

**2016-2017 Department of Michigan  
American Legion Auxiliary Programs Action Plan  
Community Service**

**Committee Information:**

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**THE COMMUNITY SERVICE PROGRAM PROMOTES THE AMERICAN LEGION AUXILIARY'S VISIBILITY WITHIN OUR LOCALITIES, THE COMMUNITY SERVICE PROGRAM DEMONSTRATES WHO WE ARE WHAT WE DO, AND WHY WE MATTER.**

**What can you do?**

**Become visible within your community by working with and inviting other organizations to work on service projects so that people will recognize the American Legion Auxiliary's local efforts to support our veterans, service members, their families, and the community.**

**Ideas:**

**Member:**

- 1. Volunteer at and help organize service projects on ALA suggested days of service.**
- 2. Volunteer at local libraries, food pantries, domestic violence shelters, senior citizens centers, assisted living centers, nursing homes, and for service projects and causes (walks, special events, etc). Wear your Auxiliary apparel while doing so.**
- 3. Join a Community Blueprint Coalition and participate as a source of knowledge in the community and help plan and participate in various volunteer opportunities.**

4. **Represent the Auxiliary as a member of the local community boards and committees.**
5. **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.**
6. **Complete a year of AmeriCorps service. The time commitment varies by project and could be anywhere from 8 hours per week to 40 hours per week.**
7. **Volunteer with your local Meals on Wheels to deliver meals on days when they are typically closed (example: Christmas and Thanksgiving) Wear your Auxiliary apparel while doing so.**
8. **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:**

1. **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.**
2. **Organize and participate in service projects for veterans, service members, their families, and local community programs on ALA suggested days of service.**
3. **Register service projects on websites, community forums and social media to attract other community members to participate in your service projects.**
4. **Join a Community Forces alliance or Community Blueprint coalition, participate actively as a source of knowledge in your community, and help plan and participate in various volunteer opportunities.**
5. **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.**
6. **Sponsor and participate in activities at local libraries, senior citizens centers, assisted living centers, nursing homes, service projects and causes (walks, special events, etc.)**
7. **Attend and represent the Auxiliary at special celebration events in the community such as holiday parades, grand opening of community facilities and community leaders recognition ceremonies.**

8. Connect to and be supportive of the ALA Call to Service Corps, AmeriCorps members and AmeriCorps veteran and military family projects in their communities.
9. Apply for an AmeriCorps VISTA members and member through the ALA Call to Service Corps project to develop and organize community support programs in your town or city.
10. Partner with local Meals on Wheels to deliver meals on days they are closed (i.e. Christmas or Thanksgiving)

**NATIONAL AWARDS:**

**UNIT AWARD: Unit Community Service Award**

**TYPE OF AWARD: Citation**

**PRESENTED TO: One Unit in each division (5 awards)**

**MATERIALS AND GUIDELINES:**

1. Entries must include the award coversheet located in the Guide
2. Awarded to the most outstanding overall Community Service program in the division during the 2016-2017 administrative year.
3. Narrative should include pictures and newspaper articles
4. 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.
5. All entries must be sent by the department chairman to Central Division Chairman: Lisa Cadwallader Department of West Virginia, 42 Trout Cir, Kearneysville, WV 25430 (304) 707-1121 Email: lisac.ala71@gmail.com

**Department Award: Department Community Service Award**

**Type of Award: Citation**

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

**Materials and Guidelines:**

1. Entries must include the award cover sheet located in the program Plan
2. Awarded to the most outstanding overall Community Service program in the division during the 2016-2017 administrative year.
3. Each entry must be typewritten in narrative form.
4. Include pictures and newspaper articles.
5. 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
6. All entries must be sent by the department chairman to her national division chairman postmarked by June 1, 2017, or emailed by 5:00p.m. EST June 1, 2017.

**DEPARTMENT AWARDS:**

**Wilbur M. Bruckner Cup: To the Unit with the Best-All-Around report. Remember the hour sheets verification.**

**Lida Murphy Cup: For the greatest number of hours reported on these programs. Remember the hour sheets for verification. Named for the Past Department Lida Murphy, Northville Unit #14, 1937-1938**

**Earl I. Stewart Cup: To the Unit with less than 50 members for the outstanding Community Service report. Remember the hour sheets for verification**

**Betty Cline Community Service Citation: To a Unit with over 200 members for a single program that has benefited or assisted their community during the year. Remember hour sheets for verification. Named for the Past Department President Betty Cline, Port Huron Unit #8, 1980-1981**

**Patricia Jewell Award: For the Units under 200 Members. For the outstanding single program that has benefited the community. Named for Past Department President Patricia Jewel, Unit #87, 1992-1993.**

**Unit Chairman must have your entry and report to the District Chairman by March 31, 2017. District chairman must have the winning entry with GREENSLIP to the Department Chairman by April 15, 2017.**

# 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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#### 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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#### Eastern Division Chairman

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#### Northwestern Division Chairman

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#### Southern Division Chairman

Peggy Monroe, Department of Tennessee  
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#### Western Division Chairman

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#### National Headquarters Program Coordinator

Sharon Riegsecker  
1608 K St NW, Washington DC 20006  
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sriegsecker@ALAforVeterans.org

## 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, service members, their families and the community.**

### Ideas:

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- 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, service members, 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.

- 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.
- 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?



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- 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/Service member/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.jointservicessupport.org/communityforces/](http://www.jointservicessupport.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: \_\_\_\_\_

*Please see your committee Programs Action Plan to determine where to send this form.*