we have it?**

The Veterans Affairs & Rehabilitation program promotes our mission to enhance the lives of veterans, military and their families.

## **What can you do?**

### **1. Provide opportunities for Auxiliary members to serve veterans and their families as volunteers at VA health care facilities through the VA Voluntary Service (VAVS).**

#### **Ideas:**

##### **Members**

- Become a regular VAVS volunteer.
- Invite others to become VAVS volunteers with you.
- Enter all of your VAVS hours into the VAVS tracking system. Note: VA Healthcare facilities volunteer hour tracking system is different from the tracking utilized for ALA hour bars. Please consult your department.

##### **Department (and ALA VAVS Representatives and Deputy Representatives)**

- Work with VAVS directors to create meaningful assignments for every volunteer.
- Work with VAVS directors to identify service projects suitable for Junior members and their friends and adults with time for occasional service only.
- Educate units and community partners about volunteer opportunities available at VA medical centers, state veterans homes, Fisher Houses, and other VA health care locations. Sponsor informational programs and recruitment tables at department meetings, post and unit functions and at community events. Utilize department websites, newsletters and other media.
- Contribute to the VAVS National Advisory Committee by enabling the American Legion Auxiliary national representative to best represent the interest of and exert influence on behalf of the American Legion Auxiliary. Develop a deeper connection with the VAVS national representative and deputy representative.
- Attend the 71st annual VA Voluntary Service National Advisory Committee Meeting and Conference. All VA facility representatives, deputies and volunteers are eligible to attend at their own expense.
- Share member volunteer concerns and suggestions with ALA National VAVS Representative Pat Kranzow (contact information can be found on previous page).
- Inform your Auxiliary hospital VAVS representative of any concerns or suggestions.

*(Note: Volunteers in veterans' state homes that have a Memorandum of Understanding with a VA health care system are eligible to be considered VAVS volunteers.)*

### **2. There isn't a VA hospital close to your community? Find opportunities for Auxiliary members to serve veterans in your area. These hours will count toward your Service to Veterans pin and hour bars.**

#### **Service to Veterans**

Service to Veterans recognizes volunteers who provide service to veterans, servicemembers and their families outside a VAMC. Volunteers conduct projects and work for military/veterans and/or families from their homes and in their communities. Service to Veterans volunteers maintain their own recordkeeping and dollars spent. A

new pin has been designed to reflect the work of those who volunteer in their communities and at home for veterans. Hour bars, which attach to the pin, are also available to earn. More information may be in the Veterans Affairs & Rehabilitation: A Guide for Volunteers available online for download at [www.alaforveterans.org](http://www.alaforveterans.org). To purchase a printed copy, please visit [www.emblem.legion.org](http://www.emblem.legion.org).

### **Ideas:**

#### **Member**

- Support veterans from the comfort of your community or home. Service to Veterans combines community volunteer opportunities and volunteering opportunities created in your home.
- Sew quilts for the Quilts of Valor Foundation. For more information, please visit [www.qovf.org/](http://www.qovf.org/).
- Help a veteran use the Internet.
- Supply postage for local veterans in rest homes or assisted living facilities.
- Organize a clothing drive.
- Organize transportation for veterans to assist them with essential errands.
- Find out what is needed and volunteer.
- Report your Service to Veterans hours to your unit VA&R chairman.
- See Awards section of this Plan for information on Hour Bar Recognition.

#### **Unit**

- Become the catalyst to find needs and encourage members to help veterans in their community.
- Provide hospitality for a job fair for veterans.
- Coordinate with local quilt shops to help your unit sponsor a quilting event in support of Quilts of Valor.
- Contact members, including those who only occasionally attend meetings and events and invite them to participate for specific limited duration projects that would help area veterans.
- Compile and record hours provided by your members.
- Coordinate with your PR chairman to tell the community what work your unit members are doing for veterans.

#### **Department**

- Inform units about the new service category, Service to Veterans.
- Distribute information to units and members to help them understand the opportunities to volunteer through ALA's recently combined category, Service to Veterans, and how to report such service hours.
- Promote volunteer opportunities available in community settings or from home to unit and individual members. Sponsor informational programs and recruitment tables at department meetings, post and unit functions and at community events. Utilize department websites, newsletters and other media.
- Encourage units and individual members to participate in the Quilts of Valor project through the Quilts of Valor Foundation: [www.qovf.org](http://www.qovf.org).

### **3. Assist veterans in accessing VA benefits including, but not limited to, health care. This should include coordinating with the local American Legion Post Service Officer.**

**Ideas:****Members**

- Coordinate with local American Legion posts to identify the local Service Officer or see list at [www.legion.org/serviceofficers](http://www.legion.org/serviceofficers).
- Help eligible veterans attain benefits through referrals.
- Encourage eligible veterans to use the VA health care system and its services, including hospitals, Community Based Outpatient Clinics, Vet Centers, etc.
- Participate in and encourage veterans and their family members to participate in town-hall meetings organized by The American Legion in advance of the Legion's *System Worth Saving* site visits to VA health care systems: [www.legion.org/systemworthsaving](http://www.legion.org/systemworthsaving).
- **Resource:**  
VA Health Care Hotline for women veterans  
1-855-VA-Women (1-855-829-6636); [explore.va.gov/health-care](http://explore.va.gov/health-care)

**Unit/Department**

- Invite the local, county or state Service Officer to be the guest speaker at a unit/department event.

**4. Assist in activities that help homeless veterans.****Ideas:****Members and Units**

- Give a helping hand to the Legion's homeless veteran coordinator in your department and offer to assist that coordinator in responding to requests for assistance from homeless veterans or homeless veteran service providers.
- Crochet hats, scarves or mittens to be distributed to homeless veterans. Use information provided by your department chairman to contact the homeless veteran coordinator at the VA health care system nearest you to explore what the unit or you can do to help homeless veterans in your community.
- Participate in the VA Project CHALENG organized by the VA health care system nearest to you. (Project CHALENG for Veterans enhances the care for homeless veterans provided by your local VA and its surrounding community service agencies.)
- Contact your local post chairman and offer your assistance if requests for help come through the Legion's Family Support Network (FSN).
- Raise funds for local American Legion posts to help veterans and their families through the Family Support Network for veterans at risk of losing their housing or homeless veterans transitioning to permanent housing.
  - Make payments of overdue rent, utility payments or deposits and security deposits.
- Host or volunteer at homeless veterans' stand downs, events where homeless veterans receive free goods and services such as haircuts and medical exams.
- Contact homeless veteran emergency shelters, transitional housing projects and permanent housing projects in your community and identify the organization's volunteer and in-kind contribution needs, including:
  - Meal preparation and serving
  - Clothes collection and distribution
  - Assembly and delivery of hygiene kits, buddy baskets

- Purchasing or securing household items or furniture
- Reach out to specific homeless veterans, such as residents of projects mentioned above to provide her/him practical, social and moral support.
- Compile “blessing bags” to be given to the local police department or other organizations that deal with the homeless veteran population.
- Create a “Tree of Warmth” by collecting scarves, mittens, hats and attaching them to a tree in a location the homeless frequent. Include a sign that says “Please Take if Needed,” “Free if Needed,” or something similar.

### **Department**

- Identify methods of helping homeless veterans in local communities by identifying VA homeless coordinators, state VA coordinators or attending Homeless Roundtables.
- Identify The American Legion’s homeless veteran coordinator in your department and prepare a resources bulletin for units.
- Contact the homeless veteran coordinator at the VA health care system located in your state to explore what the unit or individual member can do to help homeless veterans in their community. Distribute information to units and members within the department.
- Coordinate and encourage participation in the following programs:
  - VA Project CHALENG (Community Homelessness Assessment, Local Education and Networking Groups) for Veterans, which enhances the care for homeless veterans, provided by the local VA and its surrounding community service agencies: [www.va.gov/homeless/chaleng.asp](http://www.va.gov/homeless/chaleng.asp).
  - Stand Downs
  - VA sponsored events

### **5. Support rehabilitation and healing of veterans through arts, crafts and hobbies.**

#### *National Veterans Creative Arts Festival (NVCAF)*

*NVCAF is the national, annual competition and festival that recognizes the progress and recovery made through recreation therapy and raises the visibility of the creative achievements of our nation’s veterans after disease, disability or life crisis. As the national presenting sponsor, the American Legion Auxiliary should strive to increase monetary support by encouraging departments to sponsor fundraisers that will contribute to the increased awareness and support of this program.*

#### **Ideas:**

#### **Members/Units**

- Obtain and become familiar with the 2014 edition of *ALA Guide for Volunteers*.
- Help your unit and department earn recognition at National Convention through donations to support VA Creative Arts Festivals. Volunteer individually, with a fellow member, or as a unit at a local Creative Arts Festival.
- Identify arts, crafts and hobby projects targeted to veterans (such as writing, oral history recording, visual and performing arts, quilting and gardening). A unit may organize a project of its own or introduce a unit to veteran arts, crafts and hobby projects already operational in the community. See *Arts Deployed: Action Guide and Webinars* to help you bring the arts to your community.  
[www.alaforveterans.org/Programs/Veterans-Affairs---Rehabilitation/](http://www.alaforveterans.org/Programs/Veterans-Affairs---Rehabilitation/)

- Contribute donated supplies to help supplement visual veteran artists' needs for their projects. Contact your department chairman or your local VA hospital coordinator for a list of items.
- Donate, through departments, funds that help local veterans attend state and national Wheel Chair Games, Veterans Creative Arts Festivals, ParaOlympics, etc.

### **Department**

- Promote member awareness of the Auxiliary's vital role as the presenting sponsor of the National Veterans Creative Arts Festival (NVCAF).
- Encourage units and individuals to support state VA Creative Arts Festivals through donations. Contributing departments will be recognized at National Convention. One method may include challenging units to earn a bronze, silver or gold award given by NVCAF in recognition for financial donations to the program. Departments, units or individuals can earn the Bronze award for donations to the National Veterans Creative Arts Festival of \$1,000 to \$1,999; the Silver award for donating \$2,000 to \$4,999; or the Gold award for \$5,000 and above. ALA National Headquarters submits qualifying donations to NVCAF staff each July. Donations considered are those received in the national office from August 1, 2016, to July 31, 2017.
- Recruit members to volunteer at local Veterans Creative Arts Festivals conducted by many VA health care systems across the country.
- Apply to the ALA Foundation for an ALA Local Veterans Creative Arts Festival/Creative Arts Workshop Grant to assist your local VA health care system in preparing for and/or conducting a local Creative Arts Festival.
- Advocate for art therapy, music therapy, drama and recreational therapy programs in VA health care systems.
- Research other forms of rehabilitation for veterans such as the National Wheel Chair games. Distribute contact information to units.

## **6. Help The American Legion, State Department of Veterans Affairs and Chamber of Commerce promote job fairs for veterans and their families.**

### **Ideas:**

#### **Members**

- Take part in a veteran job fair by organizing or working at an informational table. Other opportunities include helping implement a Legion-sponsored job fair and/or co-hosting a Legion Family information table at a U.S. Chamber of Commerce Foundation-sponsored job fair. Additionally, Auxiliary members may initiate and host a job fair for veterans in their community.
- Serve as a career e-mentor for women veterans.
- Volunteer for Habitat for Humanity, specifically if a house build is supported by The American Legion.

#### **Unit**

- Host an informational table at a local job fair.
- Support the Legion by helping host a local job fair at your post home.

### **Department**

- Support veteran job fairs organized by The American Legion and/or the National Chamber Foundation. Encourage members to volunteer or host a job fair for veterans in their community.

### ***ALA Resources***

How to Organize a Job Fair for Veterans and/or Military and Veteran Spouses

### ***Additional Resources***

- [www.uschamber.com/hiringourheroes](http://www.uschamber.com/hiringourheroes)
  - Serve as a career e-Mentor for women – Encourage Auxiliary members to serve as career mentors for female veterans via electronic communications. The e-mentoring network, operated by the Business and Professional Women’s Foundation, Joining Forces and Mentoring Plus, virtually pairs female veterans with career mentors and subject matter experts for guidance and support
- [www.ementorprogram.org/p/milspouse/](http://www.ementorprogram.org/p/milspouse/)
  - Home Building – Support home building and renovation projects for veterans and their families by volunteering for Habitat for Humanity. Locate veteran-specific projects through The American Legion. For additional information, view [www.legion.org/documents/legion/pdf/habitat.pdf](http://www.legion.org/documents/legion/pdf/habitat.pdf)

## **7. Assist and support caregivers of veterans.**

### **Ideas:**

#### **Members**

- Familiarize yourself with the service of the VA caregiver support program.
- Familiarize yourself with the Military and Veteran Caregiver Peer Support Network.
- Become a veteran caregiver peer support trainer or volunteer
- Become a Legacy Corps AmeriCorps member if the Legacy Corps project is offered in a state or locality near you.
- Volunteer as a VA Voluntary Service volunteer support caregiver if the VA health care system closest to you offers such volunteer opportunity.

#### **Units**

- Familiarize your unit and community with the services of the VA caregiver support program.
- Invite the VA caregiver support coordinator in the VA healthcare system closest to you to make a presentation to your unit, district or community-wide meeting.

#### **Department**

- Prepare information for units concerning the needs of caregiver support.
- Familiarize yourself with the Elizabeth Dole Foundation for caregivers.

### ***ALA Resources***

Legacy Corps Frequently Asked Questions

### ***Additional Resources***

VA Caregiver Support – [www.caregiver.va.gov/](http://www.caregiver.va.gov/)

Elizabeth Dole Foundation- [www.elizabethdolefoundation.org](http://www.elizabethdolefoundation.org)

Military and Veteran Caregiver Peer Support Network - [www.taps.org/MVCN/](http://www.taps.org/MVCN/)

## **VA&R Reporting**

### Mid Year Reports

Mid Year reports reflect the program work of units in the department. Each department VA&R chairman is required to submit a narrative report by **January 5, 2017**, to the division VA&R chairman, plus copy the national VA&R chairman.

### Year End Reports

Annual reports reflect the program work of units in the department. It is requested that these reports are accompanied by photos of select unit projects. Members and units should follow your department's protocol and deadlines. Each department VA&R chairman is required to submit a narrative report by **May 15, 2017**, to the division VA&R chairman, plus copy the national VA&R chairman. Members and units should follow your department's protocol and deadlines.

### **As part of your narrative report, please include answers to the following questions:**

- How did the units participate in the caregiver support program?
- Describe how members earned their Service to Veterans hours.
- What assistance did units give at a stand down in your department? What did units learn about hosting a stand down? What went well; what would they do differently?

## **Veterans Affairs and Rehabilitation Awards**

### **1. Service to Veterans**

**Member Award:** Hour Bar Recognition for Service to Veterans Volunteers

**Type of Award:** Hour Bar

**Presented to:** Member by her department via the ALA National Headquarters

#### **Materials and Guidelines:**

- Volunteers are recognized when specific hour milestones are reached: 50, 100, 300, 500 and 1,000.
- After the first 1,000-hour bar is awarded, the next bar will be earned in 1,000 hour increments up to 20,000 hours. Hour bars are also offered in increments of 25,000 and 30,000 hours.
- Hour bars are provided at no cost to departments; however, the appropriate pin (from which the hour bar is affixed) can be obtained from Emblem Sales at the department's expense. See 2014 *Veterans Affairs & Rehabilitation: A Guide for Volunteers*.
- Beginning 2014-2015 Field and Home service hours were combined into an all-encompassing category called Service to Veterans.

**Unit Award:** Outstanding Unit VA&R Program Award

**Type of award:** Citation

**Presented to:** One unit chairman per division (5 awards)

#### **Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.

- Awarded to the unit chairman in each division who conducted the best overall promotion of the VA&R program.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
- Units will submit entries to the department chairman by the required date.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit VA&R chairman
- Entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)

**Department Award:** Department VA&R Program Award

**Type of award:** Citation Plaque

**Presented to:** One department chairman per division (5 awards)

**Materials and Guidelines:**

- Entries must include the award cover sheet located in this program Plan.
- Awarded to a department chairman in each division who conducted the best overall promotion of the VA&R program.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit VA&R chairman
- Entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)

**2. NVCAF Award:** National Veterans Creative Arts Festival (NVCAF) support recognition

**Type of Award:** Verbal announcement during VA&R chairman's remarks at the 2017 ALA National Convention

**Presented to:** Departments, units and/or members who qualify for stated contribution level to NVCAF. Donations are made through the American Legion Auxiliary Foundation.

**Guidelines:**

- NVCAF will recognize departments/units/members that contribute in this way
  - Bronze: \$1,000-\$2,400 to the NVCAF from Aug. 1, 2016-July 31, 2017
  - Silver: \$2,500-\$4,999 to the NVCAF from Aug. 1, 2016-July 31, 2017
  - Gold: \$5,000-\$14,999 to the NVCAF from Aug. 1, 2016-July 31, 2017
- To be considered, donations to the ALAF must be received in the national office from August 1, 2016, through July 31, 2017.
- ALA National Headquarters will submit qualifying donations to NVCAF staff in July.

**3. Veteran Affairs Voluntary Service (VAVS) Awards**

**National Award:** VAVS Volunteer of the Year Award/ALA NAC Nominee

**Type of Award:** Citation + \$500 donation to VAVS facility or VCAF of her choice presented by the American Legion Auxiliary

**Presented to:** Member

**Materials and Guidelines:**

- Candidates for VAVS National Advisory Committee (NAC) Volunteer of the Year will be submitted by the chiefs of voluntary service and department chairman by November 1, 2016, and to the national VAVS deputy (Sharon Nevel, 107 Bradford Circle, Clayton, NC 27527-6679 or snevillebelieve@gmail.com).
- Awarded to the nominee who has given extraordinary service to our nation's veterans through the ALA VA&R program and the VAVS program.
- Nominee must serve in an established VA assignment and be defined as a regularly scheduled volunteer.
- Should be actively involved in working with veterans in any one of the following areas: outpatient clinics, nursing homes, homeless veteran programs, hosted veteran-related functions outside the VA, or visited veterans confined to their homes (as assigned by VAVS).
- The American Legion Auxiliary selects the ALA Volunteer of the Year. The name of the ALA Volunteer of the Year is forwarded for consideration as the NAC Volunteer of the Year.

**Member Award: 10,000 Hour Volunteer Service Award**

**Type of Award:** Citation + \$100 donation to VAVS facility or VCAF of her choice presented by The American Legion Auxiliary

**Presented to:** Member

**Materials and Guidelines:**

- Given to volunteers who have reached 10,000 hours of service in a VA facility during this year (April 1, 2016-March 31, 2017).
- Verification of hours must be received at National Headquarters by the first Friday in June.

**Member Award: 20,000 Hour Volunteer Service Award**

**Type of Award:** Citation + \$200 donation to VAVS facility or VCAF of her choice presented by the American Legion Auxiliary

**Presented to:** Member

**Materials and Guidelines:**

- Given to volunteers who have reached more than 20,000 hours of service in a VA facility during this year (April 1, 2016-March 31, 2017).
- Verification of hours must be received at National Headquarters by the first Friday in June.

**Individual Recognition Award: Volunteer Recruitment & Service Department Award**

**Type of Award:** Citation presented by the Department of Veterans Affairs

**Presented to:** Hospital Representative

**Materials and Guidelines:**

- No entry form required
- Awarded to the hospital rep at every facility that shows an increase in both volunteers and volunteer hours at a VA Medical Center from April 1, 2016 – March 31, 2017.
- The award winner will be determined by the national VAVS representative through verification of hours and number of volunteers as recorded by VAVS.

## **Individual Recognition**

**Award:** 100 Percent VAVS Meeting Attendance Award

**Type of Award:** Attendance Card presented by the Department of Veterans Affairs

**Presented to:** Hospital Representative and Deputy

### **Materials and Guidelines:**

- No entry form required
- An “Attendance Card” will be awarded to each representative and deputy who has 100 percent attendance to VAVS committee meetings at her assigned facility.
- The national VAVS representative will verify the winners from VA records.

## **Additional Information**

### **James H. Parke Scholarship**

This substantial scholarship is awarded annually by Veterans Affairs to a student volunteer. The American Legion Auxiliary contributes \$2,000 annually to this scholarship fund. To be eligible, candidates must have completed 100 hours of regularly scheduled VAVS volunteer service during the calendar year prior to September 1; be a student in the 10th grade or above; and have not reached their 19th birthday. The Medical Center director nominates a candidate for the award by submission of the nomination form to the president of the fund by November 1 of each calendar year. Nominations received after that date will not be considered. The nomination form should be completed to reflect the volunteer service and background of the candidate and include: age, years of volunteering, number of volunteer hours, areas of service and affiliated/supporting organizations, if any. See [www.va.gov](http://www.va.gov) for information on VAVS, James H. Parke Scholarship. The national winner receives a plaque and a letter of commitment. This presentation is usually made at the Annual Meeting of the VAVS National Advisory Committee.

### **Welcome Home Celebrations**

Provide assistance to your local VA health care system in supporting returning servicemembers and their families in the community. VA supports this initiative by providing information about the opportunities available to them through the VA. Every VA health care system sponsors welcome home celebrations in their facilities and community.

### **National Salute to Veterans**

This initiative salutes America’s heroes, the more than 98,000 veterans of the U.S. Armed Services who are cared for every day in VA Medical Centers during the week of February 14 annually.

### **Additional Resources You Can Use**

1. Homeless Veterans Coalition: [www.nchv.org](http://www.nchv.org)
2. How To Sheet: How to raise awareness in your communities about the ever-increasing number of homeless veterans. [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
3. How To Sheet: How to increase donations to the National Veterans Creative Arts Festival. [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
4. Other “How to Sheets” can be found at [ALAforVeterans.org](http://ALAforVeterans.org).
5. Quilts of Valor - [www.qovf.org](http://www.qovf.org)
6. VA Homeless Programs –[www.va.gov/homeless/index.asp](http://www.va.gov/homeless/index.asp)
7. HUD Homeless Assistance Programs – [www.onecpd.info/homelessness-assistance/](http://www.onecpd.info/homelessness-assistance/)
8. On-Call: Handbook for Homeless Veterans and Service Providers [www.legion.org/homelessveterans/handbook](http://www.legion.org/homelessveterans/handbook)
9. The American Legion Family Support Network: [www.legion.org/familysupport](http://www.legion.org/familysupport)

10. National Veterans Creative Arts Festival Facebook Page
11. American Legion Auxiliary Veterans Creative Activities Action Guide,  
[www.ALForVeterans.org](http://www.ALForVeterans.org)
12. National Veterans Creative Arts Festival, [www.creativeartsfestival.va.gov](http://www.creativeartsfestival.va.gov)



## HOW TO RAISE AWARENESS ABOUT THE EVER-INCREASING NUMBER OF HOMELESS VETERANS

### Committee:

### Veterans Affairs & Rehabilitation

### Contact Information for Questions:

VA&R@ALAforVeterans.org

Raise awareness in your communities about the ever-increasing number of homeless veterans, especially women veterans and those with children.

### Background information:

- The National Coalition for Homeless Veterans states that homeless veterans are mostly males, but about 8% are females. Most are single and many may suffer from mental illness, alcohol and/or substance abuse. About 12,700 veterans of the recent conflicts were homeless in 2014 and the number of younger homeless veterans is increasing. 77% of homeless female veterans are unemployed. Your unit can get involved in several ways. We hope to supply you with ideas that will help you participate in the fight against homelessness and its impact on veterans.

### Step-by-Step Instructions:

- First, learn about the homeless veterans in your area. Identify the needs of the homeless veteran population in your area by contacting community organizations like shelters, food banks, and if available, a Veterans Administration Medical Center (VAMC).
- If you have a VAMC in your area, work with the VAMC homeless coordinator to see what kinds of programs they already have in place and identify how your unit can help.
- Use funds collected through the Poppy program to support the needs of homeless veterans.
- Advertise the Department of Veterans Affairs help line for homeless veterans in homeless shelters, community centers, VAMC's, CBOCs, local hospitals, mental health service facilities and other community centers in your area. The hotline, 1-800-4AID-VET or 1-877-424-3838 is a free, confidential hotline that pairs homeless veterans and their families with trained counselors who are able to refer veterans to services in their area. Posters are available at no cost on [www.ALAforVeterans.org](http://www.ALAforVeterans.org). Also visit [www.suicidepreventionlifeline.org/Veterans/Default.aspx](http://www.suicidepreventionlifeline.org/Veterans/Default.aspx).
- Get the word out! As a unit or member, contact your local and state representatives in person, by mail, phone or email. Ask them to keep veteran legislation on their agendas.
- The Department of Veterans Affairs also has founded a national suicide prevention hotline to ensure veterans in emotional crisis have free 24/7 access to trained counselors. Ask the local homeless shelter, hospital, schools, community centers, mental health services facilities and other public places to post the free flyer or hand out free brochures. Visit [www.suicidepreventionlifeline.org/Veterans/Default.aspx](http://www.suicidepreventionlifeline.org/Veterans/Default.aspx).

### Three projects your unit might consider:



- Host a stand down or Homeless Veterans' health fair. Contact your local VAMC homeless outreach coordinator or visit the National Coalition for Homeless Veterans website [www.nchm.com](http://www.nchm.com). They have a simple guide to follow called, *Stand Down Guide*.
- Assemble Buddy Baskets for homeless veterans transitioning into housing. Visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for a How To Sheet that further details the Buddy Basket process.
- Work with your Legion Family to develop a fundraising plan. These funds can be used for emergency housing, supporting local shelters, and supplying veterans with basic needs. Contact local businesses, churches, and civic groups, for item and monetary donations. Ask to receive a portion of the proceeds raised at a community event. For example ask an organization to sponsor a 5k run/walk on behalf of homeless veterans. Involve media to ensure donors are recognized for their support of America's veterans.



## HOW TO INCREASE DONATIONS TO THE NATIONAL VETERANS CREATIVE ARTS FESTIVAL

### Committee:

### Veterans Affairs & Rehabilitation

#### Contact Information for Questions:

va&r@alaforveterans.org

#### Objective:

#3 Support rehabilitation of veterans through art therapy by fulfilling the Auxiliary's annual financial obligation as a presenting co-sponsor of the National Veterans Creative Arts Festival

#### (NVCAF). **Step-by-Step Instructions:**

- Check with your department VA&R chairman to see what your unit goal is, and develop a plan to meet that goal.
- Once you have your goal, share it with your unit and keep them informed about your fundraising progress.
- Here are some ideas to help you develop your plan and achieve your goals. Brainstorm with your unit to come up with ideas that will work for your members:
  - Order your donation cans from National Headquarters today! This year, we are introducing donation cans to help your unit raise funds for NVCAF. A limited number of cans will be available, so check with your department VA&R chairman about details on how to order. Decorative wraps for cans will be available from National Headquarters or online for free at [www.ALAforVeterans.org](http://www.ALAforVeterans.org). The cans will be decorated with information about NVCAF and pictures from the event. You can place one or more cans in your Post home and make them available at each meeting. Ask banks, local retailers and many more places for spots to display our NVCAF contribution cans. Just use your imagination. It will be a great way for your Unit to reach your fundraising goal for NVCAF. More information will follow; watch for content posted in bulletins and on the website.
  - At each of your unit meetings, have a penny parade. Set an overall goal of how much you want to raise at each meeting that will help you make that overall goal.
  - A no-bake sale is an easy way to help reach your unit's fundraising goal. Assign a committee to select a date for your no-bake sale. Your invitation should include information about NVCAF. Have the committee send an invitation to the members of your unit and post. After your sale, be sure to let your unit and post know how much money was raised for NVCAF.
- Assign a small committee to ask local businesses for in-kind donations for a special NVCAF raffle. With the items collected, you can create special baskets to raffle. Don't forget to ask your friends and family to purchase raffle tickets. Take the February 2013 issue of the *Auxiliary* magazine. Take the attached fact sheet with you to help explain the festival. When you visit local businesses, be sure your committee is well informed. For additional information visit [www.creativeartsfestival.va.gov/](http://www.creativeartsfestival.va.gov/).



- Hold your raffle at a special fundraising dinner for NVCAF. Invite the local business leaders who contributed and community leaders to the event (mayor, police and fire chief, Chamber of Commerce plus the others who are important in your community).
- If you have a veterans hospital or veterans home in your area, check with your hospital or home representative to see if they have local Creative Arts program. Check to see if they have any medal winners (gold, silver and bronze). If they do, invite the participants to your fundraiser and ask them to bring their art and talent. You might ask if they are willing to donate a piece of art for your fundraiser. Perhaps the performing arts medal winners would provide entertainment. If you don't have access to a Creative Arts artist, you can access a list of artists to see if any are in your area:  
<http://www.va.gov/opa/speceven/caf/2010/participant-info.asp>.
- Don't forget to include your Legion Family in your event. The American Legion and Sons of The American Legion are a great help, and getting them involved helps build a strong Family relationship.
- Remember to promote your event. Send information to your local newspaper, write a letter to the editor, and invite local reporters and news stations to your event.
- A great and simple way to raise funds for NVCAF is to incorporate it into your poppy program. Check with your department VA&R chairman or Poppy chairman for your department's approved dates to distribute poppies (i.e., Memorial Day, Veterans Day, etc.). Select a small group of volunteers who are willing to distribute poppies one day just for the NVCAF. Select a good spot—Target, Walmart, local market, liquor store or anywhere in your community that has lots of traffic. Be sure to get approval from the location before you go so your hard work will be successful. Bring materials with you that reference NVCAF and what it does for participants.
- Does your local veterans hospital or veterans home have a Creative Arts Festival? If not, it's a great opportunity for your unit members to work with your local VA hospital or home to get one started. Attached instructions *How to Facilitate a Local Veterans Creative Arts Festival* will help you get started. Work with your hospital representative to see how you can get this project started. If you don't know who your representative is, check with your department VA&R chairman. This year, a grant fund has been set up to help your local VA hospital or VA home with its Creative Arts Festival and/or workshop. The fund is also available for hospitals that want to start a new local Creative Arts Festival or Creative Arts Workshop. You can find the application for the mini-grant [www.ALAFforVeterans.org](http://www.ALAFforVeterans.org).
- Once you get your local Creative Arts Festival started, or if you have one in your area, why not host a mini Creative Arts Festival at your post home or at a facility at your hospital/home? Your Unit can supply art supplies, volunteers and refreshments. Be sure to work with the recreational therapist at your local hospital/home, and don't forget that you can use poppy funds for this event.
- Don't forget to promote your local Creative Arts Festival to all veterans in your area (i.e., letter to the editor, flyers in local posts, your VA hospital/home—just to name a few).



- Did you know that awards are presented to departments, Units and individuals that donate money to NVCAF? Awards are presented for Bronze (\$1,000 to \$1,999), Silver (\$2,000 to \$4,999), and Gold (\$5,000 and above) by close of books 2012. Wouldn't it be exciting for your unit to receive this amazing award that will be presented during the 2017 National Convention in Reno?
- As unit chairman, you can create a special awards program for your members' participation in the Creative Arts program. Your awards program might include awards for different levels of contributions or the most creative fundraiser.
- The National Veterans Creative Arts Festival is a week of learning, exploring fellowship and celebration of the healing power of the arts. Each dollar you raise helps a veteran in his or her quest for healing. Be creative in your fundraising and please pass on your success and struggles to your department VA&R chairman with a cc to your division chairman.



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_



## SECTION 2.2 PLANS OF ACTION

### MEMBER SUPPORT COMMITTEES

- AUXILIARY EMERGENCY FUND (AEF)
- HISTORY
- CONSTITUTION & BYLAWS
- LEADERSHIP
- MEMBERSHIP
- PAST PRESIDENTS PARLEY
- PUBLIC RELATIONS

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Auxiliary Emergency Fund (AEF)

Auxiliary Emergency Fund and the 2014-2019 Centennial Strategic Plan — By providing temporary financial assistance to members in need, the AEF increases brand loyalty (Goal 5) and helps us retain members. (Goal 1)

### Committee Contact Information

aef@ALAforVeterans.org



National Chairman

**Lisa Williamson, Department of Alaska**

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williamsonlisad@gmail.com

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#### National Vice Chairman

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rdubay1@aol.com

#### Committee Member

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#### Central Division Chairman

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#### Northwestern Division Chairman

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#### Western Division Chairman

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(907) 258-3259

carmar4243@gmail.com

#### National Headquarters Program Coordinator

Amanda Ginter

8945 N. Meridian St., Indianapolis, IN 46260

317-569-4564

AGinter@ALAforVeterans.org

## **What is this program, and why do we have it?**

The Auxiliary Emergency Fund provides temporary financial assistance to eligible members during times of financial crises or weather-related emergencies and natural disasters and promotes awareness and knowledge of the program.

## **What Can You Do?**

### **1. Familiarize each unit and department with what AEF can and cannot do, where to locate the current application and how to apply.**

#### **Ideas:**

#### **Member**

- Distribute the “Before you Begin – Frequently Asked Questions” sheet and AEF brochure found at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) to eligible members. Promote as a benefit to new members.

#### **Unit**

- Have printed applications and AEF brochures available during unit meetings and at the local post.

#### **Department**

- Educate each unit and department AEF chairman on Auxiliary Emergency Fund roles and responsibilities. Encourage AEF chairman to procure brochures for their eligible members. This can be at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

### **2. Help the National Auxiliary Emergency Fund obtain donations by supporting department and unit fundraisers.**

#### **Ideas:**

#### **Member**

- Support fundraisers sponsored by your department and unit.
- Make a personal donation to the AEF. Donations of \$50 or more will receive a pin requested by your department from National Headquarters.

#### **Unit**

- Put an AEF donation can in your local post (visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for a free, downloadable can label). Solicit local businesses for monetary or in-kind donations to your unit for AEF.
- Schedule an annual “Members Helping Members” night at your local post. Not only is this a great time for an AEF fundraiser, but it gives you the opportunity to share information about what makes a member eligible to receive help from the AEF. Have membership applications available, and sign up new members during an event. Legion members might sign up eligible relatives in order to provide this protection for them. Prior to the event, be sure all unit members have read and are familiar with the AEF frequently asked questions as well as the criteria for assistance.

## Department

- Share fundraising ideas on all levels through newsletters, bulletins and stories, and circulate at every meeting. Along with the brochures, inform members that any donation of \$50 or more will receive a pin. AEF Donation Pin Order Forms are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or by contacting National Headquarters at (317) 569-4500, or by emailing your request to [aef@ALAforVeterans.org](mailto:aef@ALAforVeterans.org). Departments track and distribute pins to individual members.

## Programs and Activities

1. The AEF brochure is available through departments and also online at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
2. Please use the current form and follow directions to ensure that evaluation and processing are completed in a timely fashion. Incomplete applications can delay the application process. The current application and expedited application are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
3. Forms are available to order pins for individuals who donate \$50 or more. AEF Donation Pin Order Forms are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), by contacting National Headquarters at (317) 569-4500, or by emailing your request to [aef@ALAforVeterans.org](mailto:aef@ALAforVeterans.org). Departments track and distribute pins to individual members.
4. AEF frequently asked questions and additional AEF information are available on the AEF page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
5. The following core rules apply to the Auxiliary Emergency Fund:
  - a. Temporary assistance to eligible members during:
    - A time of financial crisis when no other source of aid is readily available to pay for shelter, food and utilities.
    - Weather-related emergencies and natural disasters, for food and shelter.
    - Educational training for eligible members who lack the necessary skills for employment or to upgrade competitive workforce skills.
  - b. Assistance will not be granted to pay accumulated debts or medical expenses. The intent is to help members who have suffered a financial setback and is meant to be a bridge offering a helping hand until financial stability is re-established. Incomplete applications and missing documentation will significantly slow processing the case file.
  - c. Eligibility: Persons who have been members of the American Legion Auxiliary for at least the immediate past two consecutive years and whose current membership dues are paid at the time the emergency occurs (three consecutive years' dues) may apply for assistance.
  - d. Assistance provided: The maximum grant amount is \$2,400, disbursed as the Auxiliary Emergency Fund Grant Committee determines.

## **AEF Reporting**

### Mid-Year Reports

Mid Year reports reflect the program work of units in the department. Each department AEF chairman is required to submit a narrative report by **Jan. 5, 2017**, to the division AEF chairman at her address found on the front page of this program Plan, plus copy the national AEF chairman.

### Year-End Reports

Annual reports reflect the program work of units in the department. Each department AEF chairman is required to submit a narrative report by **May 15, 2017**, to the division AEF chairman at her address found on the front page of this program Plan, plus copy the national AEF chairman. Members and units should follow their department's protocol and deadlines.

## **AEF Awards**

- A. Citation Plaque Recognition – Given to one unit and one department contributing the largest donations (per capita) to the Auxiliary Emergency Fund as of June 1, 2017.
- B. Citation and Lapel Pin Recognition – Presented to any individual contributor donating \$50 or more. The citation form is available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org). Citations may be printed by the unit or department.
- C. Certificate – One department from each division contributing the largest amount (per capita) will receive a certificate and special recognition at national convention. Total donations per department will be tracked by National Headquarters and will be divided by the departments' current membership totals as of June 1, 2017 to determine the per capita donation amount.

## **How To Sheets**

- How to Implement a Successful Water Bottle Coin Collection

## **Additional Resources You Can Use**

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org) (for additional resources and descriptions)
2. [www.legion.org](http://www.legion.org)
3. [www.operationhomefront.net](http://www.operationhomefront.net) (general financial assistance for military families)
4. [www.211.org](http://www.211.org) (referral program for local help with food, housing and employment)
5. [www.fema.gov](http://www.fema.gov) (disaster assistance)
6. [www.redcross.org](http://www.redcross.org) (disaster assistance)
7. [www.fns.usda.gov/snap/](http://www.fns.usda.gov/snap/) (Supplemental Nutrition Assistance Program)
8. [www.liheap.ncat.org](http://www.liheap.ncat.org) (Low Income Home Energy Assistance Program)
9. Your national committee members (see cover page of this program Plan).



## HOW TO HOLD WATER BOTTLE COIN COLLECTION DONATIONS TO THE AUXILIARY EMERGENCY FUND

**Committee:**

Auxiliary Emergency Fund (AEF)

**Submitted by:** Lisa Williamson, National Auxiliary Emergency Fund Chairman

**Contact Information for Questions:** [aef@ALAforVeterans.org](mailto:aef@ALAforVeterans.org)

**Water Bottle Coin Collection:**

Hand out a free 20 oz. bottle of water at a meeting to all members in attendance and ask them to return the bottle filled with coins to the next meeting. A 20 oz. water bottle filled with dimes adds up to almost \$100!

Unit: Offer a prize to the member donating the largest amount.

Department: Offer an award for the unit that collected the largest amount the previous year.

Suggested label for bottles:



**MEMBERS HELPING MEMBERS  
FILL WITH COINS  
FOR  
AMERICAN LEGION AUXILIARY EMERGENCY FUND  
UNIT #xxxxxx**

**Other AEF Fundraising Ideas:**

***It's a Wrap*** - Offer gift-wrapping services at Christmas time for families along with babysitting services for a small donation. Other ideas include: show a holiday movie, make cards for veterans and military or assemble Pocket Flags. A lot of activities could be rolled into one night! Imagine how this wonderful service would help families in your community deal with stress during the holidays.

***Buy a Meal*** - Volunteers donate homemade meals to sell. Could be in conjunction with a bake sale. Or sell food and baked goods at local sports games or dances.

***Eat for a Cause*** - Contact local restaurants and ask them to set aside a night where a percentage of the sales would be donated to AEF.

***Talent Show*** - Hold a talent show and charge for admission. Sell light fare and refreshments. Note: A Delaware unit held a talent show, charged \$5 per person, sold food and 50/50 and raised almost \$2,000 for the USO!

***Otterbox*** - Sign up and request product donations for your raffles and/or silent auctions at <http://www.otterbox.com/en-us/product-donations.html>. Requests can take up to 6 weeks to be processed.



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## History Committee

The History Committee preserves, displays and shares the history of the American Legion Auxiliary. The heart of the Auxiliary is in its unique records, items that our officers, members, directors, employees, and volunteers have donated, produced and compiled over the years. They provide unique testimony to the achievements of the organization, stimulate pride and enthusiasm among our members, and are invaluable to society by serving as informative and educational resources to a variety of potential users.

### Committee Contact Information

History@ALAforVeterans.org



#### **National Chairman**

Cathi M. Taylor, Department of Indiana  
8945 N. Meridian Street, Indianapolis, IN 46260  
(317) 569-4500  
ctaylor@ALAforVeterans.org

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#### **National Vice Chairman**

Pamela Bates, Department of Ohio  
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#### **Committee Member**

Kenya Ostermeier, Department of Indiana  
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#### **Committee Member**

**Ann Flanagan, Department of Illinois**  
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(618) 304-4151  
aflanaganaux@gmail.com

#### **National Headquarters Committee Liaison**

Cathi Taylor  
8945 N. Meridian St., Indianapolis, IN 46260  
(317) 569-4500  
ctaylor@ALAforVeterans.org

## **What is this program, and why do we have it?**

The heart of any organization's history is in its records – items that officers, members, directors, staff, and volunteers have produced and compiled over the years. They provide unique testimony to the achievements of an organization. Records also contribute in other ways:

- Members are able to look back and learn what efforts were successful, or unsuccessful, and why. Understanding the missteps as well as the achievements can assist in determining a future strategy
- Exhibiting materials stimulates enthusiasm and encourages members to maintain the organization's standards and promote its future. Pride in the organization has a direct correlation to motivating the current membership to bring in new members, achieve more goals, create a sense of strength and conviction while developing leaders
- Maintaining and preserving our records are invaluable to society by serving as informative and educational resources to a variety of potential users. In other words, an organization benefits itself and the public by preserving its records and making them available for use by everyone inside and outside the organization.

The ALA history is contained in artifacts, our documents, newspaper articles, publications, meeting minutes, photos, newsletters, written histories, etc. We do this to honor those members who have made differences in our organization at all levels. Additionally, history allows us to build a stronger organization based upon those experiences. The Cavalcade of Memories museum, as well as the library and archives located at ALA National Headquarters, serve as a resource for our members, volunteers, staff, and the general public.

## **What can you do?**

- 1. If you currently have a History/Cavalcade committee, mirror the efforts of National Headquarters to promote your history.**

### **Ideas:**

#### **Member**

- Share Auxiliary memorabilia with your unit/department.
- Ask longtime members or family members of deceased members if they would like to donate an item(s).
- If you enjoy history and want to learn more, volunteer to be the History/Cavalcade chairman or committee member for your unit/department.

#### **Unit and Department**

- Appoint a History/Cavalcade Committee chairman. Invite members and units to participate
- Post your unit history on the Legion's Centennial Celebration webpage at <http://centennial.legion.org/>
- Involve your Junior members in your activities, helping them earn the History patch.
- Participate in the Members Remember project (see Resources).
- Create displays that are attractive, interesting, and relevant.
- Highlight historical/important/interesting events in your unit/department.

- Include memorabilia of your honorary Junior presidents.
- Use new technology to create and maintain digital images and records. Be sure to make more than one digital copy and store them in different places.
- Make an inventory of your entire collection. **This includes your organizational documents, written histories, scrapbooks, etc.** Be sure to include information such as who donated the item and when.
- Periodically, feature a historical item or write an article about an important time in the unit's/department's history for your newsletter.
- Attend local workshops to learn preservation and conservation methods.
- Partner with local museums, historical societies, public libraries, or local merchants for consulting and displaying.
- Ask members to consider donating or loaning important items they may have.

**2. If you do not currently have a History/Cavalcade committee and/or a Cavalcade of Memories Museum, initiate the project.**

**Ideas:**

**Members**

- Look through your own collection; assist a fellow member in searching through her collection; or search throughout the post/unit home for items.
- Gather photos and document the event(s) at which they were taken as well as the people in the photos.
- Learn the history of your unit, department, and national organization. If you do not have a written unit or department history, volunteer to help put one together.
- Determine if your materials should be displayed in the unit or department Cavalcade of Memories.
- For documents and photos, digitize them, making sure to make more than one copy and that the additional copies are stored in different places.

**Units and Departments**

- Your history is in more places than just artifacts. It is in your meeting minutes, governing documents, newspaper articles, photos, etc. Set up a system as to how these will be kept.
- Make sure you initiate a record management program. Review the records management policy sample in the Department Operations Guide to see which records you are mandated to keep permanently.
- If you have no room to keep these items, contact a local historical society, state library, or university to see if they can keep them for you.

**3. Become visible throughout your community and let them know the ALA's history and contributions to the community, state, nation, and the world.**

**Ideas:**

**Members**

- Talk about the history of your unit/department at other community functions you attend.
- Invite people to tour your Cavalcade of Memories, photos, documents, etc.
- Tell your story. Refer to the "What's Your Story" article in Resources.

## **Units and Departments**

- Partner with local museums, historical societies, public libraries, or university archives for consulting, displaying, and preservation advice. If there is no space available for your collection, determine if one of the above organizations may be interested in sharing some of their space for your collection.
- Invite the community and members to tour the area, familiarizing themselves with the organization's history and accomplishments.

## **History Committee Reporting**

### Year-End Reports

Annual reports reflect the program work of units in the department. Each department History Committee chairman is required to submit a narrative report by **May 15, 2017**, to the National History Committee Chairman at the address/email found on the front page of this program Plan.

### **How To Sheets**

- How to Record Oral Histories – The Members Remember Project
- How to Celebrate Women's History Month
- How to Involve a Junior Member

### **Additional Resources You Can Use**

- March is Women's History Month
- National Archives [www.archives.gov/preservation](http://www.archives.gov/preservation)
- Gaylord Archival [www.gaylord.com/resources](http://www.gaylord.com/resources)
- See History program page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for additional resources, including *What's Your Story? The Importance of Sharing with Others* and Preservation Resources

***History is more than artifacts and/or a summary of events listed in a dusty book somewhere. As we look back on our achievements, let us make history come alive!***



## HOW TO RECORD AND POST TO “MEMBERS REMEMBER”

**Committee:**

### History

**Submitted by:**

Cathi Taylor, National History Committee Chairman

**Contact Information for Questions:**

History@ALAFORVeterans.org

**Objective:**

Record the ALA's history through the eyes of its members

### Background Information

The history of the American Legion Auxiliary begins back in November 1919, and continues with you. The organization's history, like any other history, is more than names and dates. It is about its membership and how it developed the ALA's programs and projects to fulfill our mission of serving the veterans, servicemembers, and their families who sacrifice much for this country of ours.

A written history can only tell so much. However, when an organization's history is told through the eyes of its membership, everyone learns a great deal more about who we are, what we do, and why we matter.

### Step-by-Step Instructions

Here are some tips:

- This is a two-person project so find someone to assist. This is a good time to enlist the help of your 9<sup>th</sup> – 12<sup>th</sup> grade Junior members as it is a required activity in earning the History Patch. If your unit does not have Junior members, enlist the assistance of college students.
- Find longtime members of the Auxiliary and ask them to share their stories in a video. These stories can be about:
  - A special project,
  - A particular highlight during her membership
  - How many generations of her family have been members and why
  - If a chartered member, her experience in starting the unit
- Find a location where it is quiet and where there will be no interruptions.
- Record with iPhones/Smartphones. Please keep in mind that your video file must be either a .mov; .avi; .mpeg; or a .wmv file extension.
- Each recording should be no longer than five (5) minutes long. You may make more than one. Cover one topic in each video.
- Post the video on YouTube. An instructional video on how to upload is located at [www.youtube.com/watch?v=\\_O7iUiftbKU](http://www.youtube.com/watch?v=_O7iUiftbKU).
  - Go to YouTube at <https://www.youtube.com>
  - Give the video the following title: ALA Dept. of \_\_ (two letter abbreviation for your state) Unit \_\_\_\_ Members Remember.
  - Provide a description and tags that will help people locate the video easily.
  - Under Category, click on Nonprofits & Activism.
  - Under Privacy, click on Share your video with the world.
  - Click Save Changes.

History



## HOW TO CELEBRATE WOMEN'S HISTORY MONTH

### Committee:

### History

#### Submitted by:

Cathi Taylor, National History Committee Chairman

#### Contact Information for Questions:

History@ALAforVeterans.org

#### Objective:

Celebrate the special women of our organization

#### Background Information

The month of March is dedicated to the celebration of women's history. It corresponds with International Women's Day on March 8<sup>th</sup>. What could be better for a women's organization to do than celebrate their own history? Our Auxiliary members have accomplished a great deal all around the world. Now it's time to celebrate what makes them so special!

#### Step-by-Step Instructions

What can we do?

- Learn more about Auxiliary members who made history within your department or unit. This could include girls sponsored to ALA Girls State who have gone on to do great things or those members who have improved their communities, state or country.
- Celebrate the women in your life – mom, grandma, even your sister.
- Donate money to the ALA Cavalcade of Memories budget at the unit, department, or national level in honor of a special woman.
- Set up a display in honor of those members who have gone above and beyond the ALA's mission.
- Write an article for your unit/department newsletter about Women's History Month or about the woman you are honoring.
- Check out how women's fashion has changed over time in the Auxiliary, as well as women's hair fashion. There has been a great deal of change from 1919 to today!
- Research and write about how the former and present members make a difference in the community and share with others.
- Put up a display at your local library, historical society, or storefront, celebrating the work that the women of the ALA have done and still do every day.

Remember – these activities can be shared with the Junior members. Honoring our members provides them with a role model. Sharing our history with our Junior members allows them to know that they, too, are valuable members of this great organization. Hopefully, they will begin to own this history and remain members throughout their lifetimes.

History



## HOW TO INVOLVE A JUNIOR MEMBER

### Committee:

### History

### Submitted by:

Cathi Taylor, National History Committee Chairman

### Contact Information for Questions:

History@ALAforVeterans.org

### Objective:

Help a Junior member (9th – 12th grades) earn the new History Patch

### Background Information



In a joint effort with the National Junior Activities Committee, we have developed a History Patch for our high school (9th – 12th grades) Junior members. These young ladies have an opportunity to work with, learn from, and take ownership of the American Legion Auxiliary history. It is important for them to understand that they are a part of the Auxiliary's history. By earning this patch, they may become interested not only in the history itself, but in preserving it as well, and become a unit's or department's History/Cavalcade chairman.

### Step-by-Step Instructions

What can we do?

- Contact the department Junior Activities chairman and ask her to help promote this new patch. Make joint announcements at your fall/winter/spring meetings, division/district meetings, etc.
- Write an article about the patch for the department newsletter.
- Make a poster to promote the patch for meetings. Include the patch and activities list (see below).
- Encourage the unit History/Cavalcade chairmen to promote this patch and work with their unit Junior Activities committee chairman.
- Find a high school aged Junior member and be a mentor to her as she works the activities to earn the patch.

History



### HISTORY PATCH BLUE LEVEL 3 (Grade 9<sup>th</sup>-12<sup>th</sup>)

Educate yourself about the history of the ALA and The American Legion Family

**Level 3:** Twelve (12) possibilities; **Three\* (3) activities are required;** Six (6) are your choice. A total of Nine (9) activities must be completed from the Twelve (12) choices.

No.:	Activity:	Date:	Adult Signature:
*1	Interview at least two ALA members for the <i>Members Remember</i> project. Post your video interviews on YouTube.com. Information can be found on the National History Committee page of the Members Only section at www.ALAforVeterans.org.		
2	Learn about the Veterans History Project. Interview at least two veterans and preserve their stories. Send your project to the Library of Congress www.loc.gov/vets.		
3	Contribute to your unit's ALA Senior History Book. Focus on who we are, what we do and why it matters.		
*4	Contribute to your unit's ALA Junior History Book.		
5	Contribute to and/or start a unit history museum to capture the impact the ALA has had on your community.		
*6	Research and do a presentation on the history of your unit. Present it to your Junior unit, or at a unit or post meeting.		
7	Research current, former or deceased members of your Legion Family (unit, post or squadron) who made a significant contribution to your community.		
8	Organize a <i>Veterans in Community Schools</i> presentation. Work with a veteran in your post, and find a school or classroom in which to make a presentation.		
9	Organize a library of past issues of <i>Auxiliary</i> magazine for your unit. Make special notation of issues with articles relevant to your unit or department.		
10	Start a Blue Star/Gold Star Mothers and Families database for your unit.		
11	Start an ALA Girls State database for your unit: who your unit sponsored, what offices the girls held, and if anyone went on to ALA Girls Nation.		
12	Start a Poppy Program History: Keep track of your unit's Poppy Poster Contest, Miss Poppy, and Little Miss Poppy winners. Make special notation of those who also went on to win at the department or national level.		

Name of Junior Member: \_\_\_\_\_  
Grade: \_\_\_\_\_ Unit #: \_\_\_\_\_  
Department: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Constitution & Bylaws

Constitution & Bylaws and the 2014-2019 Centennial Strategic Plan – Properly written, reviewed and updated documents, policies and procedures strengthen our organization at all levels through clarification of roles and responsibilities (Goal 4). This creates an environment that allows goodwill to develop and grow (Goal 2).

### Committee Contact Information

Constitution&Bylaws@ALAforVeterans.org



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## **What is this program and why do we have it?**

The Constitution & Bylaws program informs and educates members of the American Legion Auxiliary on the importance and power of properly written, reviewed and updated documents, policies and procedures at all levels. Constitution & Bylaws are the basis for governance of your department, district, county and unit. Preparing and adhering to updated Constitution, Bylaws and Standing Rules will ensure a more successful organizational process, and provide the structures to follow at all levels of our organization.

## **What can you do?**

The following is provided as a guideline to help facilitate reviews of your current Constitution, Bylaws and Standing Rules. *Please remember that department, district, county and unit Constitutions, Bylaws and Standing Rules cannot be in conflict with national governing documents.*

### **Guidelines for Units and Departments**

#### **A. Constitution & Bylaws:**

- a. are the foundation of the organization
- b. contain the most essential provisions relating to the organization, its name, purpose, membership, officers, meetings, governing board, committees, parliamentary authority and amendments to prescribe structure changes
- c. are the law of the organization
  - should be reviewed, but not changed, every year
  - have direct bearing on the rights of members
- d. should have a standard form and content
- e. define the primary characteristics of the organization
- f. prescribe how the organization is structured and functions
- g. include all rules that are so important that they cannot be changed without prior notice.

#### **B. Standing Rules**

- a. Relate to the details of administration for the organization.
- b. May be adopted by a majority vote.
  - may be amended or rescinded at any regularly scheduled meeting: with prior notification, by a majority vote, unless the bylaws stipulate otherwise, without prior notification by a two-thirds vote.

C. Parliamentary Authority – The most recent edition of *Robert's Rules of Order, Newly Revised* shall govern this organization in all cases that are not in conflict with state statute, the constitution, the bylaws, or any special rules of order adopted by the organization.

#### **D. Definitions**

- a. Resolution: An elaborate, formally written motion. A resolution may contain a preamble that lists the reasons for adoption. Each reason is listed in a separate paragraph starting with the word “whereas.” A resolution must have at least one “resolved” clause that specifies the action or position being proposed.
- b. Amendment: Proposes a change to the Constitution, Bylaws, Special Rules of Order, or Standing Rules. It is also used to modify a motion under consideration.

## **Ideas:**

### **Member**

- Volunteer to create a game of Constitution & Bylaws questions for members to play at unit meetings; make Constitutions & Bylaws fun!
- Volunteer to write a resolution or amendment to be brought before your unit.
- Volunteer to help your department, district and/or unit to update governing documents to conform to the national organization's governing documents.
- Become familiar with the most recent edition of *Robert's Rules of Order, Newly Revised*

### **Unit**

- Update Constitution, Bylaws and Standing Rules, as well as policies and procedures, to conform to the national organization's recent update.
- Plan a parliamentary procedure seminar at a unit/district function.

### **Department**

- Update Constitution, Bylaws and Standing Rules, as well as policies and procedures, to conform with the national organization's governing documents.
- Plan a parliamentary procedure seminar at a department function.

## **Constitution & Bylaws Reporting**

### Mid-Year Reports

Mid year reports reflect the program work of units in the department. Each department Constitution & Bylaws chairman is **required** to submit a narrative report by January 5, 2017, to National Constitution & Bylaws Chairman at her address located found on the front of this page.

### Year-End Reports

Annual reports reflect the program work of units in the department. Each department Constitution & Bylaws chairman is **required** to submit a narrative report by, May 15, 2017 to National Constitution & Bylaws Chairman at her address located found on the front of this page.

### **As part of your Narrative Report, please include answers to the following questions:**

- Have you done an annual review of your Constitution & Bylaws?
- When were your department and unit Constitution & Bylaws last revised?
- How were units inspired to review their governing documents?
- Has your unit/department sponsored any Constitution & Bylaws activities? If so, what were those activities?
- Did your department participate in a web based Constitution & Bylaws activity? If so, was it helpful?

### **Additional Resources You Can Use** (available through Emblem Sales [emblem.legion.org](http://emblem.legion.org))

1. National Constitution, Bylaws, and Standing Rules (also available for download at [www.ALAforVeterans.org](http://www.ALAforVeterans.org))
2. Policies and Procedures Manual
3. Unit Guide Book
4. Parliamentary Procedure
5. *Robert's Rules of Order, Newly Revised*
6. C&B program page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)



## HOW TO WRITE STANDING RULES

**Committee:**

### Constitution & Bylaws

**Submitted by:**

National Constitution & Bylaws Committee

**Contact Information for Questions:**

constitution&bylaws@ALAforVeterans.org or your department Constitution & Bylaws chairman

**Step-by-Step Instructions:**

- Start with a specific need that relates to the administration of your department, district or unit (e.g., awards you present, budget for convention attendees, voting body).
- Write the Standing Rule. See “Guidelines for Writing Standing Rules” on the next page.
- Present it at a department, district or unit meeting.
- A standing rule can be adopted with majority vote at any regular meeting with advance notice, unless otherwise stipulated in the bylaws. Without advance notice, a standing rule requires a 2/3 vote for adoption.
- The Standing Rules document should be kept up-to-date, and each new Standing Rule should record the date it was adopted.

## GUIDELINES FOR WRITING STANDING RULES

Standing Rules are those rules and regulations, which relate to the details of the administration of an organization for the guidance of an assembly. Standing Rules are usually adopted in the form of a resolution, and require a majority vote to pass with previous notice at any regularly scheduled meeting, and a 2/3 vote in the affirmative to pass without prior notice.

The following points are intended to be a helpful guide for writing or updating Standing Rules. Not every topic or item will apply in every instance, and some things may not be listed.

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The (NAME AND NUMBER) of the \_\_\_\_\_ District, American Legion Auxiliary, hereby adopts the Constitution & Bylaws as prescribed by the American Legion Auxiliary, Department of \_\_\_\_\_.

The most recent edition of *Robert's Rules of Order*, in all questions not governed by articles of the National, (department/district/unit) Constitution & Bylaws, shall govern this (department/district/unit).

1. State time (day and hour) of meeting, place of meeting and information on notification of meeting. Are you meeting all twelve (12) months?
2. Dues – Senior, Junior, Gold Star Mothers, Life Members.
3. Process for selecting Life Members.



4. Election
  - a. When will election be held?
  - b. Secretary and/or Treasurer – elected or appointed?
  - c. A nominating committee – yes or no? Elected per the most recent edition of *Robert's Rules of Order, Newly Revised*.
5. Election of delegates for department convention, fall conference, district meetings – when and how selected.
6. Installation of officers – when, where, who is in charge.
7. Equipment – rules for loaning, maintenance, etc.
8. Finances
  - a. Rent
  - b. Utilities
  - c. Working funds for officers, chairmen, poppy purchases, ALA Girls State, Veterans Affairs & Rehabilitation, etc.
  - d. Annual gifts for district president's visit, retiring officers, etc.
  - e. Flowers and/or gifts for illness, death, etc.
  - f. Expenses for delegates to department convention, fall conference, district meetings, etc. (registration fee, mileage, per diem)
  - g. How bills are paid and who signs the checks
  - h. Contest prizes – how much for poppy, essay contests, etc.
  - i. Department and district mandatory funds
  - j. Arrangements for special dinners – funerals, etc.
  - k. Annual donations to special programs or charities
9. The fiscal year of this department/district/unit will be \_\_\_\_\_.
10. Audit – when and by whom.
11. This paragraph should appear at the end of your Standing Rules: "Standing Rules are adopted by a majority vote and may be amended by two-thirds (2/3) vote at any meeting, or if notice has been given, by a majority vote." Standing Rules are usually adopted from time to time, as they are needed, in the form of resolutions.
12. The date of the meeting at which these Standing Rules were approved MUST be shown. ALSO – The signature of the Constitution & Bylaws chairman and president or secretary MUST appear on the bottom of the list.

\_\_\_\_\_  
Date Approved

\_\_\_\_\_  
President or Secretary

\_\_\_\_\_  
Constitution & Bylaws Chairman



## HOW TO WRITE A RESOLUTION

### Committee:

## Constitution & Bylaws

### Submitted by:

National Constitution & Bylaws Committee

### Contact Information for Questions:

[constitution&bylaws@ALAforVeterans.org](mailto:constitution&bylaws@ALAforVeterans.org) or your department Constitution & Bylaws chairman

### Step-by-Step Instructions:

- A resolution is a written, formal motion. Resolutions are used because the motion may be presented in written form with some of the reasons included in the document. If written well, the resolution makes it easier for members to consider the proposal. Importance, length and complexity of the motion, and size and formality of the assembly are major considerations in using resolutions.
- A resolution has two sections - the resolving clauses and the reasons. Resolving clauses tell the specifics of the proposal. The main reasons a motion should be adopted are included in the "Whereas" clauses. Neither section should include more clauses than are absolutely necessary. Simple, but specific is best.
- When developing a written motion or resolution, consult with members who can be of assistance to improve the wording and whose support will assist in its adoption.
- The two sections of a resolution can be written in either order, but many believe it is better to write the main motion first and then write the reasons it should be adopted. This way, you first determine what is to be done. Focus on the most crucial specifics essential in the motion. Say it in one or two sentences. A third sentence could include who is responsible and a timeline.
- Once the main motion is determined, develop three to five statements to support the adoption of it. These are worded as "Whereas" clauses. These points should be the most important and least controversial arguments for the motion. Less than three points may not make the case depending on the motion, and more than five may get too complicated and confuse the issue. Again, it is important to stay focused on the points that are strictly necessary. Leave other points for the discussion.
- When the resolution is finally written, it begins with the "Whereas" clauses and ends with the resolved clauses. *Robert's Rules of Order, Newly Revised* prescribes the proper format, capitalization and punctuation. Again, it is a good idea to consult with members who can be of assistance, as well as the most recent edition of *Robert's Rules of Order, Newly Revised*, to ensure your resolution is correctly formatted.

See the sample resolution in Support Tools at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).



## HOW TO BE AN EFFECTIVE PARLIAMENTARIAN

### Committee:

## Constitution & Bylaws

### Submitted by:

National Constitution & Bylaws Committee

### Contact Information for Questions:

[constitution&bylaws@ALaforVeterans.org](mailto:constitution&bylaws@ALaforVeterans.org) or your department Constitution & Bylaws chairman

### Step-by-Step Instructions:

- **BE IMPARTIAL** – The parliamentarian is much like an official in a game. She is to be impartial and make sure everyone plays by the rules. Similarly, as the official does not play the game, the parliamentarian does not exercise the same rights as a member. She does not make motions, debate, or vote, except by ballot.
- **KNOW THE RULES** – Just as a referee must know the rules of the game, a parliamentarian must know the rules of the organization and of the parliamentary authority. As the size of the group increases, so must the depth of knowledge of the parliamentarian. A department parliamentarian must know and understand bylaws, standing rules, and parliamentary procedure much better than a unit parliamentarian.
- **PRESIDENT'S APPOINTMENT** – The president appoints the parliamentarian for her knowledge and skills, not as an honor or special appointment for a friend. The parliamentarian should be someone reliable and trusted to provide accurate advice for everyone on both sides of an issue. The president and parliamentarian should have a good working relationship.
- **VARIED ROLES** – The parliamentarian has a variety of duties before and during meetings with members, committees, officers, and boards. The goal is for the business to be handled properly and smoothly.
- **DUTIES BEFORE A MEETING** – Review the agenda with the president to be familiar with the business and possible problems that may arise. Review the bylaws and standing rules of the organization. Work with any committee members who request assistance in preparing reports for the meeting.
- **DUTIES DURING A MEETING** – Preparatory work before the meeting should reduce the work necessary during the meeting. The parliamentarian should arrive early to counsel as needed. Have a copy of the governing documents at the meeting. Keep track of the motions to assist the presiding officer. Be as inconspicuous as possible. Provide advice when requested and communicate with the president tactfully and discreetly. Remain impartial and be prepared to cite references if needed. Be available after the meeting for further counsel.
- **DUTIES FOR A CONVENTION** – The duties of the parliamentarian for a convention include those listed for meetings. Also be prepared to advise convention committees such as resolutions, credentials, rules, and elections. Review the script with the presiding officer. Stay focused, steady, patient, and fair.
- **PARLIAMENTARY AUTHORITY** – Any organization requires rules of operation. The most important should be the hardest to change. Typically these include a Corporate Charter, Constitution and/or Bylaws, Rules of Order such as *Robert's Rules*, and Standing Rules. The



Charter, Constitution, Bylaws, and Standing Rules are written specifically for a given organization. Those rules take precedence in governance. On matters not specifically addressed in those documents, the Rules of Order specified in the Bylaws are the parliamentary authority. This is usually the most recent edition *Robert's Rules of Order, Newly Revised*. A parliamentarian should spend time studying these rules.

- **HELP MEMBERS LEARN** – During your year of service as parliamentarian also consider working with members to educate them in parliamentary procedure. This can be as you counsel them in their roles or teach lessons to further develop their knowledge and skills.
- **DEVELOP YOUR KNOWLEDGE** – Good parliamentarians are always learning their craft. Invest in your knowledge. Resources are available through Emblem Sales, through parliamentary associations, and online.

**Resources Available through Emblem Sales at [emblem.legion.org](http://emblem.legion.org):**

1. National Constitution, Bylaws, and Standing Rules (also available on the Auxiliary's website at [www.ALAforVeterans.org](http://www.ALAforVeterans.org));
2. *Robert's Rules of Order, Newly Revised* (also available on the internet at <http://www.robertsrules.com/>)
3. Parliamentary Procedure Booklet

*See the Constitution & Bylaws page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for additional resources.*

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Leadership

The Leadership Program and the 2014-2019 Centennial Strategic Plan – In support of Goal 3 (Develop Leadership at All Levels), the Leadership Committee raises awareness of leadership development opportunities through How To Sheets and online resources.

### Committee Contact Information

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## **What is this program, and why do we have it?**

The Leadership Program raises awareness of ALA leadership development opportunities.

## **What can you do?**

### **1. Learn about and promote participation in the ALA Leadership Academy, which is being developed as a result of the ALA Centennial Strategic Plan.**

#### **Ideas:**

##### **Member**

- Work with a mentor to develop/enhance interest, skills and knowledge of the ALA.
- Become familiar with the different types of leadership training available through your department, the national organization and your community. Pick one that appeals to you and participate wholeheartedly.
- Build your leadership skills by volunteering to chair a short-term project.
- Give a short presentation on ALA training opportunities to the unit.

##### **Unit**

- Get to know the members of your unit. Help them identify the skills they can put to use in service to our veterans. Not all leaders have titles.
- Survey members to identify their interests and skills. Match projects based on individual member's strengths.
- Develop a plan to incorporate at least one aspect of leadership learning, monthly or quarterly, at meetings.
- Hold a workshop/brunch focusing on preparation of reports and applying for awards.
- Provide the ALA pin to new members.
- Purchase a Unit Guidebook to share among members at meetings and encourage them to go online to download information.
- Identify individuals willing to assist members who wish to acquire or strengthen computer skills in order to communicate via the internet.
- Identify individuals who lack the ability to communicate via the internet and ensure their inclusion in all unit and department communications.
- Participate in the ALA Leadership Academy as a unit.

##### **Department**

- Provide members with opportunities to use their skills and energy.
- Hold a workshop to explain the department governing documents, to include Constitution & Bylaws, how the department budget is developed and their importance to the organization. The goal is not only to be transparent to your membership, but to reduce obstacles toward members volunteering for leadership roles by replacing fears with concrete information.
- Hold a workshop to train department chairmen and unit chairmen on effective written communication.
- Encourage department leaders and units to use tools and resources provided on the national website. More than 2,000 documents are provided on the national website at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Survey units to identify barriers to leadership and work to reduce them.
- Provide information to units for participation in the ALA Leadership Academy.

## **2. Enhance leaders' knowledge about ALA history, programs and organization.**

### **Ideas:**

#### **Member**

- Take *Welcome to the American Legion Auxiliary Senior Auxiliary Basics, A Course on our History and Legacy* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under the Leadership tab.
- Attend district/department training sessions/workshops.
- Volunteer to be a trainer/course leader.
- Ask questions.
- Share past experiences.
- Prepare a personal history of your involvement in the organization; refer to *Welcome to the American Legion Auxiliary Senior Auxiliary Basics, A Course on our History and Legacy* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under the Leadership tab, to discover how national endeavors may have influenced your personal history.
- Attend a Mission Training session or other national event.

#### **Unit**

- Initiate new members. Offer every new member an orientation packet.
- Offer an ALA information refresher course for all members.
- Encourage members to take *Welcome to the American Legion Auxiliary Senior Auxiliary Basics, A Course on our History and Legacy* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under the Leadership tab.
- Recognize members who have completed the course either in a meeting or via public relations.
- Encourage members to participate in Mission Training or other national event.

#### **Department**

- Offer *Welcome to the American Legion Auxiliary Senior Auxiliary Basics, A Course on our History and Legacy* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under the Leadership tab.
- Offer *Welcome to the Junior ALA Course "The ALA: My Organization and What I Need to Know to Grow as a Member"* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under the Leadership tab.
- Use the training PowerPoint presentations provided on the Leadership page on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Challenge department leaders and units to use the tools and resources provided in the Programs Action Plan or on the website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Plan workshops on leadership skill development for your department and individual units.
- Hold a workshop to train department chairmen and unit chairmen on how to write an effective Programs Action Plan (formerly Plan of Action) for their programs and how to complete more informative reports.
- Survey units to identify skills/interests in order to develop leadership.

**3. Encourage the use of ALA reference documents and materials, such as the Unit Guide Book, Unit, Department, and National Constitution & Bylaws, Department Operations Guide, ALA Girls State Program Guide, and the national website listing of previous annual reports, to include the Centennial Strategic Plan initiatives.**

**Ideas:**

**Member**

- Download/purchase the referenced documents and become familiar with them.
- Volunteer to assist a Junior member in learning about the documents of the ALA.
- Ask questions about any programs or terminology you don't fully understand.
- Ask members to review the Unit Guide Book, Unit Constitution & Bylaws, Department Constitution & Bylaws and National Constitution & Bylaws, noting things found puzzling or not understood. Bring these questions to your Leadership chairman for clarification.
- Participate in the ALA Innovative Leadership Video Contest Challenge. If chosen, your video will be playing on the ALA YouTube channel. Go to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or your department Leadership chairman for specific information.

**Unit**

- Set aside a time to discuss important ALA documents at unit meetings and develop a committee to address changes in procedures based upon a review of the referenced documents.
- Develop a plan to assist Junior members in learning about the referenced documents.
- Utilizing available materials, collectively develop a unit plan for projects on which your unit wishes to work.
- Hold a workshop to explain unit Constitution & Bylaws, Standing Rules, how the unit finances are structured, how the budget is planned, and how to write meeting minutes.
- Set aside a "show me where it's printed" at meetings where members can ask why something is done the way it is or where in the governing documents it says we have to do it this way.
- Ask members to review the Unit Guide Book, Unit Constitution & Bylaws, Department Constitution & Bylaws and National Constitution & Bylaws noting things they don't understand or find puzzling and address what comes from the discussion by documenting the results. Set aside time to answer any questions that arise from any discussions on ALA documents. Follow guidelines on [www.ALAforVeterans.org](http://www.ALAforVeterans.org). Submit, to the national organization, the name of any member who demonstrates an innovative leadership recruitment or development practice, for a National President "Shout out." Follow guidelines on [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

**Department**

- Hold a workshop on these documents, providing guidance on the basics of protocol, parliamentary rules, and how to conduct a meeting using correct protocol.
- Ask members to review the Unit Guide Book, Unit Constitution & Bylaws, Department Constitution & Bylaws and National Constitution & Bylaws noting things they don't understand or find puzzling and address what comes from the discussion by documenting the results.
- Set aside a time to discuss reference documents at department meetings.

- Each year, develop a committee to address changes in procedures based on a review of the referenced materials.
- When sending communications to members, be sure to include changes adopted by the national organization such as Constitution & Bylaws changes, rules effecting a program, or deadline date changes that have been immediately affected.
- Develop a complete department Programs Action Plan (formerly Plan of Action) for units' information.
- Help units and members participate in the ALA Innovative Leadership Video Contest Challenge. If chosen, your video will be playing on the ALA YouTube channel. Go to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for specific information.

**4. Offer a mentoring program, utilizing the knowledge and experiences of members that have served as leaders beyond the unit level.**

**Ideas:**

**Member**

- Complete a (member/leader data) unit survey for your unit. Refer to [www.ALAforVeterans.org](http://www.ALAforVeterans.org), Leadership page, and How To sheet found at the end of this program Plan.
- Volunteer to be a mentor for a member or Junior member on the unit/department level.
- Learn the process and apply for a unit, department and/or national appointment.
- Seek election to a unit, department or national office.
- Apply for a unit, department or national committee appointment.

**Unit**

- Use positive, experienced members to train and guide new members.
- Encourage members to volunteer to train/guide new members.
- Encourage members to become “experts” in some areas so that they can become the unit mentor in that area.
- Discover potential leaders and talent within your unit by collecting a unit survey form from every member.

**Department**

- Assign positive, experienced chairmen to mentor new chairmen.
- Share articles on mentoring with members.
- Ask new/younger members to serve as leaders.
- Train members to be mentors.
- Choose and submit ALA Innovative Leadership Video Contest videos to [eBulletin@ALAforVeterans.org](mailto:eBulletin@ALAforVeterans.org). Keep a copy for your department records. More information can be found on [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under the Leadership tab.

## **5. Nurture a culture of goodwill at all levels of the organization.**

### **Ideas:**

#### **Member**

- Resolve to consider your own behavior before evaluating others.' Expect the best of people.
- Participate in discussions or debates while demonstrating respect for opinions that are different from your own. When you disagree, extend the olive branch of friendship since we all share a common mission.
- Speak privately with another member directly, rather than involving others with your concerns.

#### **Unit**

- Invite new members to participate in meetings and events.
- Always greet new members and offer a new member packet.
- Provide unit officers/board of directors contact information.
- Unit leaders should encourage members to work their issues out directly with the parties involved rather than attempting to fix the situation by intervening.
- Listen to what members have to say and thank them for their ideas.
- Be open, rather than critical, of the ideas of others.
- Assist in positive solutions to conflicts by focusing on the desired outcome.
- Give praise and recognition when members do what is asked or go beyond what was expected.

#### **Department**

- Welcome new members graciously by recognizing them at meetings.
- Lead by example; work with officers and chairmen in a team effort.
- Listen to members' concerns before responding.
- Keep an open mind.
- Answer questions seeking assistance from other leaders to give a clear and defining answer.
- Give praise and recognition when members do what is asked or go beyond what was expected.

## **Leadership Reporting**

### Mid-Year Reports

Mid-year reports reflect the program work of units in the department. Each department Leadership chairman is required to submit a narrative report by **January 5, 2017**, to the division Leadership chairman at her address found on the front page of this program Plan, plus copy the national Leadership chairman.

### Year-End Reports

Year-end reports reflect the program work of units in the department. Each department Leadership chairman is required to submit a narrative report by **May 15, 2017**, to the division Leadership chairman at her address found on the front page of this program Plan, plus copy the national Leadership chairman.

**As part of your narrative report, please include answers to the following questions:**

- What department trainings were held for units and/or the department and were they well attended by returning and new participants?
- What topics or presentations were included in your trainings?
- Of members attending these trainings, did you require feedback concerning what they learned, how this training will improve their ability to lead, and what trainings they would like to attend in the future?
- Did you hold training on nurturing a culture of goodwill?
- Did your department successfully implement the unit member/leader data survey? What were the unit responses?

## **Leadership Awards**

Each award entry must include a cover sheet, found at the end of this program Plan. Please be sure to make arrangements for the return of materials in advance. **\*\*Narratives for awards are separate from narratives for mid-year and year-end reporting; both must be identified when submitted.**

**Unit Award:** Leadership Training Award

**Award type:** Citation: one in each division (5)

**Presented to:** One unit Leadership chairman who best demonstrates innovative methods to help members develop the leader within.

**Materials and guidelines:**

- Narrative not to exceed 1,000 words.
- Pictures and examples are encouraged.
- Types of training provided.
- Number of members attending leadership skills workshops/trainings.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Leadership chairman.

Send entries to the department Leadership chairman by the date your department sets.

The department Leadership chairman must send all entries to her division Leadership chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)

**Department Award:** Most Outstanding Overall Leadership Program Award

**Award type:** Plaque

**Presented to:** One department Leadership chairman with the best overall program.

**Materials and guidelines:**

- Narrative not to exceed 1,000 words, describing how your department helped develop future leaders.
- Must have participation in *American Legion Auxiliary Senior Auxiliary Basics, A Course on our History and Legacy* by the unit president. Pictures and examples are encouraged.
- Must show increased participation in Mission Training.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department Leadership chairman

The department Leadership chairman must send all entries to the national Leadership vice chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)

**Department Award:** Nurturing Goodwill Award**Award type:** Citation to a department in each division (5)**Presented to:** One department Leadership chairman in each division who best demonstrates what her department did to promote a culture of goodwill.**Materials and guidelines:**

- Narrative not to exceed 1,000 words. Include recommendations from units and members. Pictures and examples are encouraged.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department Leadership chairman

The department Leadership chairman must send all entries to the national Leadership chairman postmarked by June 1, 2017, or emailed by 5:00 p.m. EDT June 1, 2017. (See addresses located at the front of this program Plan for specific division contact information.)

**How To Sheets**

- How to Utilize a Member Data Survey Form
- How to be a Good Leader
- How to Conduct a Meeting
- How to Lead a Small Unit
- How to Grow Leadership Capacity, Nurturing a Culture of Goodwill
- How to Live a Culture of Goodwill
- How to Complete Reports
- How to Make Videos for Submission to the ALA YouTube Channel
- How to Receive a Shout Out from the National President
- How to Take the Innovative Leadership Video Challenge

**Additional Resources You Can Use**

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org):
  - a. *ALA Senior Basics Course: A Course on our History and Legacy*
  - b. *Junior Leadership Course: "The ALA: My Organization and What I Need to Know to Grow as a Member"*
  - c. PowerPoint: "Officer Duties and Responsibilities"
  - d. How to sheets
  - e. Unit Guide Book
  - f. National Constitution & Bylaws
  - g. New Member Packet, refer to Membership Programs Action Plan How To sheets
  - h. Members Only section - filled with valuable information for all members: Membership and new members suggestions and sample information; Member resources and Benefits; Department and Unit Resources for Support Tools
2. Robert's Rules of Order
3. Basic Parliamentary Procedure
4. Your national committee members (see front page of this program Plan)
5. American Legion Flag & Emblem Sales: 1-888-4LEGION, [emblem.legion.org](http://emblem.legion.org)  
P.O. Box 36460, Indianapolis, IN 46236-0460



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## HOW TO UTILIZE A MEMBER DATA SURVEY FORM

**Committee:**

Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

**Utilize member strengths** (ALA Centennial Strategic Plan, Goal 3D)

Not all members profess to be leaders but each member of your unit brings with her talents and strengths that will enhance the unit. While meetings allow us to become acquainted with members, not all members are able or willing to attend. You still would like their help when needed. Far too often we don't really know each member's training, likes or what she is able to offer the unit.

**What is the purpose of a member data survey?**

This form, when completed by each unit member, will give the unit a snapshot of the strengths each member possesses. Have each member of your unit complete a form. Decide who in the unit will be responsible for maintaining member records. Then, use these forms when you need help in the unit. For example, need a yearly audit of your "books?" The survey has identified someone in your unit who is a professional accountant. She doesn't come to meetings, but she may be willing to help the unit by auditing the books.

**Ideas:**

- Make copies of the data survey form and have each member in your unit complete and return it to the unit president. (*The Data Survey Form is in the Leadership program Plan how to sheets.*)
- Have a designated person or committee members contact unit members who do not attend meetings to explain and complete the form remotely.
- The unit president compiles survey information and establishes her own references.
- The unit selects a person responsible for maintaining member survey records.
- The department provides a copy of the survey on their website for units to download, and includes a copy in their department's Programs Action Plan.
- Departments should award department certificates to units that have 100% of their membership complete the survey.



American Legion Auxiliary Member  
Data Survey Form

\_\_\_\_\_  
Name

\_\_\_\_\_  
Phone Number- Home

\_\_\_\_\_  
Address

\_\_\_\_\_  
Phone Number – Work

\_\_\_\_\_  
City/State/Zip

\_\_\_\_\_  
Phone Number – Cell

Briefly tell us about yourself and your family:

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

What interests or hobbies do you have?

\_\_\_\_\_  
\_\_\_\_\_

In order to help our unit and community grow and to honor our military and veterans would you be interested in any of the following:

Participating in Education Activities \_\_\_\_\_  
People \_\_\_\_\_

Working with Young

Scholarships \_\_\_\_\_

Community Awareness/Activities \_\_\_\_\_

Helping with Unit Activities \_\_\_\_\_ Fundraising \_\_\_\_\_

Assisting Auxiliary Members in Need (Auxiliary Emergency Fund) \_\_\_\_\_

Working projects that benefit our military and veterans \_\_\_\_\_

If you are physically unable, would you be able to assist in your home with projects \_\_\_\_\_

Or helping with a phone tree, when the need arises \_\_\_\_\_

Do you have experience in a leadership role? \_\_\_\_\_ Please explain: \_\_\_\_\_

\_\_\_\_\_

Thank you for continuing to honor our veterans, military and their families.



## HOW TO BE A GOOD LEADER

### Committee:

### Leadership

### Submitted by:

National Leadership Committee

### Contact Information for Questions:

leadership@ALAforVeterans.org

To some the title “leader” implies a domineering, take-charge, charismatic individual. Leadership isn’t an adjective. You don’t need to be an extrovert or charismatic to be a leader. Most members define leadership as the ability to achieve a position, not the ability to get followers.

Leadership is a mindset in action; it stems from social influence, not authority or power. Leadership has nothing to do with titles. You can be a leader in your workplace, your neighborhood, your family, and/or our organization, all without having a title.

### Step-by-Step Instructions:

Be Knowledgeable – It is not necessary to be an expert on everything, but basic knowledge is essential. Where are your resources?

- Familiarize yourself with documents that govern the operation of your Unit or Committee
  - National Constitution and Bylaws ([www.ALAforVeterans.org](http://www.ALAforVeterans.org) )
  - Department Constitution and Bylaws (contact your Department Headquarters or Department Chairman.
  - Sample Constitution and Bylaws ([www.ALAforVeterans.org](http://www.ALAforVeterans.org) )
  - Unit Guide Book (sold through American Legion Emblem Sales at <http://emblem.legion.org> )
  - Parliamentary Procedure (sold through American Legion Emblem Sales at <http://emblem.legion.org> )
  - Local bookstores
  - Internet, etc.
- Possess a level of familiarity with programs of the American Legion Auxiliary
  - Finding program helpful hints: ( [www.ALAforVeterans.org](http://www.ALAforVeterans.org) ) The following Committee tabs will provide additional information: Americanism, Children & Youth, Community Service, Education, ALA Girls Nation, Junior, Legislative, National Security, Poppy, Veterans Affairs and Rehabilitation.
- Strengthen knowledge on Parliamentary Procedure
  - Parliamentary Procedure (“How to Run a Meeting”)
  - Unit Guide Book (How to be a Successful Unit Leader)
  - How to Sheets
- Know the process for the appropriation and control of money. Bad financial practices do not just hurt the organization; they can result in criminal investigations and prosecution.
  - ( [www.ALAforVeterans.org](http://www.ALAforVeterans.org) )



- Finance: How to monitor finances

Be Passionate -A good leader exhibits excitement; and through demonstrated, unswerving commitment to our vision, instills hope and inspiration to other members. A good leader “walks the talk” and in doing so earns the right to lead.

Listen -If you exhibit a proper attitude in listening, really listening, to your members the potential for identifying new opportunities will emerge. Instill in yourself, and others, that listening is an opportunity to grow. In the end, your success as a leader will be predicated upon your ability to listen and understand the viewpoint of others.

Have a Positive Attitude-Leaders should have an upbeat, optimistic attitude that serves as a source of inspiration for others. If leaders seem discouraged or apathetic, members are likely to also become uninspired and demotivated.

- Be a cheerleader. Motivate others by your enthusiasm.
- Follow up with your members to ensure they are achieving the goals, objectives and milestones established.

Lead with Integrity - A good leader must possess unquestionable character and lead with integrity. Integrity gives you so much as a leader; credibility, trust, confidence, influence and more.

Lead by Example - Who says leadership is a one-way relationship? As you work toward developing leadership qualities in yourself, don't forget to look to your fellow members for feedback and inspiration.

- Pay attention to the things that have been effective in the past and always be on the lookout for new ways to inspire, motivate and reward your members.
- Be willing to delegate responsibility – use the talents of others!
- Always instill a climate of goodwill.
- Be respectful. Remember those all-important "shout outs" to deserving members and certainly the two most important words, Thank you. Do you care about your members and strive to help build leadership capacity in them?

Be Confident - Be aware of the way and manner which you present yourself. Bearing is everything! Be confident and decisive in your decision making. Members will pick up on your approach to leadership and find reassurance, clear direction and security when a leader portrays confidence and positive demeanor.

Act Professionally - As a leader, you should be cordial to all of your members. You should also recognize the importance of dressing appropriately, showing up for meetings on time, and communicating in a professional manner. Your goals and expectations should be clear from the beginning. Members will be more motivated and less confused. Ask for input. Tell them that their perspective is crucial to your success.



## HOW TO LEAD A SMALL UNIT

### Committee:

### Leadership

### Submitted by:

National Leadership Committee

### Contact Information for Questions:

Leadership@ALAforVeterans.org

"History, although sometimes made up of the few acts of the great, is more often shaped by the many acts of the small." – Mark Twain

### Step-by-Step Instructions:

- Avoid the "burnout" syndrome. Ask members to buy into a "one" concept: mentor one member, write one article for the unit newsletter, volunteer to be a greeter at one meeting or make reminder meeting calls to members for one meeting. By not overwhelming members with large projects, they will have the opportunity to adjust to learning and helping build their unit. If an experience is enjoyable, members will be more likely to look forward to helping more.
- Develop a plan to continually develop new leadership within your unit. As members are selected to chair committees, mentor them. Offer help when needed. Be prepared to provide support when asked or assign another mentor for support. Provide training sessions. Consider that you may have seasoned unit members capable and available for help with the training. Also, other community leaders may be willing to provide leadership training.
- Communicate with members. Find those who may wish to help contact members via phone/email or personal contact for such activities as meetings and program participation. Utilize local media. Foster good relations with local newspapers, TV and radio. Issue news releases. Publish the meeting schedule at the beginning of the year in your unit newsletter, and write "TBA" (To Be Announced) for those programs still tentative. Invite a member familiar with social networking to set up and monitor an account for the unit.
- Work in groups of like-minded programs, rather than each program individually. Some units have said it is hard to work all programs when they have few active members. The grouping system is a way to simplify the programs so you need no more than five program chairmen instead of 15 or more program chairmen. Grouping allows for more combined and efficient efforts within a unit. For examples: Juniors, Education, Children & Youth, and ALA Girls State/Nation can be grouped into one "youth" program grouping.
- You are not expected to complete all action steps in the Programs Action Plan; just pick a few that fit your unit well. If unit members enjoy their work, it will create an inviting atmosphere, and others who care about veterans will want to join in.
- Consider implementing quality programs to help invigorate meetings. Survey the interests of the membership when considering topics - a great way to reinforce information about Auxiliary programs.
- Be positive! Unit leaders have an obligation to minimize criticism and maximize positive feedback. A small unit needs and deserves frequent kudos for each of its successes.



## HOW TO GROW LEADERSHIP CAPACITY, NURTURING A CULTURE OF GOODWILL

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

**Cultivate leadership capacity by nurturing a culture of goodwill among all American Legion Auxiliary members and everyone with whom we interact.**

#### **Tips for Effective Leadership:**

- **Do Not Interrupt** - Be open-minded, and give members a chance to explain their point of view without interruption.
- **Listen** - The act of listening takes work. Instead of focusing on what we want to say and our own needs, good listening requires that our attention go to others in the moment.
- **Respect Others** - Respect for the whole person entails listening to others' opinions, their feelings, their time, and even their physical space. At the core of respecting others is the "golden rule" — do unto others, as you would have them do unto you.
- **Practice Kindness, Generosity and Gratitude** - Make this a habit in your everyday life. Studies show that members who regularly engage in these acts live longer, healthier and happier lives. It's never too late to start, regardless of your age. Growing older does not give you the right to be inconsiderate.
- **Nurture Social Relationships** - These have the capacity to generate happiness. Enrich your connections with other members by balancing Internet contact with phone calls and face-to-face visits, which are more personal forms of communication.
- **Be Present/Pay Attention** - Pay special attention to whomever you are conversing with — don't be distracted by others or things. Listen only to them! (Give example of cell phones in center of table — whoever picks up first picks up the dinner bill!)
- **Use Teachable Moments** — Do this with not only younger/newer members, but those who may have lost touch with what it means to be a civil member—teach them manners, respect and empathy when dealing with other members. A major study reported that social skills are a more accurate predictor of future success than test scores. Help them to develop interpersonal skills and relationships by engaging them in conversations without small screens and buttons.
- **Keep Your Cool** - Science tells us that nonassertive behavior is a health risk. On the other hand, being a bully is just as unhealthy as being a doormat. The key is to find that happy medium where you express your needs without intruding on others' needs, and do it in a calm and kindly way.



- **Say Thank You** - Such a simple deed: the acknowledging of an act of service or kindness by just saying, “thank you.”
- **Think Positively** - You know what they say about viewing a glass as half-full vs. half-empty. Studies show that those who think positively live longer and happier lives.
- **Promote Decency** - Not only among members, but with everyone you encounter. You can have a direct impact on developing a transformation by setting an example — it can all start with you.
- **Discuss in private and praise in public.**



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## HOW TO COMPLETE REPORTS

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAForVeterans.org

**Develop future leaders at all levels of the organization.**

**Tips on how to complete the end-of-year report on the department level:**

- Review the national Programs Action Plan (formerly Plan of Action) for your program to determine objectives to accomplish during the year.
- Imbed these objectives in the department Programs Action Plan, and determine means for units to report their achievements (tracking form for member, unit, district/county are available at [www.ALAForVeterans.org](http://www.ALAForVeterans.org)).
- At report time, gather data from units, district/counties and department secretary/treasurer.
- Compile data, total numbers, and determine where the information fits the national Programs Action Plan objectives.
- Write the narrative, and forward it by deadline to the individual who is to receive the report.

**Tips on how to complete the end-of-year report on the unit level:**

- Review the national and department Programs Action Plans to determine objectives to accomplish during the year; set unit objectives.
- Review the means by which the department requests units to report data, and establish the tracking system that will ensure the needed information from the unit will be captured (tracking form for member and unit available at [www.ALAForVeterans.org](http://www.ALAForVeterans.org)).
- Track hours given, money spent, numbers served (civilian, veteran, military, and family members of each) and number of volunteers (both Auxiliary members and nonmembers) at least monthly, and continually add to the report throughout the year.
- At report time, gather data; double-check information with members, officers and committee chairmen.
- Complete forms, write a narrative, and send report by the deadline to the individual who is to receive the report.

Leadership



## HOW TO LIVE A CULTURE OF GOODWILL

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

### **Pay attention and listen.**

- Value what others have to say and aim to understand their point of view.

### **Be inclusive.**

- Put out a welcome mat for everyone.

### **Show respect.**

- Follow the Golden Rule- even when you disagree.  
Do not gossip.
- Avoid talking trash about others.

### **Apologize.**

- Be willing to admit when you are wrong and be sincere about mending fences.  
Give constructive criticism.
- Build up others instead of tearing them down, especially when you do not see eye-to-eye.  
Take responsibility.
- Do not pass the buck or point fingers.



## HOW TO CONDUCT A UNIT MEETING

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

The manner in which a unit meeting is conducted has a great bearing on its success or failure. Unless a meeting is well planned, intelligently conducted, and subjects are presented and discussed interestingly, members cannot be expected to be faithful in attendance. Routine business should be transacted in an efficient manner, yet the opportunity should be presented for active participation of members in the program. It is most important that unit elections and all unit business be conducted in accordance with unit bylaws, the current edition of "Roberts Rules of Order, Newly Revised," and department and national constitution and bylaws. All unit presidents must remember to be impartial while presiding and not participate in discussion. The majority vote rules, but the minority has the right to be heard. Committee members and officers may transact detailed business and should only bring important matters before the unit for decision. Special monthly activities should be stressed, and district and department officers, as well as local speakers, should be asked to add interest to the programs. Variety should be introduced in music and entertainment.

### The President as Presiding Officer

- Calls the meeting to order at the designated time and, if a quorum is present, proceeds with necessary business.
- Preserves order throughout the meeting.
- Follows the accepted order of business.
- Refers to herself as "the Chair."
- Decides parliamentary questions. The president states the motion clearly after it has been seconded and before allowing discussion.
- Takes no part in any discussion while presiding; refrains from expressing a personal opinion on questions before the house; avoids all personal bias when giving information to the organization.
- Calls upon the vice president to preside if she wishes to speak on a motion or leave the chair. Remains out of chair until the vote on the pending motion is taken.
- May vote according to local bylaws.
- Recognizes a member who has not spoken previously on the question in preference to one who has spoken.

Leadership



## **Suggested Order of Business**

While this suggested order of business for unit meetings includes items that will not be used at every meeting throughout the year, this may be of some assistance to presidents of new units and to others who are not entirely familiar with the business to be transacted. The order should be modified to fit the circumstances of the particular occasion.

1. Call to Order
2. Advancement of Colors (optional); Salute to the colors if colors are not advanced
3. Prayer
4. Pledge of Allegiance to the Flag
5. National Anthem or other patriotic song
6. Preamble to the Constitution of the American Legion Auxiliary
7. Roll call of officers
8. Reading and approval of minutes of previous meeting
9. Treasurer's Financial Report
10. Initiation of candidates (quarterly, biannually, or annually, as is the unit custom)
11. Reports of: president, secretary, unit officers, executive committee, Membership committee, standing committees, special committees
12. Reading of communications, including those from national, department and district officers
13. Unfinished business
14. New business
15. Election and installation of officers
16. Announcements
17. Program - educational and entertaining (optional)
18. Adjournment of business meeting
19. Closing prayer
20. Retirement of Colors (optional). The American flag and the banner of the American Legion Auxiliary in miniature and in a small stand should not be used for the advancement or retirement of colors, as the stand of colors was not intended to be used for this purpose.

## **Unit Meeting Terminology**

**Call to Order:** The presiding officer first calls the meeting to order.

**Reading of the Minutes:** The president asks the secretary to read the minutes of the previous regular meeting. If special meetings have been held, these minutes should be acted upon after the regular ones. The presiding officer asks for any corrections or additions to the minutes, she then declares the minutes "approved as read" or "approved as corrected" if any corrections have been made. The minutes can also be distributed ahead of time and adopted without a full reading.



**Statement of the Treasurer:** After the reading of the report by the treasurer, the report is entered into the minutes and filed for audit. At the annual meeting the annual report is read, and the auditor's report is read. The report of the auditor including the treasurer's report is accepted.

**Reading of Communications:** The secretary reads all communications from the department and national headquarters, local organization notices and matters of general interest. Any action, which may arise from the reading, is deferred until unfinished business or new business is considered.

**Unfinished Business:** Any business postponed from the previous meeting or any matter introduced at the meeting on which action of the unit was deferred is unfinished business. The secretary from the minutes of the last meeting prepares a list of such unfinished business for the presiding officer. Only when the unfinished business has been disposed of may new business be brought forward, unless the regular order of business has been modified by vote of the members present.

**New Business:** Any business brought forward for the first time.

**Announcements:** The date of the next meeting or special event is announced. If a social hour is to follow, this should be announced at this time.

**Program:** The president asks the program chairman to take charge.

**Closing Prayer:** The president asks the chaplain to offer the closing prayer.

**Charge:** The president states, "Till we meet again let us remember that our obligation to our country can be fulfilled only by the faithful performance of all duties of citizenship. Let service to the community, state and nation be ever a main objective of the American Legion Auxiliary and its members. Let us ever be watchful of our organization and ourselves, that nothing shall swerve us from the path of Justice, Freedom, Loyalty and Democracy."

**Adjournment:** The president states, "If there is no further business to come before this meeting, the meeting is adjourned."

**Retirement of the Colors:** The color bearers will retire the Colors (Optional). If colors are not retired the president should say, "Colors in place, hand salute."



## HOW TO MAKE VIDEOS FOR SUBMISSION TO THE ALA YOUTUBE CHANNEL

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

Ever want to learn how to make videos? Here is how you can get started using the smartphone in your pocket.

### How to make videos: recording options

- **Capture video with a camcorder.** If you want the highest quality video footage, nothing beats a camcorder or a good digital camera's video recorder. Aside from high-definition (HD) quality images, you have more flexibility for making your footage look professional. You can use a tripod, for example, to minimize shakiness when tracking objects over a wide area.
- **Capture video with a smartphone.** Most newer smartphone models can be used to shoot video in HD. It's the perfect device for capturing spontaneous moments, or when a camcorder is simply too inconvenient. One thing to remember when shooting video with a smartphone: turn your phone to landscape orientation. It's natural to hold your smartphone in the vertical position, but that's deadly for videos.

### Tips to making a good video for the web

Regardless of which device you plan to use to capture video there are a few things you should keep in mind when shooting video:

- **Frame your shots:** If you're serious about creating compelling content, then think about how you're going to craft your footage. Try to frame your video shots just as you would a photograph. To create some interest when you make a video, consider keeping the main subject out of the center of the frame by using the rule of thirds.
- **Break up the footage:** Add some variety to your video by changing the point of view. Even if your video is an interview of someone, try shooting the answer to one question in one position and then shoot the person answering the next question from a different angle. This will help keep the viewer interested in the video.

Leadership



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- **Keep it simple:** You don't have to create fancy footage to make a compelling video. A good story can do a lot of the work for you. While it may be fun to play with the zoom feature on a video camera, the results are often less than stellar and can be tiresome for viewers to watch.

### **Made a video? Transfer it and do more**

After you shoot your video, in many cases the next step is to transfer it to your computer. Whether you use a camcorder, digital camera, or smartphone to capture video footage, you can connect your device to your computer with a USB cable and use the device's included software to transfer the files. Some camcorders and digital cameras even include Wi-Fi connections, so you can wirelessly send video files to your computer.

Once you get the video on your computer you might want to do some light video editing. If you do plan to edit your footage, you can use the free video editing software that comes on your computer (Windows Movie Maker for PCs, or iMovie for Mac). With either program, you can trim and reassemble footage, add transitions and other effects, and even include a soundtrack. Many smartphones also include basic video editing tools within the video recorder function.

You shouldn't worry what format your video is in because we will be able to upload videos to the ALA YouTube channel in several different formats:

- .MOV
- .MPEG4
- .AVI
- .WMV
- .MPEGPS
- .FLV
- 3GPP
- WebM

Once you have the video saved on your computer, save it to a USB flash drive or burn it to a DVD so that you can submit it to the American Legion Auxiliary National Headquarters.



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## HOW TO RECEIVE A SHOUT OUT FROM THE NATIONAL PRESIDENT

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

### Innovative leadership recruitment

Request the national president give a personal Facebook shout out to anyone who demonstrates an innovative leadership recruitment or development practice.

### Guideline for submitting request:

1. Nominations for the special shout out will include the following:
  - a. Name of the member being nominated
  - b. Email address of the member being nominated
  - c. Name of the member's Facebook account (if applicable)
  - d. Name of the member's department
  - e. Short description (no more than two paragraphs) of the innovative leadership recruitment or development practice
2. Nominations are to be emailed to the ALA National Headquarters executive assistant/national secretary at [natlsecy@ALAforVeterans.org](mailto:natlsecy@ALAforVeterans.org).
3. Put the words "Leadership Rock Star" in the subject line of the email

### Process for posting the shout outs:

Once received, the shout out will be posted within two weeks to the national president's Facebook page using the hashtag #ALARockStars.



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## HOW TO TAKE THE INNOVATIVE LEADERSHIP VIDEO CHALLENGE

**Committee:**

### Leadership

**Submitted by:**

National Leadership Committee

**Contact Information for Questions:**

Leadership@ALAforVeterans.org

Has your Department implemented innovative ways of identifying and selecting new leaders? If so we want to hear about it! Take the ALA Innovative Leadership Video Contest challenge by submitting a 3-5 minute video of your members explaining the groundbreaking ways you are identifying and selecting new leaders for your department. If your video is chosen it will be posted on the American Legion Auxiliary YouTube channel for all to see.

To participate record your video on a USB 3.0 hard drive or flash drive and have your department secretary mail the video to:

American Legion Auxiliary National Headquarters  
8945 N. Meridian St. Suite 200  
Indianapolis, IN 46260  
Attention: Executive Assistant to the National Secretary

Departments should keep at least one copy of their video. The ALA is not responsible for any video that is lost or damaged. Videos will not be returned. Videos will be considered on a monthly basis and loaded on the ALA YouTube channel.

'How to Make a Video' is located in this Leadership program Plan as a how to sheet.

We can't wait to see your videos!



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Membership

Membership and the 2014-2019 Centennial Strategic Plan – By living our values, the members of the National Membership Committee encourage and support the nationwide effort to attract, engage and retain a diverse, active membership – person by person – to ensure the future of the American Legion Auxiliary. (Goals 1 – 5)

### Committee Contact Information

membership@ALAforVeterans.org



#### National Chairman

**Martha Corriher**

Department of North Carolina  
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#### National Vice Chairman

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#### Committee Member

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#### Committee Member

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#### Central Division Chairman

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#### Northwestern Division Chairman

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#### Southern Division Chairman

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#### Western Division Chairman

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#### National Headquarters Committee Liaison

**Kelly Harrier, Membership Manager**

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kharrier@ALAforVeterans.org

## What is this program, and why do we have it?

The role of the National Membership Committee is to encourage and support the nationwide effort to attract and retain a diverse, active membership and establish new units to ensure the future of the American Legion Auxiliary. Members enable us to carry out our mission to assist veterans, military, and their families.

## National Membership Vision

By honoring our veterans and military through meaningful service, the American Legion Auxiliary will grow membership by our centennial anniversary. In order to grow the organization, we must let members know that they are the Auxiliary's most valuable asset. *Note: Our centennial anniversary will be celebrated during the 2019-2020 administrative year.*

*“Success is not achieved in one day; it is achieved by doing the right things every day.”  
~ Kenneth Kuykendall*

## What Can You Do?

### 1. Enhance member experience

#### Ideas:

#### Units and Departments

- Retain all current members
  - What is a member in good standing?
    - A member who is current with annual dues is a member in good standing. A member failing to pay annual dues by January 31 of the current membership year, shall be classed as delinquent and shall be suspended from all membership privileges.
    - **Unit, department and national leaders “Lead by Example” date: In the spirit of goodwill, the National Membership Committee urges all members who hold an elected or appointed position on the unit, department or national level to have their 2017 dues paid by September 1, 2016.** Rational: Members follow leaders' examples. Paying your dues early encourages others to do the same, giving you the rest of the year to concentrate on recruitment and Auxiliary programs.
  - What is the value of a volunteer's time?
    - The time Auxiliary members volunteer is invaluable. In 2015, it was valued at \$3.1 billion!
    - To enhance a member's volunteer contributions, offer ideas and opportunities in which members can support and deliver the Auxiliary's mission.
      - Examples for members: Volunteer at a VA Medical Center serving as veterans' escorts to appointments, participate in a stand down to provide necessities for homeless veterans, mentor military children with the big brother/big sister concept.
    - Recognize all members for any and all contributions — volunteering, serving as a chairman or officer, preparing food, organizing events, being a mentor to new members, contacting other members to renew, being a good example of *Service Not Self*, etc.

- Share member tools.
  - Help members set up a user profile on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org), so that they can access the “Members Only” section and take advantage of all the tips and tools available.
  - Inform members of member benefits and discounts available.
- Rid units/departments of member discrimination. (Goal 1 & 2)
- Ensure a positive experience for all members.
- Be welcoming, kind and respectful to members of all ages and backgrounds.
  - Ask for new ideas and be open to them. Encourage personal contact between members of the unit. Demonstrate *Service Not Self* in all activities and interactions with others. Realize that not all members will attend meetings, and be respectful of their choice.
- Create meaningful participation.
  - Hold regular information sessions to refresh members on ALA programs.
  - Ask members to participate in programs they are passionate about.
- Establish a membership committee or team to support efforts throughout the department.
  - Deploy active and consistent communication with units and districts/counties. Share contact information of committee/team with units.
  - Use membership tools, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), and ensure all units have access to all membership resources.
  - Utilize your committee/team by giving them an assignment to make your program a success.
  - Challenge members to help recruit members using “You Plus One, New or Renew.” Offer a small incentive for achieving the challenge.

## 2. Reach out to former members.

### Ideas:

#### Units and Departments

- Identify former members: Use the ALAMIS member database, or contact your department headquarters, to obtain an Unpaid Roster (information on members who have not paid dues since 2014).
- Reach out to former members: Set up a committee to establish a phone bank of members who will call former members. Meet periodically to make calls – monthly, quarterly, semi-annually. Develop a script to identify reasons for not renewing and what would cause the former member to consider rejoining. A sample phone script is included in the “How to hold a revitalization event or participate in TAL District Revitalizations” how to sheet. Send follow-up letters to those contacted, thanking them for taking the time to talk with you. Send letters to those you were unable to reach (*see “How to hold a revitalization event or participate in TAL District Revitalizations” for a sample letter to former members.*)
- Share former members’ feedback with the unit; determine what the unit might need to do differently to retain all members.

### 3. Attract new members.

#### Ideas:

#### Units and Departments

- Ensure a positive new-member experience.
  - Personally contact a new member shortly after she joins.
  - Provide a personalized welcome letter from the unit president or membership chairman. Also send a New Member Kit, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), and personalize it for your unit and department. See “*Suggested Additions to New Member Kit*” to help create a complete new member packet.
  - Find out how a new member wants to be involved and which volunteer activities might best suit her skills and interests. *Utilize the interest form provided in the Leadership Programs Action Plan.*
  - Offer a variety of volunteer opportunities in which new members can participate, at times convenient to them, to support and deliver the Auxiliary’s mission. See the *ALA Service Not Self Volunteer Toolbox* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for tips, ideas and strategies on how to be a better volunteer.
  - Be welcoming, kind and respectful to persons of all ages and backgrounds.
  - Do not expect all new members to attend regular meetings; be grateful for whatever way she wants to participate, even if only to pay her dues.
  - Assign a “big sister” or mentor to each new member.
- Increase the ALA’s visibility in the community.
- Increase community involvement by using ALA programs that encourage responsible, active citizenship supporting our military servicemembers and their families.
- Engage other community-based organizations in ALA projects such as welcome-home/deployment events, support of military families and providing services that may include plumbing, carpentry, childcare, etc., for families of those deployed.
- Volunteer at schools, giving flag demonstrations and serving as mentors, with a special emphasis on military children and the issues they face with deployments and transfers. Contact JROTC leaders to assist with projects.
- Encourage Junior members to recruit their eligible friends and relatives.
- Identify recruitment target groups such as women veterans, military families, and relatives of American Legion members, ALA Girls State alumnae and local colleges.
- Ensure the ALA is appealing to new members.
- Exhibit *Service Not Self* in all activities and interaction with others.
- Create a significant membership experience for Junior members. Encourage Junior members to attend the senior meeting to share their vision of the unit. Encourage struggling units to elect Junior members to positions that don’t incur significant liability risks. Examples include: Chaplain, Sgt.-At-Arms, and Historian.

## 4. Understand and Respect Member Rights

### Units

- Membership dues
  - Members can pay dues in one of the following ways:
    - Directly to the appropriate member in their unit
    - Via the renewal notice sent by National Headquarters
    - Via [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
  - Effective with the 2016 membership year, members have the *option* to renew their dues online.
  - Membership cannot be withheld from a member who chooses to pay her dues online.
  - Once a member has paid her current year's dues, regardless of payment method, she is a member in good standing and entitled to all rights and privileges of membership.
  - Units have a legal and fiduciary responsibility to process a member's dues (new or renewal) in a timely manner. Failure to do so is a violation of the members' rights and due process. Dues received by the unit should be transmitted to your department once a month (minimum).
- Membership cards
  - Membership cards are provided by the national organization and shipped to departments to distribute to their units.
  - Units must provide to members their membership card as soon as payment is received.
  - Units must provide membership cards to members who renew online as soon as the unit becomes aware that the member has paid, either by notification from their department or, for units having ALAMIS access, via the "Unit Dues Paid Online" report which is available 24/7.

### Departments

- Membership Dues
  - Departments have a legal and fiduciary responsibility to process a member's dues (new or renewal) in a timely manner; failure to do so is a violation of the members' rights and due process.
- Membership cards
  - Membership cards cannot be withheld from units for any purpose. Distribute membership cards and rosters to units in a timely manner so they can be promptly provided to members upon payment.
- American Legion Auxiliary Management Information System (ALAMIS)
  - Encourage units to sign up for access to ALAMIS. Units having access to ALAMIS can minimize work for the department by entering new members as pending members, update their member's profile, run reports showing who has and has not paid dues, and can pull the "Unit Dues Paid Online" report which means that units can promptly provide membership cards to members who pay dues on-line.

## Membership Reporting

### Mid-Year Reports

Mid-year reports reflect the program work of units in the department. Each department membership chairman is required to submit a narrative report by **January 5, 2017**, to the division membership chairman at her address found on the front page of this program Plan, along with a copy to the national membership chairman.

### Year-End Reports

Annual reports reflect the program work of units in the department. Each department membership chairman is required to submit a narrative report by **May 15, 2017**, to the division membership chairman at her address found on the front page of this program Plan, along with a copy to the national membership chairman. Members and units should follow their department's protocol and deadlines.

## Membership Awards

### A. **Member Award: Rejoin 1**

Guidelines: Rejoin 1 FORMER Auxiliary Junior or senior member (must not have paid dues after 2014). Submit Rejoin 1 form to National Headquarters by **May 1, 2017**, to receive a Rejoin 1 pin. All verified entries will be eligible for \$100 cash drawing. Note: One entry per recruiter.

### B. **Member Award: Recruit 1**

Guidelines: Recruit 1 NEW Auxiliary Junior or senior member. Submit Recruit 1 form to National Headquarters by **May 1, 2017**, to receive a Recruit 1 pin. All verified entries will be eligible for \$100 cash drawing. Note: One entry per recruiter.

### C. **Member Award: Recruit 10**

Guidelines: Recruit 10 or more NEW Auxiliary Junior or senior members. Submit form to National Headquarters by **May 1, 2017**, to receive an ALA microfiber cleaning cloth for your cellphone and electronic screens. All verified entries will be eligible for \$250 cash drawing. Note: One entry per recruiter.

### D. **Member Award: Silver Brigade**

Guidelines: Recruit 25 or more NEW SENIOR Auxiliary members to receive a special gift from the national president. Entry forms must be received at National Headquarters by **May 1, 2017**, in order to qualify. All verified entries will be eligible for a \$500 cash drawing. Note: One gift per recruiter.

### E. **Unit Award: Best Member Experience**

Guidelines: Units that demonstrate the most effective way(s) to improve the member experience must complete the Best Member Experience Award form. Units submitting the Best Member Experience Award form 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.

Units must submit completed Best Member Experience Award form to your department Membership chairmen. Department Membership chairmen are to submit completed forms to their national division Membership chairman by **May 1, 2017**. The National Membership Committee will select *one winner per division*.

**F. Department Award: Most Outstanding Membership Chairman in each Division**  
Guidelines: National Membership Committee will select one outstanding membership chairman per division. Selection will be based on department chairmen's year-end report. Year-end reports are due to your national division chairman by **May 15, 2017**. Each winning department membership chairman will receive a citation plaque. National Membership division chairmen will select three department chairmen from their division and submit nominations to the national Membership chairman, vice chairman and Membership committee members to select the winner in each division.

**G. Department Award: Best Membership Performance**  
Guidelines: Overall membership performance will be based on a comparison of total 2016 membership as of 30 days prior to 2016 National Convention and total 2017 membership as of 30 days prior to 2017 National Convention. Seating at National Convention will be based on best overall membership performance.

### **How To Sheets**

- How to create a new member packet
- How to hold a revitalization event or participate in a TAL District Revitalization
- How to create an account for the members only section of the national website
- How to make a personal connection to get members to renew

### **Renewal Notice Schedule**

The first renewal notice will be mailed by September 15 for the following membership year. A second notice is mailed by January 15 for the current membership year. Units are welcome to supplement the national renewal notices with unit generated renewal notices. The ALA membership year is from January 1 to December 31.

### **Additional Resources You Can Use**

1. American Legion Auxiliary Unit Guide Book, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) or from American Legion Emblem Sales.
2. Materials provided during the 2016 Department Leadership National Conference.
3. [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for award forms and additional resources.
4. Your national committee members (see cover page of this program Plan).



## HOW TO CREATE A NEW MEMBER PACKET

### Committee:

### Membership

**Submitted by:** Martha Corriher, National Membership Chairman

**Contact Information for Questions:** Martha Corriher, ncusa1993@hotmail.com

### Step-by-Step Instructions:

- Download the New Member Kit available on the national website:  
<https://www.ALforVeterans.org/Members/Membership/>
- Personalize the New Member Kit with additions that are unique to your unit. Additions could include:
  - Welcome letter from your unit president
  - Membership card and pin (*Pin is optional*)
  - Unit Constitution and Bylaws
  - Unit budget – A budget communicates a unit's values and priorities. A unit may use the budget to determine whether resources are being appropriately and beneficially used to achieve its stated mission and objectives. Essentially, the budget is a numerical representation of the Programs Action Plan for a specific time period. Make sure the budget is flexible to allow the unit to take advantage of unexpected opportunities. Identify the sources of the funds and their planned uses.
  - Unit roster – A list of all of the current members, as well as a list of past officers, district, department and national information, and even local contact information for the press and city officials.
  - Latest newsletter (if applicable)
  - Calendar of events including monthly meetings
- Other suggested items (available on the national website) include:
  - TAL Family Brochure
  - AEF Brochure
  - Scholarships Brochure
  - American Legion Auxiliary Girls State Brochure
  - Member Benefits Flyer
- Include an interest form (available in the Leadership Committee Programs Action Plan) for the new member to complete and return to the unit.



# HOW TO HOLD A REVITALIZATION EVENT OR PARTICIPATE IN A TAL DISTRICT REVITALIZATION

**Committee:**

## Membership

**Submitted by:** Martha Corriher, National Membership Chairman

**Contact Information for Questions:** Martha Corriher, [ncusa1993@hotmail.com](mailto:ncusa1993@hotmail.com) or Kelly Harrier, National Membership Manager, [kharrier@alaforveterans.org](mailto:kharrier@alaforveterans.org)

### Step-by-Step Instructions:

Revitalization is about identifying new and current members with new ideas that breathe life into units that are declining in membership and mission outreach. Revitalization is also about providing mentors for struggling units, providing training for new members and finding leaders to replace longtime chairmen and officers. More importantly, revitalization is about finding, exploring and trying new ways for all members to become more engaged in meaningful opportunities for mission outreach. Outlined below are three revitalization events that your unit may want to consider:

#### 1. Hold an open house for your unit.

- Establish a time and place for your open house.
- Promote your open house by sending flyers/pamphlets/postcards/brochures to your units' current and former members. Work with your American Legion post to obtain a roster of their membership so you can send information to their households.
- Notify your local newspaper of the event and post flyers within your community. Newsletter and news release templates are available at <https://www.ALforVeterans.org/Resources/Marketing---Promotional-Materials/>
- During the event, have several tables set up and manned by unit members. Tables to include are:
  - Membership: Members can renew/rejoin or sign up as a new member. Make sure to have plenty of membership applications, American Legion Auxiliary At-A-Glance brochures and Legion Family brochures.
  - Program tables: Set up tables for each program in which the unit participates. Include information regarding each program and include pictures of the units' activities if possible.
  - Member benefits: Have a unit member available to answer any questions and highlight all of the member benefits. Display copies of *Auxiliary* magazine and make sure to have plenty of copies of the member benefits flyers and the Auxiliary Emergency Fund brochure.
  - ALA national website: Enlist a member to demonstrate how to navigate the ALA national website and assist members in creating a login and/or paying their dues online.
- Keep a list of those attending the event. Don't forget to follow up afterwards to thank them for coming and to notify them of upcoming unit events.

#### 2. Hold a phone tree night

- Establish a time and place for your phone tree night.
- Obtain a list of expired and former members. If the unit currently has access to ALAMIS they can pull this report themselves or you can request a report from your department.
- Enlist the assistance of unit members to make phone calls to expired and/or former members. *See the sample phone script at the end of this document.*
- Have members offer to drive and pick up dues from members.



- Keep a list of members who renew. Follow up to thank them for their membership and to keep them informed of unit activities.

### 3. Participate in a TAL District Revitalization

#### • Preparing for a TAL District Revitalization

- Departments: Contact National Headquarters for a schedule of TAL visit(s) to your state. Assist affected units prepare for revitalization events.
- Units: Contact your department headquarters to see if/when a TAL district revitalization event will be scheduled in an area near you.
  - Identify a revitalization coordinator(s) or point of contact(s) to organize the unit revitalization
  - Solicit ALA members to participate. Contact other units within your district to see if they would like to participate. You may wish to create two groups from your volunteers: One group to stay at the location and make phone calls to former/expired/department headquarters unit members (see attached sample script) and to be available to speak with any walk-ins. Have a display table showing Auxiliary programs. The second group will ride along with TAL teams who are canvassing neighborhoods knocking on doors to make contact with expired/former TAL members and inviting them to rejoin.

***Note: ALA members that go door knocking with TAL members may not always have an opportunity to ask each homeowner about women in the home who might be interested in the ALA. TAL members have a short amount of time when talking to someone. If no opportunity is presented to discuss the ALA, politely ask if the homeowner would like an ALA brochure to pass on.***

- Make arrangements with the hosting post to have a section of tables and chairs for your needs. Create signs for your table(s).
  - Make arrangements to have ALA information (brochures, applications, etc.) for walk-ins. Have clipboards and writing utensils for both those who stay on site and those that go out knocking on doors with TAL members.
  - Arrange for drinks and food/snacks to be available for all of the participating volunteers.
- #### • Publicity
- Publicize the dates, times and information of the revitalization event in post and/or unit newsletters two months prior to the event so that members are aware that TAL and the ALA will be out in their community. This can also be used as a way to solicit volunteers for the event.
  - Two weeks prior to the event obtain newspaper coverage. Display posters/flyers in the area (community bulletin board, grocery stores, church bulletin board, etc.). Let the community know that there will be ALA members available throughout the day at the location of the event to answer questions and talk to people if they are interested in joining and/or rejoining the ALA.
- #### • Unit and Post Rosters
- Obtain a membership roster for local units in the area to be covered as well as the department headquarters unit to identify any of those members that live in the area. Rosters for your individual unit can be pulled from ALAMIS. If your unit does not have access to ALAMIS, you can request a membership roster for local units from your department. Reports that show members who are paid and not paid for the current membership year are also available.
  - Ask the local post if they can provide a TAL membership roster with mailing addresses. This can be used to send mailings to Legionnaires to invite their eligible family members to join the ALA.
- #### • Letters
- Letters/invitations to the event can be sent to current unit and post members who may have family members who are eligible to join the ALA, members of the department headquarters



unit in the local area who you may wish to invite to transfer to a local unit, and members who have not yet renewed or that you are asking to rejoin the unit.

- See sample letters included in this document that can be used to contact current unit members, post members from TAL commander and unit president, and to past Auxiliary members from unit president.
- Make your own mailing labels or secure mailing labels from department (check with your department to see if this option is available).
- Letters should be mailed two-three weeks in advance of the revitalization event. This allows time for letters with wrong addresses to be returned. Keep track of any returned mail and update your records that the address currently on file is inaccurate. If the bad address belongs to a member of the ALA (current or former), notify your department headquarters so that they can update that member's record. *If your unit currently has access to ALAMIS, you can update the records yourself.*
- **Brochures**
  - From your department headquarters, order the "American Legion Auxiliary At-A-Glance" brochure and in the space provided on the back, place a label with the name, address and phone number of a contact person. Also include contact information for other participating units.
  - Obtain copies of the "ALA Member Benefits" flyer, fold and insert in the brochure. The Member Benefits flyer can be printed off the national website (found in the "Member's Only" section of the website under "Member Benefits") or ordered from your department.
- **Day of TAL Revitalization Event**
  - Meet at the designated time and event location. Advise participants to bring cell phone chargers for both wall and car.
  - Members who go out door knocking with TAL members: Take several of the "American Legion Auxiliary At-A-Glance" brochures that are stuffed with the Member Benefits flyer and the local unit's contact information to hand out or leave on doors.
    - **NOTE: Reminders when visiting homes:**
      - *Wear appropriate ALA-branded clothing; make a good first impression. Smile!*
      - *Wear visible name tag with Auxiliary emblem on it if possible.*
      - Keep a list of the names and addresses where ALA information was distributed. Each TAL team will have their list of homes to visit. Ask (in advance of the event date) if the Auxiliary member may have a copy to use during the door knocking session.
  - Members who stay at the event location should set up a table/display of ALA program pamphlets/brochures and membership applications for any walk-ins.
- **Follow-Up**
  - Have a plan for who will follow up at a later date and contact anyone who was a walk-in (and those homes that you handed out ALA information to) and do it SOON after the event! Do not lose the momentum and fresh contacts you just made.
  - Consider writing an article for the unit/post/dept newsletter to "celebrate" the outcome of the event. Include helpful hints that made your event a success and state statistics for the number of new or renewed members. Also thank all of those members who participated and gave of their time.



(LETTER TO UNIT MEMBER CONCERNING REVITALIZATION EVENT)

**It is recommended this letter be written on unit stationery.**

*SAMPLE LETTER*

Date

Dear Unit Member,

As you know, the American Legion Auxiliary has a proud heritage of volunteering, and as a volunteer member you understand the importance of our programs and activities and the effect they have on our veterans, service members and their families. The possibilities for us to continue to have an impact in these areas are limited only by our creativity, desires and enthusiasm.

As a member you have been able to volunteer in many capacities in your unit. If you are a member who has not volunteered as much as you would like, now is the time to take another look your options and find new ways for our mission outreach programs to fit into your life. We also ask your help in attracting other women who want to make a difference in the lives of veterans, servicemembers and their families.

We invite you to attend a special revitalization event for Unit \_\_\_\_\_. This event will be held on date at location from Start time to End time.

A team of unit members will be available to answer questions on the Auxiliary's programs and activities to help you decide where your interests best fit and at what level you would like to participate. Please come by and visit us anytime between Start Time and End Time.

Thank you for being a member and a volunteer with our exceptional organization. We look forward to your continued membership and volunteer work.

Sincerely,

\_\_\_\_\_  
Unit President

\_\_\_\_\_  
Unit Secretary



(LETTER TO LEGIONNAIRE CONCERNING REVITALIZING A UNIT)

**It is recommended this letter be written on post stationery.**  
*SAMPLE LETTER*

Date

Dear Legionnaire,

When you joined The American Legion, you chose to continue your fellowship with others who have served our country. You also chose to support an organization that stands strong for veterans and their rights as American citizens.

Our American Legion post is very interested in assisting the American Legion Auxiliary in re-organizing our local ALA unit. The American Legion is proud of this unit's past goals and accomplishments. Thanks to these Auxiliary volunteers, many veterans, service members and their families as well as our community have benefited.

To make this unit stronger, we welcome the eligible girls and women you know to join our American Legion Family. There are many different programs and activities for members of all ages to volunteer. Please contact either of us for additional information about the Auxiliary's programs and activities. We can be reached at XXX-XXX-XXXX and XXX-XXX-XXXX respectively.

The revitalization event for both Post \_\_\_\_\_ and Unit \_\_\_\_\_ will be held on \_\_\_\_\_ date \_\_\_\_\_ at \_\_\_\_\_ location \_\_\_\_\_ from *start time* to *end time*. Representatives from the unit will be available to speak to anyone interested in joining the American Legion Auxiliary.

Remember, those eligible for membership are the wife, daughter, mother, granddaughter, great granddaughter, sister and grandmother of a Legionnaire or deceased veteran who served during the eligibility dates.

Thank you for your consideration.

\_\_\_\_\_  
Post Commander

\_\_\_\_\_  
Unit President



(LETTER TO FORMER MEMBER ASKING HER TO REJOIN THE UNIT)

**It is recommended this letter be written on unit stationery.**

*SAMPLE LETTER*

Date

Dear Former Member,

When you joined the American Legion Auxiliary, you chose to stand strong for veterans, the military, their families and our communities. You chose an organization that has supported and touched with kindness many veterans and their families.

I know that you cared about the programs and activities of the American Legion Auxiliary. That is why I am inviting you to rejoin Unit \_\_\_\_\_.

An application for membership is enclosed along with a sheet showing the many benefits available to Auxiliary members. The dues are \$XX.XX for senior members and \$X.XX for Juniors. Please mail completed application and dues to:

Name, Unit Secretary  
American Legion Auxiliary Unit XXXX  
Street Address  
City, State Zip

Or, please come visit us during our revitalization event occurring, Date at location from Start Time to End Time. Members of the unit will be available to answer any questions you may have about the Auxiliary and our programs as well as assist you in rejoining the unit.

If you have any questions, contact one of the individuals at the address and phone number listed below.

We look forward to your participation in the programs and activities of the American Legion Auxiliary!

Sincerely,

Unit President  
Unit XXXX  
Street Address  
City, State Zip  
Phone Number  
Email

Unit Membership Chairman  
Unit XXXX  
Street Address  
City, State Zip  
Phone Number  
Email



## SUGGESTED TELEPHONE SCRIPT FOR FORMER/EXPIRED MEMBERS

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in insert city and/or state and I see that you were once an ALA member. I'm calling because we are conducting a membership drive and want to invite you to renew your membership.

***If they reply affirmatively:***

Great! I'd be happy to email or send you the application. Is this contact information still correct? (Verify address & email). If you aren't sure if you still have your proof of eligibility documents, you may be able to contact your previous unit or your department headquarters to see if they've retained them.

***Optional:*** If there are other women in your family who might be interested in joining, please invite them. I can send additional applications or you can forward my email address to them.

***If they object or reply negatively,*** simply thank them for their time.

***If they have any questions that you are unable to answer,*** you can refer them to the department headquarters:

**American Legion Auxiliary Department of XXXXX  
Phone: XXX.XXX.XXXX  
Name of Department Secretary**

***If you need to leave a message:***

Hello. This is \_\_\_\_\_. I am a member of the American Legion Auxiliary in insert city and/or state and I see you were once an ALA member. I'm calling because we are conducting a membership drive, and we want to invite you to rejoin our great organization.

If you are interested in rejoining the American Legion Auxiliary, please call the Department of insert state at insert dept secretary/membership chair's phone number and they will be happy to assist you!

**\*\*Keep a record of the objections to find a pattern of responses. This indicates changes your unit may need to address to get members to pay their dues and participate in our programs. If your unit is not experiencing growth or renewals, changes should be made.**



## HOW TO CREATE AN ACCOUNT FOR THE MEMBERS ONLY SECTION OF THE NATIONAL WEBSITE

Committee:

Membership

**Submitted by:** Martha Corriher, National Membership Chairman

**Contact Information for Questions:** ALAMIS Help Desk, [alamishelp@ALAforVeterans.org](mailto:alamishelp@ALAforVeterans.org)

### Step-by-Step Instructions:

- Go to the American Legion Auxiliary's national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- Click on "Log In," which is located in the upper right hand corner of the home page.
- Click on "Sign Up" which is located under the "Log In" button.
- Provide the following information:
  - Member Number
  - First Name\*
  - Last Name\*
  - Department
  - E-mail Address
- Click "Submit"
- Check your email. Registration instructions will be mailed to you to finish the Log In process.
- Click on the link provided in the email you receive to claim your account.
  - The link will open a page of the American Legion Auxiliary's website. You will need to create the following:
    - Username
    - Password (Your password must be at least 6 characters long and exclude spaces, tabs, single quotes, double quotes, percent signs and pound signs).
    - Reconfirm your password
  - Click "Submit"
- Once you click submit you will be redirected to the American Legion Auxiliary homepage. You now have full access to the American Legion Auxiliary's national website!

***\*Please note that names (first and last) need to be spelled exactly as they are entered into the ALAMIS database.***



## HOW TO MAKE A PERSONAL CONNECTION TO GET MEMBERS TO RENEW

**Committee:**

Membership

**Submitted by:** Martha Corriher, National Membership Chairman

**Contact Information for Questions:** Martha Corriher, ncusa1993@hotmail.com

### **Step-by-Step Instructions:**

Too often the only contact a member receives is her Dues Renewal Notice sent by the national headquarters office. Personal connection is necessary to help members become engaged in the American Legion Auxiliary. Below are samples for how units can reach out and make a personal connection with their members and ask them to renew their membership:

- Personal phone call – Remind members why they joined the American Legion Auxiliary. Share the ways your unit has made a difference in the lives of veterans in your community, state and country. Encourage them to become a part of activities. Transportation may be an issue, so if your unit members can offer to provide a ride, this may be the key to increasing involvement. Offer to pick up their dues at a scheduled time.
- Personal letter – Send letters out to all of your members at the beginning of the Auxiliary year. Outline the events on a calendar for all of the exciting things your unit is planning throughout the year and let members know that their membership is important to the mission of the organization. *See sample letter.*
- Renewal Open House – Host an event at the beginning of the year where members can come renew their dues and mingle with other members. Encourage them to bring other family members along. These family members may be eligible for membership, but if not, remind them they are welcome to attend activities and that you do welcome their help in advancing the mission of the American Legion Auxiliary. Combine this event with your Legion family. It is a win-win for everyone.
- Plan a Member Day of Recognition. Everyone needs a pat on the back or a “way to go.” At your meetings, you can share information about a member’s family history with the Auxiliary, what she is doing to advance the mission of the Auxiliary, her community service work, etc. Then share this information with your division Membership chairman so we can begin to share her accomplishments with the entire American Legion Auxiliary membership.
- Share your own personal experience as a member. Let your members know there will be ups and downs, but to always keep their eye on the big picture – the mission of the Auxiliary – not just personal rewards.





## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:       Department       Unit       Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_



## Shining Star Contact Form

Department: \_\_\_\_\_

Name of Person Completing Form: \_\_\_\_\_

Do you know a member or unit that is doing extraordinary work for the American Legion Auxiliary? Include their contact information below and submit to the national membership vice chairman. They may be interviewed to be included in national publications such as the monthly membership newsletter, the eNews or eBulletin.

### **Individual Member**

Name: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Check One:                      Seasoned Member (*more than 1 year*)  
    New Member  
    Recruiter

### **Unit**

Unit Name & Number: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Mailing Address: \_\_\_\_\_  
\_\_\_\_\_

Submit forms to National Membership Committee Vice Chairman:  
Donna Ray, 5724 Willnean Dr., Milford, OH 45150; [rrayent@aol.com](mailto:r-rayent@aol.com)



2016-2017

# RECRUIT 1 New Member

*Senior and Junior ALA Members are eligible to receive this award*

## ENTRY FORM

*(Please Type or Print Legibly)*

Recruiter's Unit # \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_

Recruiter's Name: \_\_\_\_\_ Recruiter's Member ID#: \_\_\_\_\_

Recruiter's Address: \_\_\_\_\_

Recruiter's Email Address: \_\_\_\_\_

Recruiter's Phone Number: \_\_\_\_\_

Name of New Auxiliary member recruited: \_\_\_\_\_

### UNIT VERIFICATION

DEPARTMENT: \_\_\_\_\_ UNIT # \_\_\_\_\_

I have verified that the above named new member has been recruited and that the application has been completed and processed.

Unit Secretary printed name: \_\_\_\_\_

Unit Secretary signature (*required*): \_\_\_\_\_

Unit Secretary's email: \_\_\_\_\_ phone #: \_\_\_\_\_

*Note: TAL and SAL members also eligible to receive this award*

Submit Completed Forms To:  
American Legion Auxiliary National Headquarters  
Attn: Membership Division  
8945 N. Meridian St., Ste. 200  
Indianapolis, IN 46260



ANY MODIFICATION TO THIS AWARD FORM WILL NOT BE ACCEPTED AS AN ELIGIBLE ENTRY.

Forms must be received in National Headquarters by May 1, 2017 to receive pin.

*\*Note -One entry/pin per recruiter per year.*

*If you recruit additional members, please save their names to complete a "Recruit 10" entry form.*



2016-2017

# REJOIN 1

## Former Member

*Senior and Junior ALA Members are eligible to receive this award*

### ENTRY FORM

*(Please Type or Print Legibly)*

Recruiter's Unit # \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_

Recruiter's Name: \_\_\_\_\_ Recruiter's Member ID#: \_\_\_\_\_

Recruiter's Address \_\_\_\_\_

Recruiter's Email Address: \_\_\_\_\_

Recruiter's Phone Number: \_\_\_\_\_

Name of **REJOINED Former\* Auxiliary Member**: \_\_\_\_\_

**Original Member ID Number** \_\_\_\_\_

\* Must not have paid dues after the 2014 dues year to qualify as a Former Senior Member for this award.

***\*Unit submit to department secretary for verification***

### DEPARTMENT VERIFICATION

DEPARTMENT: \_\_\_\_\_ UNIT # \_\_\_\_\_

I have verified that the above named "former" member has been rejoined for the 2017 membership year and has not paid membership dues since the 2014 membership year

Department Secretary printed name: \_\_\_\_\_

Department Secretary Signature (*required*): \_\_\_\_\_

***Note: TAL and SAL members also eligible to receive this award***

*Submit Completed Forms To:*

American Legion Auxiliary National Headquarters

Attn: Membership Division

8945 N. Meridian St., Ste. 200

Indianapolis, IN 46260



ANY MODIFICATION TO THIS AWARD FORM WILL NOT BE ACCEPTED AS AN ELIGIBLE ENTRY.

Forms must be received in National Headquarters **by May 1, 2017** to receive pin.

***\*Note: Only one entry/pin per recruiter.***



# 2016-2017 RECRUIT 10

Members who recruit ten (10) or more *NEW* Junior or Senior Auxiliary members.

One entry per recruiter.

Certification forms must be received in National Headquarters **no later than May 1, 2017.**

## CERTIFICATION FORM

*Please type or print legibly*

Recruiter's Name: \_\_\_\_\_ Recruiter's Member ID#: \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_ Unit #: \_\_\_\_\_

Recruiter's Address: \_\_\_\_\_

### Names of New members recruited:

- 1 \_\_\_\_\_
- 2 \_\_\_\_\_
- 3 \_\_\_\_\_
- 4 \_\_\_\_\_
- 5 \_\_\_\_\_
- 6 \_\_\_\_\_
- 7 \_\_\_\_\_
- 8 \_\_\_\_\_
- 9 \_\_\_\_\_
- 10 \_\_\_\_\_

### ***Certified by:***

Unit Secretary printed name: \_\_\_\_\_ Unit # \_\_\_\_\_

Unit Secretary Signature (*required*): \_\_\_\_\_

Unit President printed name: \_\_\_\_\_

Unit President Signature (*required*): \_\_\_\_\_

Dept. Secretary printed name: \_\_\_\_\_ Dept: \_\_\_\_\_

Dept Secretary Signature (*required*): \_\_\_\_\_

**Departments** – please send certified forms to:

American Legion Auxiliary  
National Headquarters  
**Attn:** Membership Division  
8945 North Meridian Street  
Indianapolis, IN 46260

**Form must be received in National Headquarters by May 1, 2017 to be eligible**

Each recruiter will receive an ALA microfiber cleaning cloth for your cellphone and electronic screens and be entered in a cash drawing for \$250.

One award per recruiter.

This form may be duplicated.



# SILVER BRIGADE

An Auxiliary member who recruits **25 or more new 2017 Senior Auxiliary Members** will qualify for enrollment in the **Silver Brigade** of the American Legion Auxiliary. TAL and SAL members are also eligible to receive this award.

Certification forms must be received by National Headquarters no later than **May 1, 2017**.

## CERTIFICATION FORM

*Please type or print legibly*

Recruiter's Name: \_\_\_\_\_ Recruiter's Member ID#: \_\_\_\_\_

Recruiter's Dept: \_\_\_\_\_ Unit #: \_\_\_\_\_

Recruiter's Address: \_\_\_\_\_

### Names of TWENTY-FIVE New Senior Members recruited:

*NOTE: Forms submitted with less than 25 certified names will be disqualified.*

- |           |           |
|-----------|-----------|
| 1. _____  | 14. _____ |
| 2. _____  | 15. _____ |
| 3. _____  | 16. _____ |
| 4. _____  | 17. _____ |
| 5. _____  | 18. _____ |
| 6. _____  | 19. _____ |
| 7. _____  | 20. _____ |
| 8. _____  | 21. _____ |
| 9. _____  | 22. _____ |
| 10. _____ | 23. _____ |
| 11. _____ | 24. _____ |
| 12. _____ | 25. _____ |
| 13. _____ |           |

#### ***Certified by:***

Unit Secretary printed name: \_\_\_\_\_ Unit # \_\_\_\_\_

Unit Secretary Signature (**required**): \_\_\_\_\_

Unit President printed name: \_\_\_\_\_

Unit President Signature (**required**): \_\_\_\_\_

Dept. Secretary printed name: \_\_\_\_\_ Dept: \_\_\_\_\_

Dept Secretary Signature (**required**): \_\_\_\_\_

**Departments** – please send certified forms to:

**SILVER BRIGADE AWARD**  
American Legion Auxiliary  
National Headquarters  
Membership Division  
8945 North Meridian Street  
Indianapolis, IN 46260

**Forms must be received in National Headquarters by May 1, 2017.**

*Note: Silver Brigade winners will receive a special gift from the National President. Only one gift per Silver Brigade winner.*

**This form may be duplicated.**





**2016-2017**  
**YEAR-END REPORT**  
Membership

**INSTRUCTIONS**

**Deadline: May 15, 2017**

Please send your completed report to your national Membership division chairman & copy national Membership chairman

Subject: Membership Year-End Report

Information will be compiled for the Year-End remarks for the 2017 National Convention.

Department:

Name:

On a separate paper, please answer the following questions:

1. As the department Membership chairman, how have you disseminated information to your units?
2. Did your department have any department membership awards (not including any national membership awards)?
3. Did having these membership awards help to retain or increase membership?
4. What did you do to encourage membership?
5. What were your successes throughout the year?
6. What were some of your hurdles/difficulties faced during this year?

**Deadline: May 15, 2017**

Please send your completed report to your national Membership division chairman

Subject: Department Name, Membership Year-End Report

# 2015-2016 American Legion Auxiliary Programs Action Plan

## Past Presidents Parley

Past Presidents Parley and the 2014-2019 Centennial Strategic Plan – Designed to help Auxiliary women who have served as unit, department or national presidents, members of this committee model civility, loyalty and service before self as they actively work to build a strong future for the organization. (Goal 2, Goal 3, Goal 4).

### Committee Contact Information

pastpresidentsparley@ALAforVeterans.org



#### National Chairman

Virginia Hobbs, Past National President (1998-1999)  
Department of Kentucky  
297 Terrace Drive, Radcliff, KY 40160-1185  
(270) 300-6060  
virginiahobbs@yahoo.com

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#### National Vice Chairman (Unit Member of the Year)

Sharon Conatser, Past National President (2015-2016)  
Department of Illinois  
709 Richards Lane, Champaign, IL 61820-7011  
(217) 369-6211  
sconatser44@live.com

#### Committee Member (PNP Legacy Project & National Poppy Day)

Nancy Brown-Park, Past National President (2013-2014)  
Department of California  
73316 Cabazon Peak Drive, Palm Desert, CA 92260  
(415) 827-5316  
brownpark1@me.com

#### National Headquarters Program Coordinator

Tamara Shumate  
8945 N. Meridian Street, Indianapolis, IN 46260  
(317) 569-4500  
tshumate@ALAforVeterans.org

## **What is this program, and why do we have it?**

The purpose of the Past Presidents Parley committee is to utilize the experience and knowledge of past Auxiliary leaders for training and encouragement of future Auxiliary leaders. Through the Past Presidents Parley committee, women who have served as unit, department, and national presidents have an opportunity to continue in active service to the Auxiliary, helping ensure strong future leadership for the organization. The Past Presidents Parley also recognizes and honors outstanding unit members through Unit Member of the Year, and, female veterans through the Salute to Servicewomen awards.

## **What can you do?**

### **1. Promote mentoring opportunities of unit members.**

As former leaders, past presidents at all levels are encouraged to continue their support to the organization by accepting responsibility to contribute their experience, knowledge and wisdom. As ambassadors for the organization, there is much information to share in achieving a stronger organization, at each level, by sustaining growth through positive actions.

#### **Ideas:**

##### **Unit**

- Form a unit Past Presidents Parley
- Encourage past presidents to continue providing support through the process of sharing 'best practices' with members.

##### **Department**

- Encourage past presidents at all levels to continue their support of the organization.
- Encourage past presidents to embrace the concept that their knowledge and wisdom, as a past leader, can make a difference in the development and mentoring of future leaders, and present and future members.
- As past leaders, join the group as ambassadors for the organization knowing there is much information to share to make each level of the organization stronger and maintain its growth with positive actions.

### **2. Promote and submit nominations for the Unit Member of the Year Award.**

This award recognizes the contributions made by a valued unit member. Select one member to compete for department recognition by researching the criteria within your department and making a nomination; honor her within your department. Also honor the member in her unit for significant contributions made to the unit. Encourage other units to participate. All Unit Members of the Year are recognized at national convention. Committee contact: National Vice Chairman

#### **Ideas:**

##### **Unit**

- Select one member to compete for the department Unit Member of the Year award by researching the criteria within your department and personally making a nomination.
- Honor her within the unit.

## **Department**

- Promote the Unit Member of the Year Award to all units and members. This is a very special award that recognizes the contributions made by a valued unit member who never held an office higher than unit president. It celebrates and recognizes those members who quietly work the mission of the American Legion Auxiliary.
  - Follow the application criteria below, establish entry dates for your department, and establish a committee to judge the award entries and select the winning entry from your department.
- Plan to recognize the winner at your department convention.
- Raise funds to provide the winner from your department a means to attend the ALA Woman of the Year Luncheon held annually at the national convention. Special recognition at the luncheon is bestowed on all winners in attendance.

**2. Promote and submit nominations for the Salute to Servicewomen Award.** The Past Presidents Parley will continue to recognize the military service of female personnel, including the National Guard and Reserve components, representing each branch of service at the national convention. Committee contact: National Chairman

## **Ideas:**

### **Unit**

- Seek candidates to nominate for the Salute to Servicewomen Award. Assist in the application process.
- Honor all nominees at a unit function.

### **Department**

- Encourage units and members to seek deserving women to apply for this award.
- Assist in the application process.
- Recognize all award entries at a department function.

## **Past Presidents Parley Awards:**

### **A. Unit Member of the Year Award:**

- Only senior members in good standing are eligible.
- Current membership dues must be paid.
- The member cannot have obtained an elected or appointed leadership role higher than that of unit president.
- Selection is based on accomplishments, activities, etc., for the current administrative year.
- Years of membership are not a part of the criteria; the nominee may be a new member.
- All entry forms, including a narrative, must be completed and submitted by the deadline (see attached award forms for more details). The unit president and secretary must sign the entry form unless the nominee is one of them, in which case a past unit president must sign the entry form.
- Each department may submit only one department winner.
- The winning entry from each department should be postmarked by June 1, 2017, and sent to the national vice chairman. Contact information is provided on the front page of this program Plan.

## B. Salute to Servicewomen Award:

- Nominees should be willing to attend the 2017 national convention in Reno, NV, if possible.
- All entry forms, including a narrative/YouTube video, must be completed and submitted by the deadline. A YouTube video can take the place of a written narrative. Please see awards form for details.
- Entry must have the nominee's name and address, unit name and number (if applicable) and most importantly, contact information for the servicewoman.
- One applicant for each branch of service per unit will be accepted.
- All entries must be postmarked by June 1, 2017, and sent to the national chairman. Contact information is provided on the front page of this program Plan.

## **Past Presidents Parley Reporting**

An annual report is not required; however, a year-end summary and a mid-year progress report are suggested as tools to gauge the direction and effectiveness of department activities. Both narratives should be forwarded to the national chairman by **January 5, 2017**, for mid-year and **May 15, 2017**, for year-end. Contact information is provided on the front page of this program Plan.

## **How To Sheets**

- How to Establish a Past Presidents Parley in Your Department
- How to Host a National-Level Visitor at Your Department
- How to Mentor a New Member

## **Additional Resources You Can Use**

See the Past Presidents Parley program page at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for additional resources.



## HOW TO HOST A NATIONAL-LEVEL VISITOR AT YOUR DEPARTMENT

### Committee:

### Past Presidents Parley

### Submitted by:

National Past Presidents Parley Committee

### Contact Information for Questions:

National Chairman Virginia Hobbs  
virginiahobbs@yahoo.com

### Suggestions for hosting a national-level visitor at your department

- Make sure all pre-visit forms are filled out completely and correctly. The national president's form requests detailed information regarding events, expectations for speaking obligations, appropriate attire, etc. Visitors should be informed of any changes made to the information submitted on the pre-visit forms.
- Identify a distinguished guest committee that will be responsible for all activities during the visit. This committee should be familiar with the area and will represent your organization in a professional manner. Make the committee members aware of the dress code for the visit. Have them develop a plan that assigns individual responsibilities. If you have a national chairman, national officer or Past National President in your department, it is suggested she be on this committee.
- If the guest is flying into the area, designate who will be at the airport at the scheduled time of arrival. The visit begins at the airport. Be on time and either at the gate or at the luggage area to make your guest feel welcome. Assist with luggage at every location. Transport her in a clean vehicle that has a large luggage storage area. Many times, the guest has been traveling for several days and has multiple suitcases. Ask if she has eaten or would like to stop at a suitable restaurant prior to escorting her to the final destination.
- If possible, pick up the key to your guest's room before her arrival. Check the room to make sure everything is prepared for her visit. You may choose to place a small gift, bottled water or small snacks in the room. When you arrive at the location where your guest will be staying, escort her immediately to her room. Allow the guest some time to unpack, check her messages and relax before the first scheduled event.
- She should be escorted at all times. Ask if she prefers breakfast in her room or in the dining room and what time she would like to retire to her room.
- Facilitating a reception or social activity is an effective way of enabling the national-level visitor to meet as many members as possible.
- The department president will introduce the guest. When addressing an audience, she should speak last. In a processional, the national president would be the last to be introduced and the last to be seated or step onto the platform.
- A gift list of items given to the visitor is always appreciated. Send one list with the gifts mailed to her home and send a copy to National Headquarters. Prior to the day of departure, ask the visitor what time she would like to arrive at the airport. Many guests prefer to be checked in and waiting at their departure gate one hour prior to boarding the plane. Please plan departure day events accordingly.



## HOW TO MENTOR A NEW MEMBER

### Committee:

### Past Presidents Parley

### Submitted by:

National Past Presidents Parley Committee

### Contact Information for Questions:

National Chairman Virginia Hobbs  
virginiahobbs@yahoo.com

### Unit Past President Parley Responsibilities

- Offer to escort a new member to your meeting.
- Introduce her to the president as well as other members in attendance. Ask her to share a little about herself. The information could be helpful in determining in which committee she may have the greatest interest. Have each attendee introduce herself.
- As each program report is given, request that the chairman explain the purpose of the program and how the unit supports it. Explain the duties of the officers, the chairmen and the committee members.
- Help maintain a positive attitude and assist in avoiding controversy during the meeting. Interject some occasional humor to help make the meeting fun.
- A prospective member is more likely to join if she feels she is joining an organization that is fun and whose activities support the community. All members will be more willing to attend meetings and assist with activities if the meetings are short and interesting. Remind the members to try new ideas without criticism if they fail. Suggest trying something else. Help keep the meeting moving toward a positive conclusion.
- Evaluate your new member's capabilities. If you feel she is ready to participate, ask her which of the programs holds her greatest interest. Discourage naming a new member as an officer or a chairman, but instead suggest she be given the opportunity of working on a committee with an experienced chairman. Let her know you are willing to mentor her and assist by answering her questions. Remember to praise her efforts.
- Past presidents should advise when asked, but preferably not serve as a chairman. Chairmanships should be held by other members so they may learn the programs and become good unit leaders who may develop an interest in moving into district, county or department positions.
- As a past president, you may wish to promote the nomination of a Unit Member of the Year. You may take the lead in recommending servicewomen to submit for an award. Develop a fundraising activity for donations to the nursing scholarship program.
- Continue to support through your ongoing leadership!



## HOW TO ESTABLISH A PAST PRESIDENTS PARLEY IN YOUR DEPARTMENT

### Committee:

### Past Presidents Parley

### Submitted by:

National Past Presidents Parley Committee

### Contact Information for Questions:

National Chairman Virginia Hobbs  
virginiahobbs@yahoo.com

### Establish a Past Presidents Parley in your department

- Departments are encouraged to establish a Past Presidents Parley (PPP) consisting of their past department presidents. These groups can continue their support of the organization by using their experience, knowledge and wisdom to be goodwill ambassadors and to strengthen our organization and help maintain its growth.
- PPPs can play an important part in the mentoring of current members to develop knowledgeable leadership within the department. They can support and assist in a recruitment effort for new members.
- They are encouraged to select a mission-outreach project of interest and support the program with time and/or financial contributions. They may choose to have a courtesy fund and chairman to remember past presidents when the need arises.
- They should make themselves available to current officers as well as potential candidates for office. Their guidance and constructive feedback should help the department maintain continuity and good cooperation.
- This group could hold a luncheon during department meetings to share current department news. They may choose to donate or raise funds for ex-servicewomen and PPP nurses scholarships. They may discuss making specific donations or how they could assist with issues within their department to help create a positive result. A discussion could be held about ideas for proposing a resolution to help clarify a questionable Constitution & Bylaws article. They may decide to take a leadership role regarding a proposal from the national organization. Some members of the Parley may be serving at the national level.
- They could invite the current department president and any national guest who may be in attendance at their meeting.
- Your knowledge can be invaluable on the department's Finance Committee, as PPP chairman, or as parliamentarian, if appointed.
- Continue to be involved: You are a valuable department member.



*Past Presidents Parley Committee Award Entry Form*

**UNIT MEMBER OF THE YEAR AWARD**

***A Unit Member of the Year from each department will be recognized annually at the American Legion Auxiliary National Convention.***

*Requirements:*

- 1. Open to senior members who are not in an elected or appointed leadership role higher than unit president.***
- 2. Each department may submit only one entry. Units must submit a narrative of 1,000 words or less describing the nominee's accomplishments and activities together with the nominee's name and address.***

<i>Nominating Department:</i>	
<b><i>Dept PPP Chairman Information</i></b> <i>Name:</i> <i>Address:</i> <i>Email:</i> <i>Telephone Number:</i>	
<b><i>Nominee Information</i></b> <i>Name:</i> <i>Address:</i> <i>Email:</i> <i>Phone:</i>	
<i>Nominee's Unit Name and Number:</i>	

<b><i>Form must be completed and submitted to National Vice Chairman Nancy Brown-Park by June 1, 2017.</i></b>	<b><i>National Committee Vice Chairman Nancy Brown-Park 73316 Cabazon Peak Dr. Palm Desert, CA 92260 brownpark1@me.com</i></b>
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*Past Presidents Parley Committee*

## **SALUTE TO SERVICEWOMEN AWARD NOMINATION FORM**

Established in 2003, this award has evolved from honoring women veterans to honoring women who are currently serving our country in the U.S. Army, Navy, Marine Corps, Air Force, and Coast Guard (includes National Guard and Reserve components of each branch).

One servicewoman from each branch of service will be recognized at the American Legion Auxiliary National Convention. Recipients attend the later portion of the 2017 National Convention in Reno, Nevada, as guests of the Auxiliary.

### **Nomination Criteria:**

- A woman currently serving in the U.S. Armed Forces (active duty or Reserve).
- Demonstrate a track record of exemplary service both in and out of uniform.
- A narrative or YouTube video that shows the servicewoman demonstrating exemplary service both in and out of uniform, making her the future face of women in the military.
- Servicewoman must be willing to be a guest of the Auxiliary and speak to the general assembly of the American Legion Auxiliary National Convention.
- All nomination forms must be submitted by June 1, 2017.

### **YouTube Video Checklist**

If you choose to submit a video, please be sure to check that your video:

- does not contain any copyrighted music, video, images or text (not legally owned)
- is not set to "private;" your video must be public.
- is under 2GB in size
- is in .AVI, .MOV, .WMV, or .MPG file formats
- is 3 minutes or less in length

### **Next Steps:**

- The nominating person or the servicewoman writes a narrative (750 words or less) or creates a YouTube video (3 minutes or less) that shows the nominated servicewoman demonstrating exemplary service both in and out of uniform making her the future face of women in the military.
- The following form must be completed and submitted by June 1, 2017, to National Chairman Virginia Hobbs. Written narratives should be attached. YouTube video links should be pasted in the box provided on the following form.

Servicewoman's Name:	
Servicewoman's Email:	
Servicewoman's Phone Number:	
Servicewoman's Branch of Service:	
Servicewoman's Rank:	
Servicewoman's Date of Enlistment:	
Servicewoman's Awards and Decorations, <i>if any</i> :	
Name of Person Making this Nomination, <i>if not the nominee</i> :	
Email of Person Making this Nomination, <i>if not the nominee</i> :	
Phone Number of Person Making this Nomination, <i>if not the nominee</i> :	
Is the servicewoman able to attend National Convention?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Is the servicewoman comfortable with public speaking?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Would servicewoman be willing to write a narrative/create a video?	<input type="checkbox"/> Yes <input type="checkbox"/> No
Written Narrative: 1) please attach separate document to this form. 2) or type narrative directly into the box to the right.	
YouTube Video: copy and paste your video link in the box to the right.	

Return completed nomination form to Past Presidents Parley National Chairman Virginia Hobbs, 297 Terrace Drive, Radcliff, KY 40160-1185, or email to [virginiahobbs@yahoo.com](mailto:virginiahobbs@yahoo.com).



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Public Relations

Public Relations and the 2014-2019 Centennial Strategic Plan – Promoting who we are, what we do and why we matter strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize our common goal of helping veterans, servicemembers and their families (Goal 1).

### Committee Contact Information

PR@ALAforVeterans.org



#### National Chairman

**Brenda W. Collins, Department of South Carolina**

5 Clingstone Dr., Taylors, SC 29687

(864) 630-9744

brendawcollins@charter.net

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#### National Vice Chairman

Peggy Tesdahl, Department of Minnesota  
16892 Yale St. NW, Elk River, MN 55330  
(763) 753-8247  
ranpegt0814@hotmail.com

#### Committee Member

**Shylynn Jones, Department of Michigan**

5425 Maybee Rd., Clarkston, MI 48346  
(540) 656-3372  
raven14378@gmail.com

#### Committee Member

Karon Cook, Department of Kansas  
3622 N Topeka Blvd., Topeka, KS 66617  
(785) 249-8742  
klckaron01@sbcglobal.net

#### Central Division Chairman

**Diana Sirovina, Department of Wisconsin**

9428 W Eden Place, Milwaukee, WI 53228  
(414) 321-1479  
sirovina@att.net

#### Eastern Division Chairman

Tina Washington, Department of Delaware  
25109 Prettyman Rd., Georgetown, DE 19947  
(302) 329-9090  
ladytina44@comcast.net

#### Northwestern Division Chairman

Laurie Kuntz, Department of Colorado  
P.O. Box 782, Hudson, CO 80642  
(720) 314-6998  
laurie.auxiliary@yahoo.com

#### Southern Division Chairman

Donna Thurman, Department of Kentucky  
86 Hollow Bridge Dr., Elizabethtown, KY 42701  
(270) 766-1948  
donna Thurman113@yahoo.com

#### Western Division Chairman

Nancy Heinisch, Department of California  
23525 Via Farol, Valencia, CA 91355  
(661) 231-5141  
nancyheinisch@att.net

#### National Headquarters Committee Liaison

Kristen Geczy  
8945 N. Meridian St., Indianapolis, IN 46260  
(317) 569-4500  
kgeczy@ALAforVeterans.org

## What is this program, and why do we have it?

Public Relations promotes who we are, what we do and why we matter.

## What can you do?

**1. Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the Centennial Strategic Plan (*With The American Legion, Build Brand Loyalty*) and the use of the variety of public relations materials and resources available online.**

### Ideas:

#### Member

- Give an *Auxiliary* magazine gift subscription to your local library and doctors' offices. See the subscription form at the end of this program Plan.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post homes. Print brochures online from the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), or order them from your department secretary.
- Wear your officially branded ALA apparel and "Honoring Their Service" button when out and about. Button order forms are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.

#### Unit

- Develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit, available in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Build relationships with your local media and political figures to educate them on who we are, what we do and why we matter.
- Write a letter to the editor and/or news release for patriotic holidays and events. Templates can be found in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Familiarize yourself with and utilize the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit, *ALA Branding Guide* and other tools available in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Order a copy of the "Step Up, ALA" public service announcement DVD (\$10) to take to your local television stations and request they air it, or request a free 15-second version for your public broadcasting station. To order the 60-second version DVD or request the 15-second version, email [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org).

#### Department

- Compile a list of media contacts for distributing department news. Step-by-step instructions are available in the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit, available in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Be familiar with Auxiliary public service announcements (PSAs), brochures and other ALA publications. Educate units on materials available and how to obtain them. View the compilation of resources in the *2015 Marketing Resource Guide*, available

in the Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

- Monitor news coverage to share with department and national leadership, if needed.
- Each department PR chairman must ensure that her department's ALA Impact Report is submitted.

## **2. Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media and other electronic communications.**

### **Ideas:**

#### **Member**

- Promote Auxiliary events on your personal social media accounts.
- Subscribe to *ALA eNews* and *In the Know eBulletin* via [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Link to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and/or the "Step Up, ALA" commercial (<https://youtu.be/TgahjxlhGC0>) in your personal email signature.

#### **Unit**

- Create or improve and actively maintain a unit website that adheres to brand standards (see *ALA Branding Guide* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)).
- Create and maintain an active social media presence for your unit on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).

#### **Department**

- Create or improve and actively maintain a department website that adheres to brand standards. Be familiar with "Department Website Best Practices" available in the *ALA Branding Guide* at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Promote American Legion Auxiliary and American Legion collaborations through links to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and [www.legion.org](http://www.legion.org).
- Create and maintain an active social media presence for the department on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).
- Encourage members to sign up for *ALA eNews* and *In the Know eBulletin* via [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Forward electronic publications such as *ALA eNews* and *In the Know eBulletin* to your unit PR chairmen.

### **Public Relations Reporting**

#### Mid-Year Reports

Mid Year reports reflect the program work of units in the department. Each department Public Relations chairman is required to submit a narrative report by **January 5, 2017**, to the division Public Relations chairman at the address found on the front page of this program Plan, plus copy the national Public Relations chairman.

#### Year-End Reports

Annual reports reflect the program work of units in the department. Each department Public Relations chairman is required to submit a narrative report by **May 15, 2017**, to the division Public Relations chairman at the address found on the front page of this program Plan, plus copy the national Public Relations chairman. Members and units should follow their department's protocol and deadlines. Each department Public Relations chairman must **also** ensure that her department's ALA Impact Report is submitted.

**As part of your Narrative Report, please include the answers to the following questions:**

- How has your department website and/or Facebook page inspired units to develop social media at the local level?
- Have units in your department been mentioned in local media promotion of mission-related activities? What type of promotions have they received?
- Were PSAs distributed in your department and what type of response did you receive?
- How does your department keep an active and updated media contact list? How has this list impacted units?
- Has there been specific social media events sponsored by either a unit or department that broadly spread the brand of the ALA?
- What specific activities have you done to work toward Goal 5 of the Centennial Strategic Plan?

**Public Relations Awards**

NOTE: Please be sure each award entry includes a cover sheet found at the end of this program Plan, and make arrangements for the return of materials in advance, if desired. Mid-year and Annual narratives are separate from awards. All must be noted as such and all award narratives entries must have a cover sheet attached to be considered.

- A. **Member Award:** ALA Brand Ambassador
- Award: Citation
  - Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.
  - Materials and guidelines:
    - Document with action photographs, screen shots and other evidence of brand promotion activities.
    - Activity must occur between May 1, 2016, and May 1, 2017.
  - Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
  - Deadline: June 1, 2017
  - Send to National PR Committee Member, Shylynn Jones, via email (see front page of this program Plan for the address).
- B. **Unit Award:** Website or Facebook - New Website or Facebook Page Launch
- Award: Personalized mouse pad and congrats letter
  - Presented to: All units developing a properly branded website or Facebook page during the 2016-2017 ALA administrative year.
  - Materials and guidelines:
    - Web address/URL, Webmaster/administer name and contact info, or name and contact info for ALA coordinator if Webmaster/administrator is a third party vendor.
    - Site/Page must have been created after September 1, 2016.

- Website/Facebook page must conform to “Website and Social Media Guidelines” in the *ALA Branding Guide* (found at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)).
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
- Deadline: June 1, 2017
- Send to National PR Committee member, Karon Cook, via email (see front page of this program Plan for the address).

**C. Unit Award: Public Relations - Outstanding PR Program**

- Award: Plaque
- Presented to: One unit chairman in each division (5)
- Materials and guidelines:
  - Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1, 2016 – May 1, 2017).
  - Acceptable media publications must support the Auxiliary’s mission and goals.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
- Deadline: June 1, 2017
- Send to national division chairman via email (see front page of this program Plan for names and address).

**D. Department Award: Public Relations - Outstanding PR Program**

- Award: Plaque
- Presented to: One department chairman in each division (5)
- Materials and guidelines:
  - Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
  - Narrative not to exceed 500 words
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
- Deadline: June 1, 2017
- Send to national division chairman via email (see from page of this program Plan for name and address).

## How To Sheets

- How To Write a News Release
- How to Utilize Facebook and Twitter to Promote Auxiliary Events and Activities
- How to Set up a Department or Unit Website

## Additional Resources You Can Use

1. “Photography Guidelines,” see *ALA Branding Guide* pages 20 and 21, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
2. *Public Relations Guide and Tips for Volunteer Recruitment* toolkit: [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
3. *American Legion Auxiliary Branding Guide*, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
4. *ALA Style Guide*: available by emailing [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org); and the *AP Stylebook*: [www.apstylebook.com/](http://www.apstylebook.com/)
5. [www.ALAforVeterans.org](http://www.ALAforVeterans.org): for submissions to *Auxiliary* magazine, posters, flyers, news releases, marketing materials, and much more.
6. Goal 5 of the Centennial Strategic Plan
7. Your national committee members (see cover page of this program Plan).



## HOW TO WRITE A NEWS RELEASE

Committee:

### Public Relations

Submitted by:

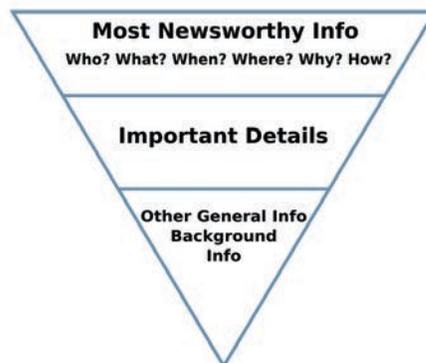
National Public Relations Committee

Contact information for questions:

[pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org)

How to write a news release:

- Gather correct and pertinent information.
- Prepare a news release with the **Who** (who is invited and who is the sponsor), **What** (what is the ALA information/event/program), **When** (day, date, time), **Where** (location, street address, city), **Why** (provides a reason the event is being held) and **How** (other special information a member or the general public would need to know in order to participate in this event). Templates are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).



- The inverted pyramid (shown above) is a common method for writing news articles and releases. It can be thought of as a simple upside-down triangle. The widest part at the top represents the most important information, and it tapers down in order of diminishing importance. **Who, What, When, Where, Why** and **How** should all be included in the opening paragraph or two. This format is valued because readers can leave the story at any point and understand it, even if they don't have all of the details. By placing less important information at the end of the story, it can be removed so the article can fit a fixed size, or it can be "cut from the bottom."
- Include contact information: a name, phone number and email address.
- Provide deadline information if applicable.
- Distribute public relations information via resources available in your community—to newspapers, radio stations, TV stations, blogs; post to a website; display advertising posters on community boards, in city hall, grocery stores, VA hospitals; share information with other persons who may help your unit reach the target audience such as a veteran service officer, Family Readiness Group or National Guard armory personnel.
- With today's technology, it is imperative that your information be shared electronically. Utilize Auxiliary websites, Facebook, Twitter, Google+, LinkedIn and YouTube.
- Online public relations resources are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).



## HOW TO UTILIZE FACEBOOK AND TWITTER TO PROMOTE AUXILIARY EVENTS AND ACTIVITIES

Committee:

Public Relations

Submitted by:

National Public Relations Committee

Contact information for questions:

[pr@ALAForVeterans.org](mailto:pr@ALAForVeterans.org)

### Facebook

***Set up a personal Facebook account (if you do not have an account already)***

1. Go to [www.facebook.com](http://www.facebook.com).
2. Enter your **name**.
3. Enter your **email** where indicated.
4. Create a **password**.
5. Enter your **birthdate** and **gender**.
6. Click on the **sign up** button.
7. You are now on your Facebook **home** page.
8. Click on **your name** in upper right hand corner. This is where you update your **profile**.
9. Click on **find friends** in upper right hand corner. You can import contacts from your email address book, or request to be **friends** individually in the **search** bar by name or email address.

### Twitter

***Set up a Twitter account (if you do not have an account already)***

1. Go to [www.twitter.com](http://www.twitter.com).
2. Enter your **full name**, **email** and a **password**.
3. Click **sign up for Twitter**.
4. On the next screen, you will **choose your username** and agree to the terms of service.
5. Click **create my account**.
6. Go through the welcome and follow five accounts (such as @ALANatIHQ, @AmericanLegion, @AmLegionNewsCt, @DeptofDefense and @DeptVetAffairs) and click **next**. Then select five well-known people or agencies (consider categories like government and news) and click **next**.
7. You are then given the option to see if your friends are already on Twitter by searching your email address book. If you do not want to do this, click **skip**.
8. You can choose to upload an image for your profile picture and write a brief bio about yourself. If you do not want to do this, click **skip**.

### **Smartphones with Facebook and Twitter**

If you own a smartphone, be sure to download both the Facebook and Twitter apps to post and tweet about the American Legion Auxiliary while you're on the go! Facebook and Twitter do not charge for these services; check with your phone provider for data charges.



**Got Something to Share?**

**Twitter**

**Facebook**

**How-To**

Using your smartphone or computer, send tweets about the accomplishments of your unit’s service in the community. Tweets can also include photos (see “Photo Tips” at right). You can even link to a news article or website.

**Sample Tweets: (140 characters or less)**

- #ALA members teaching 8th graders meaning behind 13 folds of #flag
- 13 #ALA volunteers at @DeptVetAffairs VAMC visiting hospitalized #veterans and passing out socks
- #ALA Unit 98 distributed 750 #poppies today, raising money to assist & support #veterans and their families
- #ALA #LegionRiders @AmericanLegion & SAL members building wheelchair ramp for Iraq #veteran
- #ALA Unit 1 & friends packing care packages & writing thank-you notes for #servicemembers #NationalDayService #2015MLKDay
- @ALANatHq Learning about awesome new PR materials #dInc

Other suggested hashtags: #veterans, #SOT, #SOV, #military

Remember to use descriptive adjectives that will draw attention to your tweet.

Using your smartphone or computer, upload ALA program events and action photos of your unit or department members.

**Posts Might Include:**

- Meeting date and times.
- Reminders of report deadlines.
- Photos and summaries of ALA members filling backpacks for military children.
- Volunteers serving food to veterans.
- Members in Auxiliary attire distributing poppies.
- Legion Family members painting the exterior of a veteran’s house.
- Junior members participating in mission-focused projects.
- Combined functions with the entire American Legion Family.
- How and where to apply for AEF grants in times of need.

**Photo Tips:**

- Take action shots, not just portrait style.
- Aim for tight, close-up photos.
- Avoid “back-of-head” shots.
- Remember to get vertical shots as well.
- Collect photo release statements when necessary.
- Pay attention to what else appears in the photo (i.e., beer signs, etc.).

**You Will Need**

A computer, smartphone or tablet with the ability to send text messages or download an application. Additionally, tweets can be posted from your Internet browser at [www.twitter.com](http://www.twitter.com). Include **#ALA** in your tweets.

A smartphone with a built-in camera and data plan, or a computer and a digital camera.

Share your posts and photos with **American Legion Auxiliary National Headquarters** Facebook page through tagging or private message for maximum distribution.



## HOW TO SET UP A DEPARTMENT OR UNIT WEBSITE

### Committee:

### Public Relations

### Submitted by:

National Public Relations Committee

### Contact Information for Questions:

[pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org)

1. Determine the purpose of the site – to attract new members, communicate with current ones, or both.
2. Decide on a domain name (YourSiteName.org) and hosting (service that connects your site to the Internet). You will probably have to pay a nominal fee for the domain name. You may be able to find a host for free.
3. Using the *ALA Branding Guide* (available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)), design your website with a professional appearance.
4. Include general information about the American Legion Auxiliary.
5. Use the content suggestions located in the *ALA Branding Guide*.
6. Include at least one link to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) on your website.
7. When including information on your website from [www.ALAforVeterans.org](http://www.ALAforVeterans.org), include links to the information rather than posting it directly to your site. If information changes at the national level, the link will ensure your website visitors receive the latest information.
8. Update your website regularly. People visiting your website will keep checking it if the content is current and fresh.
9. Avoid including information on your website that contains internal language and acronyms that may confuse users. Examples include NEC, PNP, PDP.
10. Care should be exercised when linking to other websites. Information included on websites linked to external sites should be supportive of the Auxiliary's mission, message and values. Suggested links include [www.ALAforVeterans.org](http://www.ALAforVeterans.org), [www.legion.org](http://www.legion.org), and your department American Legion Auxiliary website.
11. Check your website regularly to ensure the links are working properly. Broken links will frustrate users, and they may stop checking your site.
12. Be sure to include contact information for your department or unit in an easy-to-find location on your site. Also include contact information for the webmaster.



# American Legion Auxiliary *Auxiliary* magazine gift subscription

Send *Auxiliary* magazine Gift Subscription to: (Please print)

Name \_\_\_\_\_  
First name Last name

Address \_\_\_\_\_  
Street, Apt. # or P.O. Box

\_\_\_\_\_  
City State Zip Code

This *Auxiliary* magazine Gift Subscription is purchased by:

Name \_\_\_\_\_  
First name Last name

Address \_\_\_\_\_  
Street, Apt. # or P.O. Box

\_\_\_\_\_  
City State Zip Code

Phone \_\_\_\_\_ Email address \_\_\_\_\_

(Print multiple copies of this form for additional subscriptions)

**Mail completed form to:**  
American Legion Auxiliary National Headquarters  
ATTN: *Auxiliary* magazine gift subscription  
8945 N. Meridian Street  
Indianapolis, IN 46260  
**Make \$15 check payable to: ALA National Treasurer**

Gift subscriptions to *Auxiliary* magazine are good recruitment and public relations tools. Consider giving them to: friends, medical offices and health clinics, beauty salons, churches, schools, congressional offices, community centers, VA medical centers, nursing homes, hospitals, offices of employment and senior centers. Pass it on!



## American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: \_\_\_\_\_

Type of Award:         Department         Unit         Member

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a department award:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

Chairman's phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: (\_\_\_\_)\_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_

**Please complete the following if you are applying for a member award.** Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of department: \_\_\_\_\_

Member Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_)\_\_\_\_\_

Nominator's Email address: \_\_\_\_\_



## SECTION 2.3 ADMINISTRATIVE COMMITTEES

- AUDIT
- NATIONAL FINANCE

# 2016-2017 American Legion Auxiliary Programs Action Plan

## Audit

Audit and the 2014-2019 Centennial Strategic Plan – In order to manage risk exposure for the ALA, the National Audit Committee establishes best practices for departments and units. (Goal 4)

The American Legion Auxiliary's National Audit Committee meets the nonprofit governance expectations of the revolutionary IRS Form 990. The Audit Committee serves in a risk management role for the Auxiliary. The committee's main responsibility is to ensure that the ALA, as a corporate entity, has appropriate governance policies and internal and financial reporting controls in place that mitigate the organization's exposure to financial reporting risks and other corporate-level risks. In keeping with the vision, expectations, and requirements of the IRS Form 990, the Audit Committee operates at arm's length from the ALA and reviews, evaluates, and monitors the organization's policies, standards, compliance, and potential for risk. Audit Committee members should have a background and experience in financial reporting and auditing, risk management, corporate governance or management, have no conflicts of interest, and ideally have experience serving on an audit committee. Audit Committee members must be unbiased and should not currently serve in ALA national leadership positions within the organization, or serve on other ALA national committees or be active in ALA national programs.

### Committee Contact Information

alahq@ALAforVeterans.org



#### **National Chairman (3-year term ending 2018)**

Pamela Jackson, Department of Ohio  
P.O. Box 952, Beverly, OH 45715  
(740) 984-4552  
beverlyvillage@midohio.twcbc.com

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#### **Committee Member (3-year term ending 2019)**

Paula Means, Department of Indiana  
501 Wellington Rd  
Indianapolis, IN 46260  
(317) 875-1492  
ppsindys@aol.com

#### **ALA Foundation Designated Liaison**

Marybeth Revoir  
8937 S 83<sup>rd</sup> Court  
Hickory Hills, IL 60457-1417  
(708) 598-2904  
mbrevoir@comcast.net

#### **Committee Member (3-year term ending 2017)**

Carol Barbknecht, Department of Minnesota  
25280 County Highway 83  
Battle Lake, MN 56586  
(218) 770-0895  
carolb6771@gmail.com

**ALA National Finance Committee Designated Liaison**  
TBD

# 2016-2017 American Legion Auxiliary Programs Action Plan

## National Finance

Finance and the 2014-2019 Centennial Strategic Plan – With the oversight of the general financial policy of the national organization, members of the National Finance Committee make Goal 1 possible and strengthen departments and units (Goal 4) through sharing of best practices.



**National Chairman (1<sup>st</sup> term – 5-year term ending 2020)**

Peggy Thomas, Department of Virginia  
Past National Pres. (2012-2013)  
3751 Cliffwood Road, North Chesterfield, VA 23234  
(804) 275-6942  
peggythomas@lexacom.net

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**National Vice Chairman**

**(2<sup>nd</sup> term – fulfilling term ending 2018)**  
Jan Pulvermacher-Ryan, Department of Wisconsin  
Past National President (2007-2008)  
5400 Blue Bill Park Drive, Madison, WI 53704  
(608) 246-9707  
jlp004@charter.net

**Committee Member**

**(1<sup>st</sup> term – 5-year term ending 2017)**  
Elizabeth “Liz” Foster,  
Department of New Mexico  
PO Box 1469 Elephant Butte, NM 87935  
(575) 740-4936  
fosterliz1954@gmail.com

**Committee Member**

**(1<sup>st</sup> term – fulfilling term ending 2021)**  
Sharon Conatser, Department of Illinois  
Past National President (2015-2016)  
709 Richards Lane, Champaign, IL 61820  
(217) 369-6211  
sconatser44@live.com

**Committee Member**

**(2<sup>nd</sup> term – 5-year term ending 2019)**  
Nicole Clapp, Department of Iowa  
903 Freedom Court, Lancaster, WI 53813  
(608) 723-6236  
nclapp@grantregional.com

**National Headquarters Committee Liaison**

Tim Bresnahan, CPA  
ALA National Controller  
8945 N. Meridian Street, Indianapolis, IN 46260  
(317) 569-4500  
tbresnahan@ALAforVeterans.org

( ) = terms served on committee

*Members of the National Finance Committee serve a maximum of two 5-year terms.*

## **What is this committee and why do we have it?**

The National Finance Committee is charged with oversight of the general financial policy of the national organization, subject to the ratification of the National Executive Committee; and, preparation of the annual budget and supervision of the expenditures under that budget.

### **What you should know:**

#### **Setting Financial Goals**

The national organization has adopted a strategic plan that includes financial goals. Strategic planning is an organization's process of defining its strategy, or direction, and making decisions on allocating its resources to pursue. Ideally, the plan should cover multiple years—which include targets for expected accomplishments—and propose specific performance measures used to evaluate progress toward those targets which are outlined in the annual budget development.

At times, Finance Committees often focus only on the current year budgeting process and neglect looking three to five years ahead. The committee should reflect on trends of the recent past and their implications for the current and future on financial planning for the organization. Each department is strongly advised to replicate this process of defining its own set of goals through a strategic plan. For the Finance committee to advise the organization on how to acquire and spend resources, it must be tied to those goals.

The department needs to measure where it is now and set goals in the strategic plan to strive to reach the benchmarks for expenses and to broaden the sources of potential income streams. Therefore, at each of your finance meetings, the strategic plan and progress toward those annual and multi-year goals should be reviewed. Remember: This is normally a multi-year process, so members need to understand and be able to measure progress of the organization through reports of the Finance Committee.

#### **Expense**

At a minimum, the Key Financial Indicators should include the benchmarks expected by the Internal Revenue Service (IRS) and nonprofit watchdog organizations. There are three key expense benchmarks:

1. Program Services (expenditures related to the organization's primary mission and purpose): The target should be 65-75 percent.
2. Management and General Administrative (expenditures spent on managing the operations of the organization): The target should be 5-10 percent.
3. Fundraising (expenditures spent on raising additional funds for the organization's purpose and mission expenses – i.e., grants, planned giving, endowments, direct mail campaigns, etc.): The target should be 10-15 percent.

Potential donors expect that the majority of the funds collected by a nonprofit organization be designated to supporting the mission of the organization through its programs.

## Revenue

On the revenue side, setting targets is more difficult because there are no specific industry benchmarks other than to have a variety of revenue streams that reduce your dependence on any one source. Since the American Legion Auxiliary is a membership organization, we rely on member dues to cover our expenses. By bringing in other resources that support the ALA mission either by donations to the ALA (ALA National Scholarship Fund and/or the Auxiliary Emergency Fund), donations to the American Legion Auxiliary Foundation (ALA Mission Endowment Fund and/or ALA Foundation Veteran Projects Fund), corporate sponsorships, special events, or bequests; we lower the dependence on dues and/or reserves alone to meet our obligations.

## Reserves

The ability to build up financial reserves is vital for the future to ensure proper resources are available to maintain operations of the organization if necessary. The recommended amount of reserves/savings is 2.5 times the annual budget of the organization. So for example, an organization with a \$100,000 budget would try to maintain \$250,000 in reserves for emergencies and have a plan to replenish when withdrawals are made.

## Financial Reporting

The Finance Committee needs to share with members who are the stakeholders of the organization and have a legal right to know how the organization is being managed and what results are being obtained. The Finance Committee makes recommendations to the governing body, and that body is responsible for the actual policy decisions. The Department Executive Committee (DEC) should receive clear, timely and accurate information regarding the financial status of the organization at each of their meetings and at additional times as needed.

In partnership with staff and management, the committee ensures that all tax reporting is completed within appropriate time frames for federal, state and local jurisdictions. Since 2008, the IRS began requiring small exempt organizations, many of which previously were not required to file tax returns, to submit an annual electronic report, known as a Form 990-N. **This has been a mandate for every department and unit.** The Form 990-N, titled the *Electronic Notice for Tax-Exempt Organizations Not Required to File Form 990 or 990-EZ* (and also known as the e-Postcard) is required of charities whose annual gross receipts are \$50,000 or less.

The Pension Protection Act of 2006 also requires the IRS to ***revoke the tax-exempt status of any organization that fails to meet its annual filing requirement for three consecutive years.*** This requirement applies also to small tax-exempt organizations that file the e-Postcard.

## Audits

The Finance Committee is responsible for hiring a professional external auditing firm to conduct the annual audit **unless** an Audit Committee exists. If an Audit Committee exists, as it does at the national organization, it is responsible for hiring a professional external auditing firm to conduct the annual audit. This responsibility transfers to the Audit Committee once this committee establishment is adopted. This cannot be a staff or management function because:

1. Independent External Auditor must provide the audited financials to the governing body and report on staff/management activities.

2. Management needs to report on the auditor's activities.

While departments have a Finance Committee in place, it is important to remember that an Audit Committee has different responsibilities. While the Finance Committee reviews investment policies and monitors the funds of the organization on a regular basis, the Audit Committee provides independent oversight into the organization's accounting and financial reporting and oversees the organization's annual audits (both external and internal).

### **In Summary**

Please remember, the National Finance Committee is here to assist departments. If you have questions, please feel free to contact one of the National Finance Committee members or the ALA national controller (all listed on the front page of this Plan).

### **How To Sheets**

- Unit Donation Forms
- How to Financially Support Our Mission-Based Programs
- How to Set Goals Through Annual Budgeting
- How to Complete The 990 Filing Process

### **Additional Resources You Can Use**

1. Association of Fundraising Professionals: [www.afpnet.org](http://www.afpnet.org)
2. Fundraising Success (Periodical): [www.fundraisingsuccessmag.com](http://www.fundraisingsuccessmag.com)
3. Grassroots Fundraising Journal (Magazine): [www.grassrootsfundraising.org](http://www.grassrootsfundraising.org)
4. Donor Development Databases: [www.wealthengine.com](http://www.wealthengine.com)
5. Board Source: [www.boardsource.org](http://www.boardsource.org)
6. The Impact Foundry: [www.impactfoundry.org](http://www.impactfoundry.org)
7. Internal Revenue Service: [www.irs.gov](http://www.irs.gov)
8. American Legion Auxiliary: [www.ALForVeterans.org](http://www.ALForVeterans.org)
9. American Legion Auxiliary Foundation: [www.ALAFoundation.org](http://www.ALAFoundation.org)
10. Committee Contact Information: [finance@ALForVeterans.org](mailto:finance@ALForVeterans.org)



## HOW TO FINANCIALLY SUPPORT ALA MISSION-BASED PROGRAMS

### Committee:

## National Finance

### Submitted by:

Peggy Thomas, National Finance Chairman

### Contact Information for Questions:

peggythomas@lexacom.net, 804-275-6942, or your department Finance Committee chairman

### Objective:

Provide support for the mission-based programs and activities of our national organization.

### How to donate to the American Legion Auxiliary National Organization and to the American Legion Auxiliary Foundation:

Once your annual unit budget has been approved, it is time to start supporting the mission-based programs and activities your unit has budgeted by completing the donation form and submitting donations directly to National Headquarters or via your department. Please make this form available to individual unit members, and explain the importance of donating to the national mission funds.

### National Funds Supporting the ALA Mission:

Donations can be made to support the American Legion Auxiliary as follows:

- a) **ALA National Scholarship Fund**
  1. **Children of Warriors National Presidents' Scholarship Fund:** Supports the children of our nation's heroes — our veterans — through endowed gifts. These scholarships are awarded to 15 students annually who excel in academics and volunteer in their communities.
  2. **Spirit of Youth Scholarship Fund:** Supports four separate scholarship opportunities. One is for American Legion Auxiliary Junior members; another is for the Honorary National Junior President; another is for participants in the American Legion Auxiliary Girls Nation program; and one is for Non-Traditional Student Scholarships supporting people who are part of the Legion Family pursuing a college degree later in life or allowing them to pick up where they left off when their studies were interrupted.
- b) **Auxiliary Emergency Fund:** When a sudden financial crisis befalls an eligible Auxiliary member, the AEF may be able to provide temporary emergency assistance when no other source of help is available.
- c) **American Legion Auxiliary Foundation:** As a 501(c)(3) public benefit corporation, the ALA Foundation provides ways for individuals and corporations to support the Auxiliary's charitable and educational outreach programs through endowed gifts, grants, and sponsorships that require donations go to a 501(c)(3). The ALA Foundation secures our legacy of service for future generations of veterans, military, and their families. The ALA Foundation supports the mission of the ALA and receives donations for:
  1. **ALA Mission Endowment Fund** — a long-term fund where earnings from the endowment's principal are used to support the American Legion Auxiliary forever.



2. **ALA Foundation Veteran Projects Fund** – a fund where donations can be received and then granted to benefit American Legion Auxiliary national programs, districts/counties, departments, and units through:
- Small grants being made to help districts/counties, departments and units to support emergent projects that support veterans. Districts/counties, departments and units must demonstrate that they will be funding part of the project for which a small grant is sought.
  - Supporting Veterans Creative Arts Festivals that showcase the artistic achievements of veterans receiving services through the VA's healthcare system. The American Legion Auxiliary is the national co-presenter of the national event. ALA Foundation mini grants support local Creative Arts Festivals.



## HOW TO SET GOALS THROUGH ANNUAL BUDGETING

**Committee:**

### National Finance

**Submitted by:**

Peggy Thomas, National Finance Chairman

**Contact Information for Questions:**

peggythomas@lexacom.net, 804-275-6942, or your department Finance Committee chairman

**Objective:**

Provide for financial stability by setting goals through the annual budget process.

**Step-by-Step Instructions:**

- Create a three-member Finance Committee for your unit.
- Conduct a budget planning meeting of the Finance Committee prior to the start of your fiscal year; make sure to invite unit officers at which time the agenda should include, but not limited to the following:
  - Review your current financials in comparison to the IRS and nonprofit watchdog organizations' benchmarks outlined in the Programs Action Plan.
  - Review your progress status of your long-range goals (e.g., fundraising for a new building).
  - Review your annual ALA obligations (Veterans Affairs & Rehabilitation, poppy promotion, ALA Girls State, etc.).
  - Review your annual operating expenses (e.g., rent, heat, bank fees and conference registrations, etc.).
  - Review your membership numbers and the related dues income.
  - Review other sources of revenue (donations, events, bequests, etc.).
  - On a 12-month calendar, plot out when you anticipate your revenue and expenditures will occur.
  - Compare your total estimated revenue vs. your total estimated expenses.
  - Determine which areas need further consideration to accomplish your long-range goals and meet the IRS and nonprofit watchdog organizations' expense benchmarks:
    - Program Services (expenditures related to the organization's primary mission and purpose): The target should be 65-75 percent.
    - Management and General Administrative (expenditures spent on managing the operations of the organization): The target should be 5-10 percent.
    - Fundraising (expenditures spent on raising additional funds for the organization's purpose and mission expenses—e.g., grants, planned giving, endowments, direct mail campaigns, etc.): The target should be 10-15 percent.
- Try to create a positive bottom line. Remember: Budgets are just a guide.
- Have the Finance Committee vote to approve the budget and forward onto unit membership for adoption.
- Have unit membership vote on the adoption of the annual budget.



## HOW TO COMPLETE THE 990 FILING PROCESS

**Committee:**

### National Finance

**Submitted by:**

Peggy Thomas, National Finance Chairman

**Contact Information for Questions:**

peggythomas@lexacom.net, 804-275-6942, or your department Finance Committee chairman

**Objective:**

Provide for compliance with IRS regulations to maintain nonprofit tax-exempt status annually.

**Step-by-Step Instructions:**

- Create a three-member Finance Committee for your unit.
- Create a three-member Audit Committee for your unit, which may be the Finance Committee.
- Obtain the Form 990, Form 990-EZ or Form 990-N from the IRS website at [www.irs.gov](http://www.irs.gov).
- Have your unit treasurer attempt to complete as many forms as possible.
- Have the Finance Committee work with unit officers and an outside accountant to finalize the tax form.
- If you have an outside auditing firm, get its approval of the tax form.
- Have your Audit Committee (if different from your Finance Committee) review the completed tax form.
- Have the Finance/Audit Committee vote to approve the Form 990, Form 990-EZ or Form 990-N and forward onto unit membership.
- Have unit membership vote on the adoption of the Form 990, Form 990-EZ or Form 990-N.
- Submit the Form 990, Form 990-EZ or Form 990-N prior to the annual deadline, which is based on the unit's fiscal year, not calendar year.



# American Legion Auxiliary

## DONATION FORM

Please complete the following information so that we may send you a tax receipt.

**Amount of Gift:**

- \$100.00
- \$75.00
- \$50.00
- Other: \$ \_\_\_\_\_

**Payment Type:**

- Check # \_\_\_\_\_
- Credit Card (VISA or MasterCard)  
# \_\_\_\_\_
- Expiration \_\_\_\_\_ / \_\_\_\_\_ CVV# \_\_\_\_\_

**Select One Fund for Your Destination:**

- Auxiliary Emergency Fund
- Spirit of Youth Scholarship Fund
- Auxiliary Greatest Need
- Children of Warriors National Presidents' Scholarship Fund
- Auxiliary Scholarship Fund with Greatest Need

Name \_\_\_\_\_ (First) \_\_\_\_\_ (M.I.) \_\_\_\_\_ (Last)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Auxiliary Membership ID # (if known) \_\_\_\_\_ Gift in Honor/Memory (optional) \_\_\_\_\_  
/ /

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make check payable to **American Legion Auxiliary, National**. For credit cards, please provide billing address.  
Mail to American Legion Auxiliary National Headquarters, Attention: Development Division, 8945 N. Meridian St., Indianapolis, IN 46260. Learn more about your donation options by visiting [www.ALforVeterans.org](http://www.ALforVeterans.org).



# AMERICAN LEGION AUXILIARY FOUNDATION

## DONATION FORM

Please complete the following information so that we may send you a tax receipt.

**Amount of Gift:**

- \$100.00
- \$75.00
- \$50.00
- Other: \$ \_\_\_\_\_

**Payment Type:**

- Check # \_\_\_\_\_
- Credit Card (VISA or MasterCard)  
# \_\_\_\_\_
- Expiration \_\_\_\_\_ / \_\_\_\_\_ CVV# \_\_\_\_\_

**Select One Fund for Your Destination:**

- Veteran/Military Family Projects and Auxiliary Plan of Action Mission Outreach Projects
- National/Local Veterans Creative Arts Festival(s)
- Auxiliary Mission Endowment Fund
- ALA Foundation Greatest Need

Name \_\_\_\_\_ (First) \_\_\_\_\_ (M.I.) \_\_\_\_\_ (Last)

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Day Phone \_\_\_\_\_ Evening Phone \_\_\_\_\_ E-mail Address \_\_\_\_\_

Auxiliary Membership ID # (if known) \_\_\_\_\_ Gift in Honor/Memory (optional) \_\_\_\_\_  
/ /

Signature \_\_\_\_\_ Date \_\_\_\_\_

Please make check payable to **American Legion Auxiliary Foundation**. For credit cards, please provide billing address.  
Mail to American Legion Auxiliary National Headquarters, Attention: Development Division,  
8945 N. Meridian St., Indianapolis, IN 46260.

The American Legion Auxiliary Foundation is a 501(c)(3) public charity that supports the American Legion Auxiliary. All gifts to the foundation are tax-deductible as allowed by the United States Tax Code and U.S. Internal Revenue Service.  
Learn more about your donation options by visiting [www.ALforVeterans.org](http://www.ALforVeterans.org).



## SECTION 3 GENERAL INFORMATION

- NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE
- ANNUAL IMPACT REPORT
  - INSTRUCTIONS
  - MEMBER SERVICE TRACKING FORM
  - IMPACT REPORT FORMS



**AMERICAN LEGION AUXILIARY  
NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE  
2016-2017**

<b>Total Qty</b>	<b>Recipient</b>	<b>Submitted By</b>	<b>Deadline Date</b>
5 Unit Awards	Unit	Unit President (Collaboration with unit members and chairmen)	June 1, 2017
1 Department Award	Department	Department President (Collaboration with department chairmen)	June 1, 2017
Hard Copy Submitted To:		American Legion Auxiliary NHQ Attn: NPAE 8945 N. Meridian St. Indianapolis, IN 46260	
Electronic Entry Submitted To:		natlpres@ALAforVeterans.org	

**Criteria & Details**

These awards are very special because they represent the “best of the best” in planning and implementation of American Legion Auxiliary efforts to meet the mission of serving veterans, the military and their families. By establishing objectives, creating action steps to accomplish those objectives, and then reporting the achieved outcomes, measurable success will be achieved.

There are two forms: Unit Award Form and Department Award Form. Make sure you are using the correct version.

Tell us your story with words and photos. The entry must include at least two ALA mission outreach programs of your choice and a narrative on how you/unit members fostered a climate of goodwill within the unit.

Entry form must be filled out completely and included with your story and photos.

**Award Description**

- The National President’s Award for Excellence will be presented on the national convention floor with a spotlight on each winning entry.
- A news release will be sent to area newspapers following national convention.
- All winners will be featured in ALA national publications.

**AMERICAN LEGION AUXILIARY  
NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE  
UNIT AWARD FORM 2016-2017**

Name and Title		Department	
Address		Phone	
Unit Name and Number		Email Address	
Unit Membership Goal		Current Membership	
How did your unit retain members and/or recruit new members through mission-related activities?			
Local Newspaper Name and Address		Local Newspaper Email address	

ALA programs included in this entry (minimum of 2 mission outreach programs)	
--	--

**Attach to this form one-page narrative per program. Tell us your story and include pictures. Each activity should include stated goals and how they were accomplished. Entries will not be returned.**

Hard Copy Submitted To:	American Legion Auxiliary NHQ NPAE 8945 N. Meridian St. Indianapolis, IN 46260
Electronic Entry Submitted To:	natlpres@ALAforVeterans.org

**Deadline: June 1, 2017**

*Note: Only 5 American Legion Auxiliary units will win!*

**AMERICAN LEGION AUXILIARY  
NATIONAL PRESIDENT'S AWARD FOR EXCELLENCE  
DEPARTMENT AWARD FORM 2016-2017**

Name and Title		Department	
Address		Phone	
Email Address			
Department Membership Goal		Current Membership	
Newspaper Name and Address of Your Choice		Newspaper Email Address	

ALA programs included in this entry (minimum of 2 mission outreach programs)	
How did your department promote membership growth or retain current members?	

**Attach to this form a one-page narrative per program. Each one-page narrative should include pictures. Each activity should include stated goals and how they were accomplished. Entries will not be returned.**

Hard Copy Submitted To:	American Legion Auxiliary NHQ NPAE 8945 N. Meridian St. Indianapolis, IN 46260
Electronic Entry Submitted To:	natlpres@ALAforVeterans.org
<b>Deadline: June 1, 2017</b>	

*Note: Only 1 American Legion Auxiliary department will win!*

# American Legion Auxiliary ANNUAL REPORT FORMS 2016-2017

Please complete the section you are reporting: **Individual Member, Unit, District/County, or Department**

## HERE'S WHAT YOU NEED TO KNOW ABOUT REPORTING

### Reporting Content

There are two types of end-of-year reports: narrative (written) and impact (cumulative numbers). Each department committee chairman must send mid-year and year-end narrative reports for her specific committee to her national committee chairman and division committee chairman. Please see the individual Program Action Plan for detailed instructions. Specific information to include for each program is also noted in the individual Program Action Plan.

Each member tracks her own hours and resources used while doing the mission throughout the year. Then, when it's time to send your report to your unit, hours are tracked on one sheet and ready to submit. Each organizational level flows up to the next, and we end up with an impressive collective Auxiliary impact. This is the most basic and critical step in reporting. Even members who don't attend meetings are volunteering, so let's capture every hour we can!

The departments' annual impact reports are sent to National Headquarters where they are compiled by ALA National Headquarters staff into the ALA Annual Impact Report. This Impact Report is used to demonstrate who we are, what we do, and why we matter. For example, in 2015, American Legion Auxiliary volunteers provided \$3.1 billion in service! The American Legion includes our data in their annual report to Congress. If you are unsure of how many or where to count your hours, use your best judgment - reasonable estimates are just fine. Just be sure to report your numbers only one time in one place. Members and units, please check with your department on where and when to send your impact numbers.

### Reporting Deadlines

**Narrative Reports:** All department chairmen are required to submit a narrative mid-year report by January 5, 2017, and a year-end report by May 15, 2017, to their respective division chairmen and/or the national chairmen. Many departments ask their unit chairmen to submit a narrative report to the department chairmen. Please check with your department to determine the individual department reporting deadlines. When submitting your narrative report to your division and national chairman, please be sure to copy yourself and another unit, district/county or department officer.

**Impact Reports:** Department impact reports are due to National Headquarters by June 1, 2017. See Impact Numbers Reporting process on the next page.

### **The ALA Annual Impact Numbers Reporting Process At-A-Glance**

You, important ALA member, volunteer and raise resources to “do the ALA’s mission” throughout the year, and record your service hours and financial investment using the ALA Impact Numbers Tracking Worksheet



ALA member reports volunteer service to unit by unit’s deadline (usually in April)



Unit president compiles its members’ numbers and sends Unit Impact Report to district or county (if applicable) or otherwise on to department



County/district president compiles its units’ numbers and sends county/district Impact Report to department by department’s deadline (usually in May)



Appropriate department representative compiles numbers and sends to [ALAReports@ALAforVeterans.org](mailto:ALAReports@ALAforVeterans.org) by June 1, 2017.



ALA National Headquarters compiles all the departments’ numbers and prepares the *American Legion Auxiliary Annual Impact Report ~ ALA by the Numbers* for The American Legion to submit to Congress, and shares impact with the U.S. Department of Veterans Affairs, media and the public!

*The “Member Tracking Worksheet” follows. All of the tracking worksheets – department, district/county, unit and member – are on the website and can either be printed for individual use, or downloaded from [www.ALAforVeterans.org](http://www.ALAforVeterans.org) to your computer’s desktop for easy digital reporting. The electronic version automatically sums your hours when you enter them.*



**MY SERVICE TO OUR CHILDREN & YOUTH**

Hours I volunteered for all children, not just military children:

Number of hours volunteered for patriotic programs for children:

Dollar amount of goods given to children (reasonable estimate):

Dollar amount of cash aid given to benefit children:

Dollar amount of contributions to TAL Family Support Network

Dollar amount of contributions to American Legion Endowment Fund:

Dollar amount of contributions to all other child service charities:

Dollar amount of contributions to American Legion Child Welfare Foundation:

Dollar amount of contributions to Temporary Financial Assistance:

**MY SERVICE TO OUR COMMUNITIES**

Hours in community service for any projects not already included above:

Dollars spent doing community projects not already included above: \$

*Find tracking forms for members, units, districts/counties and departments, online at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) under Member Resources.*

**To save this file in your My Documents folder, or to your desktop, click Save As, as either an Excel Workbook file or Excel 97-2003 Workbook file.**

**COMPLETE THE APPLICABLE SECTION:**  
**(Individual Member, Unit, District/County, or Department)**

*American Legion Auxiliary*

## MEMBER Year-End Impact Numbers Report

I am a member of Unit # \_\_\_\_\_, Unit Name \_\_\_\_\_

Department \_\_\_\_\_

My name \_\_\_\_\_

Here is what I did in the 12 months from \_\_\_\_/\_\_\_\_/2016 to \_\_\_\_/\_\_\_\_/2017:

1. **My service for veterans** (*Examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, helping National Guard Family Support Groups, supporting their needs lists; supporting adopt-a-military-family projects; fundraising events at your unit, such as a Walk, Run & Roll, assisting with veterans job fairs, advocating for The American Legion legislative agenda that supports veterans, etc.*)

Hours I volunteered: \_\_\_\_\_

Dollars I personally spent: \$ \_\_\_\_\_

Value of in-kind donations received: \$ \_\_\_\_\_

In-kind donations are non-cash donations of goods or services that offset your expenses.

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in Community Schools* presentations I facilitated: \_\_\_\_\_

2. **My service for active-duty and reserve military** (*examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome-home events, etc.*)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of servicemembers served: \_\_\_\_\_

3. **My service for military families: include programs specifically for military and veterans' children** (*examples include organizing and delivering hero packs, helping with service projects, providing child care, tutoring at school, distributing Blue Star Banners, coupon clipping for active-duty military, adopting a military family, providing military G.I. Josh dogs, etc.*)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

**4. Service to our Children & Youth (Note: Some of this information will also be reported to The American Legion)**

Number of volunteer hours served for all children, not just military children: \_\_\_\_\_

Number of hours volunteered for patriotic programs for children: \_\_\_\_\_

Dollar amount of goods given to children (whole dollar amounts, reasonable estimate): \$ \_\_\_\_\_

Dollar amount of cash aid given to benefit children (whole dollar amounts): \$ \_\_\_\_\_

Dollar amount of contributions to TAL Family Support Network (whole dollar amounts): \$ \_\_\_\_\_

Dollar amount of contributions to American Legion Endowment Fund (whole dollar amounts): \$ \_\_\_\_\_

Dollar amount of contributions to all other child service charities (whole dollar amounts): \$ \_\_\_\_\_

Dollar amount of contributions to American Legion Child Welfare Foundation (whole dollar amounts):

\$ \_\_\_\_\_

Dollar amount of contributions to Temporary Financial Assistance (whole dollar amounts): \$ \_\_\_\_\_

**5. Service to Our Communities**

Total number of hours doing community service for any projects not included in questions 1 through 4 (i.e., blood drives, walks for community causes, food pantries, etc.): \_\_\_\_\_

Total dollars spent doing community projects not included in questions 1 through 4: \$ \_\_\_\_\_

**When completed, send to:** \_\_\_\_\_ **by** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
(Get name and date from unit)

# UNIT Year-End Impact Numbers Report

Unit # \_\_\_\_\_, Unit Name \_\_\_\_\_

Department \_\_\_\_\_

Unit President \_\_\_\_\_

Your Name (if other than president) \_\_\_\_\_

Your Email \_\_\_\_\_

Here is what our unit did in the 12 months from \_\_\_\_ / \_\_\_\_ /2016 to \_\_\_\_ / \_\_\_\_ /2017:

- 1. Our service for veterans** (examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events at your unit or post, assisting with veterans job fairs, helping homeless veterans and their families, advocating for The American Legion legislative agenda that supports veterans, organizing a Walk, Run & Roll, etc.)

Hours volunteered (by members reporting): \_\_\_\_\_

Dollars we spent: \$ \_\_\_\_\_

Value of in-kind donations received: \$ \_\_\_\_\_

In-kind donations are non-cash donations of goods or services that offset your expenses.

Total amount of contributions made to other organizations or agencies (except Child Welfare Foundation)

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in Community Schools* presentations facilitated: \_\_\_\_\_

Number of poppies or poppy items distributed: \_\_\_\_\_

Dollars raised from the poppies or poppy items distributed: \$ \_\_\_\_\_

- 2. Our service for active-duty and reserve military** (examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome-home events)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of US servicemembers served: \_\_\_\_\_

- 3. Our service for military families: Include programs specifically for military and veterans' children.** (examples include organizing and delivering hero packs, helping with service projects, providing child care, tutoring at school, distributing Blue Star Banners, clipping coupons for active-duty military, adopting a military family, providing G.I. Josh dogs, etc.)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

- 4. Scholarships our unit presented:**

Number of scholarships presented/awarded: \_\_\_\_\_

Dollar amount of local scholarships \$ \_\_\_\_\_

Dollar amount donated to department scholarships \$ \_\_\_\_\_

- 5. Service to our Children & Youth (Note: Some of this information will also be reported to The American Legion)**

Number of hours volunteered serving all children, not just military children: \_\_\_\_\_

Number of hours volunteered for patriotic programs for children: \_\_\_\_\_

Number of Children & Youth activities held: \_\_\_\_\_

Number of children given aid (cash or goods): \_\_\_\_\_

Dollar amount of goods given to children (whole dollar amounts, reasonable estimate): \$ \_\_\_\_\_

Dollar amount of cash aid given to benefit children: \$ \_\_\_\_\_

Unit participation (check all that apply):

Health & Safety (Play It Safe, Youth Suicide, Gateway Drugs)       Halloween Safety  
 April is C&Y Month       Family Support Network  
 Temporary Financial Assistance       National Family Week

Dollar amount of parties, dinners, prizes and gifts for children related activities: \$ \_\_\_\_\_

Dollar amount of administrative costs (paper, equipment, etc.) for children related activities: \$ \_\_\_\_\_

Dollar amount of all other expenses: \$ \_\_\_\_\_

Dollar amount of contributions to TAL Family Support Network: \$ \_\_\_\_\_

Dollar amount of contributions to American Legion Endowment Fund: \$ \_\_\_\_\_

Dollar amount of contributions to all other child service charities: \$ \_\_\_\_\_

Dollar amount of contributions to American Legion Child Welfare Foundation: \$ \_\_\_\_\_

Dollar amount of contributions to Temporary Financial Assistance: \$ \_\_\_\_\_

**6. ALA Girls State**

Total number of volunteer hours spent on recruiting delegates for ALA Girls State: \_\_\_\_\_

Number of volunteers: \_\_\_\_\_

Expenditures for promotion of and recruitment for ALA Girls State: \_\_\_\_\_

**7. Service to Our Communities**

Total number of hours doing community service for any projects not included in questions 1 through 6 (i.e., blood drives, walks for community causes, food pantries, etc.): \_\_\_\_\_

Total dollars spent doing community projects not included in questions 1 through 6: \$ \_\_\_\_\_

**When completed, send to:** \_\_\_\_\_ **by** \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
 (Get name and date from district or county, if applicable, or department)

# DISTRICT/COUNTY Year-End Impact Numbers Report

District/County # \_\_\_\_\_ Department \_\_\_\_\_

Number Units \_\_\_\_\_ Number Units Reporting \_\_\_\_\_

District/County President \_\_\_\_\_

Here is what our district/county did in the 12 months from \_\_\_\_\_ / \_\_\_\_\_ /2016 to \_\_\_\_\_ / \_\_\_\_\_ /2017:

- 1. Our service for veterans** *(examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events at your unit or post, assisting with veterans job fairs, helping homeless veterans and their families, advocating for The American Legion legislative agenda that supports veterans, organizing Walk, Run & Roll events, etc.)*

Hours volunteered: \_\_\_\_\_

Dollars we spent: \$ \_\_\_\_\_

Value of in kind donations received: \$ \_\_\_\_\_

In-kind donations are non-cash donations of goods or services that offset your expenses.

Total amount of contributions made to other organizations or agencies (except Child Welfare Foundation)

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in Community Schools* presentations facilitated: \_\_\_\_\_

Number of poppies or poppy items distributed: \_\_\_\_\_

Dollars raised from the poppies or poppy items distributed: \$ \_\_\_\_\_

- 2. Our service for active-duty and reserve military** *(Examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome-home events)* Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of US servicemembers served: \_\_\_\_\_

- 3. Our service for military families: Include programs specifically for military and veterans' children** *(examples include organizing and delivering hero packs, helping with service projects, providing child care, tutoring at school, distributing Blue Star Banners, adopting a military family, providing G.I. Josh dogs, etc.)*

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

- 4. Scholarships our district/county and units presented:**

Total number of scholarships presented: \_\_\_\_\_

Total dollar amount of all scholarships presented \$ \_\_\_\_\_

Total dollar amount donated to department scholarships \$ \_\_\_\_\_

- 5. Service to our Children & Youth (Note: Some of this information will also be reported to The American Legion)**

Number of hours volunteered serving all children, not just military children: \_\_\_\_\_

Number of hours volunteered for patriotic programs for children: \_\_\_\_\_

Number of Children & Youth activities held: \_\_\_\_\_

Number of children given aid (cash or goods): \_\_\_\_\_

Dollar amount of goods given to children (whole dollar amounts, reasonable estimate): \$ \_\_\_\_\_

Dollar amount of cash aid given to benefit children: \$ \_\_\_\_\_

District/County participation (check all that apply):

\_\_\_\_ Health & Safety (Play It Safe, Youth Suicide, Gateway Drugs)      \_\_\_\_\_ Halloween Safety

\_\_\_\_ April is C&Y Month      \_\_\_\_\_ Family Support Network

\_\_\_\_ Temporary Financial Assistance      \_\_\_\_\_ National Family Week

Dollar amount of parties, dinners, prizes and gifts for children related activities: \$ \_\_\_\_\_

Dollar amount of administrative costs (paper, equipment, etc.) for children related activities: \$ \_\_\_\_\_

Dollar amount of all other expenses: \$ \_\_\_\_\_

Dollar amount of contributions to TAL Family Support Network: \$ \_\_\_\_\_

Dollar amount of contributions to American Legion Endowment Fund: \$ \_\_\_\_\_

Dollar amount of contributions to all other child service charities: \$ \_\_\_\_\_

Dollar amount of contributions to American Legion Child Welfare Foundation: \$ \_\_\_\_\_

Dollar amount of contributions to Temporary Financial Assistance: \$ \_\_\_\_\_

**6. ALA Girls State**

Total number of volunteer hours spent on recruiting delegates for ALA Girls State, orientation and other activities: \_\_\_\_\_

Number of volunteers: \_\_\_\_\_

Expenditures for promotion of and recruitment for ALA Girls State: \_\_\_\_\_

**7. Service to Our Communities**

Total number of hours doing community service for any projects not included in questions 1 through 5 (i.e., blood drives, walks for community causes, food pantries, etc.): \_\_\_\_\_

Total dollars spent doing community projects not included in questions 1 through 6: \$ \_\_\_\_\_

**When completed, send to:** \_\_\_\_\_ **by** \_\_\_\_\_ / \_\_\_\_\_ / \_\_\_\_\_  
*(Get name and date from department)*

# DEPARTMENT Year-End Impact Numbers Report

Department \_\_\_\_\_

Number of Units in Department \_\_\_\_\_ Number of Units Reporting \_\_\_\_\_

Department President \_\_\_\_\_

Department Secretary \_\_\_\_\_

Name of Person Submitting This Report \_\_\_\_\_ Email \_\_\_\_\_

Here is what our department did in the 12 months from \_\_\_\_/\_\_\_\_/2016 to \_\_\_\_/\_\_\_\_/2017:

- 1. Our service for veterans** (examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events at your unit or post, assisting with veteran job fairs, helping homeless veterans and their families, advocating for The American Legion legislative agenda that supports veterans, organizing a Walk, Run & Roll, etc.)

Hours volunteered: \_\_\_\_\_

Dollars we spent: \$ \_\_\_\_\_

Value of in-kind donations received: \$ \_\_\_\_\_

In-kind donations are non-cash donations of goods or services that offset your expenses.

Total amount of contributions made to other organizations or agencies (except Child Welfare Foundation): \_\_\_\_\_

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in Community Schools* presentations facilitated: \_\_\_\_\_

Number of poppies or poppy items distributed: \_\_\_\_\_

Dollars raised from the poppies or poppy items distributed: \$ \_\_\_\_\_

Number of veterans who made the poppies or poppy items for distribution: \_\_\_\_\_

(not applicable for pre-assembled poppies you purchased from another source)

Total amount paid to veterans who made poppies: \$ \_\_\_\_\_

- 2. Our service for active-duty and reserve military** (examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome-home events, et. al.)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of US servicemembers served: \_\_\_\_\_

- 3. Our service for military families: Include programs specifically for military and veterans' children** (examples include organizing and delivering hero packs, helping with service projects, providing child care, tutoring at school, distributing Blue Star Banners, adopting a military family, providing military G.I. Josh dogs, et. al.)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

- 4. Scholarships our department, districts/counties, and units presented:**

Total number of scholarships presented: \_\_\_\_\_

Total dollar amount of all scholarships presented: \$ \_\_\_\_\_

Total dollar amount donated to scholarship funds throughout your department: \$ \_\_\_\_\_

- 5. Service to Our Children & Youth (Note: Some of this information will also be reported to The American Legion)**

Number of hours volunteered serving all children, not just military children: \_\_\_\_\_  
 Number of hours volunteered for patriotic programs for children: \_\_\_\_\_  
 Number of Children & Youth activities held: \_\_\_\_\_  
 Number of children given aid (cash or goods): \_\_\_\_\_  
 Dollar amount of goods given to children (whole dollar amounts, reasonable estimate): \$ \_\_\_\_\_  
 Dollar amount of cash aid given to benefit children: \$ \_\_\_\_\_  
 Department participation (check all that apply):  
 \_\_\_ Health & Safety (Play It Safe, Youth Suicide, Gateway Drugs)      \_\_\_ Halloween Safety  
 \_\_\_ April is C&Y Month      \_\_\_ Family Support Network  
 \_\_\_ Temporary Financial Assistance      \_\_\_ National Family Week  
 Dollar amount of parties, dinners, prizes and gifts for children related activities: \$ \_\_\_\_\_  
 Dollar amount of administrative costs (paper, equipment, etc.) for children related activities: \$ \_\_\_\_\_  
 Dollar amount of all other expenses: \$ \_\_\_\_\_  
 Dollar amount of contributions to TAL Family Support Network: \$ \_\_\_\_\_  
 Dollar amount of contributions to American Legion Endowment Fund: \$ \_\_\_\_\_  
 Dollar amount of contributions to all other child service charities: \$ \_\_\_\_\_  
 Dollar amount of contributions to American Legion Child Welfare Foundation: \$ \_\_\_\_\_  
 Dollar amount of contributions to Temporary Financial Assistance: \$ \_\_\_\_\_

**6. ALA Girls State**

Total number of volunteer hours spent on and at ALA Girls State: \_\_\_\_\_  
 Total number of volunteers: \_\_\_\_\_  
 Total expenditures for ALA Girls State: \_\_\_\_\_

**7. Service to Our Communities**

Total number of hours doing community service for any projects not included in questions 1 through 6 (i.e., blood drives, walks for community causes, food pantries, etc.): \_\_\_\_\_  
 Total dollars spent doing community projects not included in questions 1 through 6: \$ \_\_\_\_\_

**Department impact numbers are due to [ALAREports@ALAforVeterans.org](mailto:ALAREports@ALAforVeterans.org) by  
 June 1, 2017.**

*Department presidents: Remember - This ALA Impact Numbers Report is separate from your  
 Department President's Report*

**See also: [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for:**

- **Annual Impact Numbers Report Instructions**
- **ALA Impact Numbers Online Tracking Worksheet**