



## American Legion Auxiliary

Department of Michigan

212 N. Verlinden Ave., Ste. B • Lansing, MI 48915

Phone: 517-267-8809 • Fax: 517-371-3698

Denise -Ext. 21

Heather-Ext. 19

Mary-Ext 22

**OCT/NOV, 2016**



### DON'T MISS YOUR JUNIORS EMAILS

The Juniors and other Legion Family Groups and members were informed of new communication methods and are currently using Mailchimp.com to send out email messages to larger distribution lists. These emails may show up in your Junk; Spam; Promotional; or Social Media email folders instead of their primary inbox.

Please be sure to check these folders regularly so important communications are not missed.

### NATIONAL ALA FOUNDATION SEEKING DONATIONS DURING MATCHING GRANT CHALLENGE!

The National ALA Foundation raises funds, in part, by applying for grants from various organizations. A new challenge has become available in the form of matching funds from Innovairre Communications. For every dollar donated, they will match a dollar up to \$15,000.

In conjunction with GivingTuesday on November 29, any donations made to the ALA Foundation on or before November 29 will be matched by Innovairre dollar for dollar - what a great way to double your gift and double our ability to serve the mission! So by donating to the ALA Foundation now, we can help get a \$15,000 matching gift to the ALA!

Please make a donation so that the ALA and Foundation can continue to help departments with special projects to help achieve the five goals of the ALA Centennial Strategic Plan.

Let's earn this \$15,000 matching gift! Please donate and ask your family and friends to donate to the ALA as well at: <http://alafoundation.org/givingtuesday/>

### UPCOMING DATES OF INTEREST

Veterans Day, November 11, 2016

Thanksgiving, November 24, 2016

Gift Shops - See Above

Winter Meeting, March 9-12, 2016, Flint, Michigan

Girls State, June 18—24, 2017, Michigan State University

Department Convention, June 22-25, 2017, Flint, Michigan

### REMINDER OF CHRISTMAS GIFT SHOP DATES

District Presidents, please make sure you have enough volunteers ready to help to make this year a great one for our Veterans and their families!

D.J. Jacobetti Home for Veterans

Thursday, December 1 and Friday, December 2, 2016

Saginaw VA Medical Center

Thursday, December 8, 2016

Iron Mountain VA Medical Center

Tuesday, December 6, 2016

Detroit VA Medical Center

Monday, December 5—Wednesday December 7, 2016

(NOTE: Date Correction)

Grand Rapids Home for Veterans

Tuesday, November 29—Thursday, December 1, 2016

Ann Arbor VA Medical Center

Monday, November 28 —Wednesday, December 3, 2016

### DO YOU HAVE A PROFESSIONAL BACKGROUND IN FINANCE?

Would you like to help shape the ALA at the national level? Apply for a spot on the National Finance Committee! National President Mary Davis is seeking applications from motivated members interested in being appointed to the national finance committee for the 2016-2017 administrative year. You need not have served at the department level before holding a position on a national committee; unit-level ALA members are encouraged to apply! Resumes should highlight the candidate's professional background in finance. Please email all resumes to [natlpres@alaforveterans.org](mailto:natlpres@alaforveterans.org) by Friday, December 16, 2016. Email subject line should read, "Finance Committee Resume."

### PHOTOS AND JUNIORS ACTIVITY INFORMATION REQUESTED

Please send your photos of the Juniors in action around the state with information about the event or people in the photos. We also have a Junior Member Spotlight feature in our newsletter each month. To have your Junior considered for the spotlight, please submit your nominations including their activities and accomplishments.

Please send all submissions via email to:  
[ckovacsfamily@hotmail.com](mailto:ckovacsfamily@hotmail.com)



The entire page is framed by a decorative border that mimics the American flag. It features horizontal red and white stripes on the left and right sides, and a blue field with white stars on the top and bottom. The stars are arranged in a pattern that follows the contours of the border.

## MEMBERSHIP 2016-2017

Hello everyone. Well it's that time to really get these renewals in. Are goal is 28,831 this year and we only have 5,743 in as of 10/6/2016. Please don't hold on to your transmittals. Get them in as soon as you can..

AGAIN- some of biggest issue at are.

1. Transmittals are not complete, like no checks or applications are attached.
2. Applications are not complete. Please review all applications before sending in. They MUST be filled in completely and neatly.

These will help the process go a lot smoother.

Remember to make all welcome at your meetings or events, this will help increase membership and keep the members we have now.

Have a great year and if you need anything please contact your membership chair or Area Chairman or myself. We will do whatever it takes to help....

**Remember= HUMBLE & KIND**

LoraLee Nauta  
Membership Chairman



## MEMBERSHIP THEME FOR 2016-2017 –

### “HATS OFF TO OUR VETERANS”

#### **Membership Chairman:**

LoraLee Nauta (#287-5<sup>th</sup>)

16402 Tyrone Ave, Kent City, MI 49330

616-675-4839 / Cell: 616-520-37087

Email: [loraileenauta4@gmail.com](mailto:loraileenauta4@gmail.com)

#### **Lower Northern Area: (9<sup>th</sup>-10<sup>th</sup>-19<sup>th</sup>)**

Barbara Gwane (# 104 – 10<sup>th</sup>)

3493 Pine River Rd.

Standish, MI 48658

Home: 989-846-9733

#### **UPAA & Upper Northern**

Julie Becker (#021 – UPAA)

18395 State Hwy 55

Alvin, WI 59542-9461

906-236-3307

E-mail: [phatmom68@gmail.com](mailto:phatmom68@gmail.com)

#### **Southern Area: (1<sup>st</sup>-16<sup>th</sup>)**

Laura Chappell (#232-16<sup>th</sup>)

26067 Southwest Hwy, Redford, MI 48239

313-937-0829 / Cell: 734-756-8376

Email: [tookey6145@gmail.com](mailto:tookey6145@gmail.com)

#### **Western Area: (2<sup>nd</sup>-3<sup>rd</sup>-4<sup>th</sup>-5<sup>th</sup>)**

Deb Chambers (#287-5<sup>th</sup>)

874 Fourth St. NW, Grand Rapids, MI 49501

616-540-0817 Cell: 616-206-6636

#### **Eastern Area: (6<sup>th</sup>-7<sup>th</sup>-8<sup>th</sup>-17<sup>th</sup>-18<sup>th</sup>)**

Angela Galbraith (#143-18<sup>th</sup>)

155 Juniper, Auburn Hills, MI 48326

248-852-0435 / Cell: 248-420-3456

Email: [argalbraith@aol.com](mailto:argalbraith@aol.com)





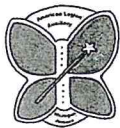
1250 Weiss St., Frankenmuth, Michigan 48734  
(989) 652-8005 Hours: 10:00 am – 5:00 pm

American Legion Auxiliary Department of  
Michigan Honorary Juniors  
Frankenmuth Trip

Join us for a fun day in scenic Frankenmuth, MI on  
Sunday Nov. 20<sup>th</sup> 2016

We will be visiting the Michigan Military and Space  
Museum at 2:00pm

Feel free to arrive early and enjoy all that  
Frankenmuth has to offer!



*Frankenmuth*

MI



★ Designed by TownMapsUSA.com





## HISTORIAN

By  
Mary Dubay

The National Historian Program Action Plan for 2016-2017 is now available on the National website. There are no changes from what they required of us last year.

Coral May Grout, the National Historian for this year is requesting that we remind our members that there are awards/recognitions that they can win for participating in some of these projects.

One such project is the "The Member's Remember" History Project. This project is the recording of your Unit, District, or Department's history as told through the eyes of its members. Perhaps you could enlist a Junior member to help you with this project. They will learn about the history of your Unit, District, or Department and, since most of them are very savvy with technology, you might learn something as well.

Perhaps you might have a famous Auxiliary member. You might want to write about her and why she is famous. Perhaps she was the first woman to work in government (local or state) or maybe she started an organization that relates to the American Legion Auxiliary's mission.

Maybe the Veteran's History project is more your style. Go to <http://www.loc.gov/vets/kit.html> for information on how to participate in this project. Writing the history of our veterans so we don't lose their stories can be very interesting.

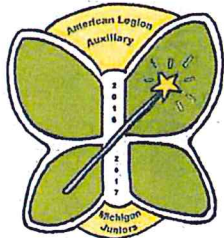
Whatever you decide to do, please follow the rules and submit to the proper entity.

\*\*\*Please send me a report on one to three important activities/projects/programs that have happened in your Unit/District since Department Convention by December 15, 2016. The National organization is requesting that I send them a mid-year report on what we are doing here in Michigan. Without your help, I cannot do this.\*\*\* Email or snail mail, I look forward to hearing from you.

# Fairy Tales Newsletter



## American Legion Auxiliary Department of Michigan Honorary Juniors

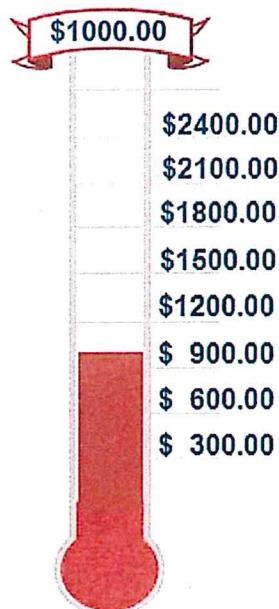


**October 2016**

**Honorary President:**  
Sabrina Townes

**Committee Chair:**  
Connie Kovacs

### Project Funds Raised



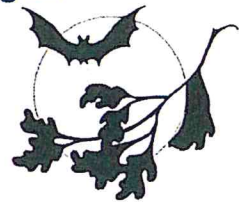
### Project News

Stiggy's Dogs is a 501c3 nonprofit organization that transforms shelter dogs into individually trained Service Animals for our veterans living with combat related trauma such as: Post Traumatic Stress, (PTS), and Traumatic Brain Injuries (TBI). Stiggy's provides the Psychiatric Service Dog, (PSD), and associated training at NO COST to the veteran. The average cost to rescue, care for and train the service dog for the veteran is around \$8000.00. So far we have raised \$1000.00 for Stiggy's this year! Great job Juniors!

Those wishing to donate to Sabrina's Special Project you may do so by making checks payable to: The "Dept. of Michigan, American Legion Auxiliary". Memo Line: "Honorary Jr President Special Project Stiggy's Dogs"

Please mail donations to:

Sabrina Townes, Dept. of Mich. Hon. Jr President  
PO Box 584  
Cedar Springs, MI 49319



### Spreading Our Magic Around the State

We had a great time at Fall Conference in Muskegon, MI and Red Flannel in Cedar Springs, MI! Our Juniors always inspire and motivate everywhere they go!







## President's Pixie Dust

Hello. My name is Sabrina Jo Townes and I am very honored and excited to be your 2016-2017 American Legion Auxiliary, Department of Michigan, Honorary Juniors President. I have been a member of Unit 287 in Cedar Springs, MI since 2001. I have been active with the Juniors at the unit level as well as with the 5th District and The Department of Michigan. My special Project this year is "STIGGY'S DOGS"! You can learn more about them in the Project News section of the newsletter. I am very excited about my project and am looking forward to a fun, successful year! Thank you for your awesome support and friendship!

See you at the Sleepover!



## Junior Sparkle - Emily Terhune

Emily Terhune will be hosting a Veterans Day assembly as her senior project at Wellspring Preparatory High School. Emily is the honorary 5th District Junior Auxiliary President and a member of Northeastern Unit 459. Emily plans on honoring our veterans and educating her peers by sharing the meaning of the POW/MIA table and the 13 folds of the flag. She also plans on having a veteran represent each war period starting with WWII and each branch of the service.

The assembly is open to all veterans who wish to attend. Emily has invited local city officials, several elected government officials at the State level, as well as the media from the Grand Rapids area. The assembly is scheduled for November 7th, 2016 at 7:50 am. If you wish to attend, you are asked to arrive 15 - 20 minutes early to check in with the office. The school is located at 1031 Page St NE, Grand Rapids, MI 49505.



## Upcoming Events

- ◆ October 15<sup>th</sup> - National Junior Meeting - Columbus, OH
- ◆ October 29<sup>th</sup> - Creepy Sleepy Overnighter - Cedar Springs Post 287
- ◆ November 7<sup>th</sup> - Emily Terhune's Salute to Veterans - Wellspring Preparatory High School, 1031 Page St NE, Grand Rapids, MI 49505
- ◆ November 11<sup>th</sup> - Veterans Day
- ◆ November 20<sup>th</sup> - Frankenmuth Military Museum





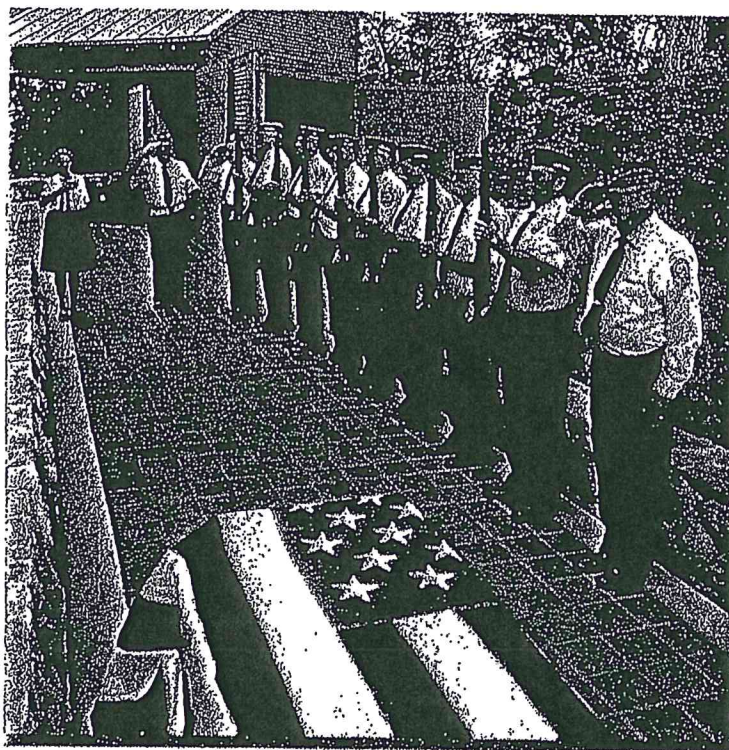
U.S. Department  
of Veterans Affairs

## Fort Custer National Cemetery

### Honor Guard Volunteers Needed

Help ensure our Nation's fallen heroes receive the respect and honor they deserve by providing full military honors upon request from the family at the burial service.

Fort Custer National Cemetery is recruiting volunteers to serve on the Honor Guard to render military honors for Veterans. Military honors are conducted Monday through Friday at the cemetery, including rifle volleys and folding and presentation of flags. Honor Guard members are provided uniforms and specialized training to serve on one of the five squads. Members need to be available from 10:00 a.m. to 3:00 p.m. on their day of service. Volunteers are needed any weekday. Military experience is preferred but not mandatory.



For more information or other volunteer opportunities contact:

**Battle Creek VA Medical Center  
Community and Volunteer Service  
269-223-5497**





## MEMORY GARDEN

OCTOBER & NOVEMBER 2016 – 2017

GEORGIA DOWNS, CHAPLAIN

Helen Boop	District 2	Unit 392	06/29/2016
Rhea Schadewald	District 2	Unit 392	08/17/2016
Lydia Hufford	District 2	Unit 268	05/14/2015
Lois Kartje-Mazurowski	District 2	Unit 268	05/19/2015
Carolyn Lloyd	District 2	Unit 268	09/11/2015
Phyliss Muter	District 2	Unit 268	05/01/2016
Louise Lines	District 2	Unit 315	unknown
Mary Helen Creger	District 2	Unit 34	09/20/2016
Mary L. Skinner	District 2	Unit 322	09/20/2016
Shirley Armbruster	District 2	Unit 322	09/11/2016
Margaret Carter	District 2	Unit 322	06/??/2016
Mae Coppock	District 4	Unit 049	08/27/2016
Jean Hinman	District 4	Unit 344	10/08/2015
Jean Marie McCullough	District 5	Unit 123	09/08/2016
Sherry Veldhuis	District 5	Unit 33	08/11/2016
Marion Beaudoin	District 5	Unit 419	09/04/2016
Hazel Antcliff	District 5	Unit 102	07/22/2016
Sally Hitsman	District 5	Unit 102	06/13/2016
Marjory Shier	District 5	Unit 102	07/29/2016
Susan Zuehlke	District 6	Unit 151	05/04/201
Georgianna Allen	District 6	Unit 419	06/17/2016
Marion Beaudoin	District 6	Unit 419	09/04/2016
Mary Jennine Wacaser-Beck	District 6	Unit 158	08/13/2016
Edna Newman	District 7	Unit 16	01/20/2016
Patricia Sibilsky	District 7	Unit 16	02/24/2016
Velma Meyers	District 7	Unit 543	09/14/2016
Sally Chatters	District 7	Unit 164	09/23/2016
Karen Blonshine	District 8	Unit 101	06/13/2016

Marguerite Spindler	District 8	Unit 439	08/21/2015
Emma Martin	District 8	Unit 439	08/19/2016
Nancy Blain	District 9	Unit 397	04/16/2016
Beverly Kelly	District 9	Unit 397	03/01/2016
Frances Rynberg	District 9	Unit 397	11/20/2015
Joyce Scott	District 9	Unit 69	09/17/2016
Josephine Markiewicz	District 9	Unit 381	09/01/2016
Mary Velgos	District 10	Unit 416	06/12/2016
Nina Hutson	District 10	Unit 240	04/27/2016
Fern Dale Schatzer	District 10	Unit 18	05/23/2016
Susan Hoffman	District 10	Unit 254	06/02/2016
Mary Ann Beck	District 10	Unit 370	06/07/2016
Cindi Van Houk	District 10	Unit 370	06/10/2016
Diane O'Brien	District 10	Unit 370	06/15/2016
Dalhas Mae	District 10	Unit 274	09/13/2016
Madeline Goniea	District 10	Unit 416	05/14/2016
Nancy Henry	District 10	Unit 416	09/20/2016
Lorraine Lambert	District 10	Unit 416	10/14/2015
Margo V. Liebau	District 16	Unit 409	07/28/2016
Joanne Borbo	District 17	Unit 32	07/31/2016
Carman Estrada	District 17	Unit 32	06/23/2016
Katherine Miklesh	UPAA	Unit 5	12/??/2015
Lucille Cholger	UPAA	Unit 115	09/08/2016
Anne Michell	UPAA	Unit 349	09/03/2016
Jeanette Desjardins	UPAA	Unit 44	07/25/2016
Wilma Nelson	UPAA	Unit 340	08/28/2016





## American Legion Auxiliary

### Department of Michigan

212 North Verlinden Avenue, Ste. B • Lansing, Michigan 48915

phone 517-267-8809 • fax 517-371-3698

[www.michalaux.org](http://www.michalaux.org)

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TO: All American Legion Auxiliary Units

FROM: Denise Carter, Department of Michigan

DATE: October 7, 2016

RE: IRS Form 8822-B Change of Address of Responsible Party - Business

The attached for 8822-B is required if an organization has a (1) change of address or (2) a change in the organization's responsible party.

- (1) If your Unit has moved to a different location since the last time you filed this form, you must complete this form and file it with the IRS. Please keep a copy of the form for your records.
- (2) The organization's responsible party is defined by the IRS as "the person who has a level of control over, or entitlement to, the funds or assets in the entity that, as a practical matter, enables the individual, directly or indirectly, to control, manage, or direct the entity and the disposition of its funds and assets."

Usually, a Unit's responsible party would be the President or Treasurer. If your responsible party has changed since the last time you filed, you must complete this form and file it with the IRS. Please keep a copy of the form for your records.

If you have not had any changes, you do not need to file.

If you have any questions, please contact me at Extension 21.

## Change of Address or Responsible Party — Business

▶ Please type or print.

▶ See instructions on back. ▶ Do not attach this form to your return.  
▶ Information about Form 8822-B is available at [www.irs.gov/form8822b](http://www.irs.gov/form8822b).

OMB No. 1545-1163

**Before you begin:** If you are also changing your home address, use Form 8822 to report that change.

If you are a tax-exempt organization (see instructions), check here ☐

Check **all** boxes this change affects:

- 1 ☐ Employment, excise, income, and other business returns (Forms 720, 940, 941, 990, 1041, 1065, 1120, etc.)
- 2 ☐ Employee plan returns (Forms 5500, 5500-EZ, etc.)
- 3 ☐ Business location

<b>4a Business name</b>	<b>4b Employer identification number</b>
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**5 Old mailing address** (no., street, room or suite no., city or town, state, and ZIP code). If a P.O. box, see instructions. If foreign address, also complete spaces below, see instructions.

Foreign country name	Foreign province/county	Foreign postal code
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**6 New mailing address** (no., street, room or suite no., city or town, state, and ZIP code). If a P.O. box, see instructions. If foreign address, also complete spaces below, see instructions.

Foreign country name	Foreign province/county	Foreign postal code
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**7 New business location** (no., street, room or suite no., city or town, state, and ZIP code). If a foreign address, also complete spaces below, see instructions.

Foreign country name	Foreign province/county	Foreign postal code
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**8 New responsible party's name**

**9 New responsible party's SSN, ITIN, or EIN**

**10 Signature**

Daytime telephone number of person to contact (optional) ▶

**Sign Here**

Signature of owner, officer, or representative	Date
Title	

### Where To File

Send this form to the address shown here that applies to you.

IF your old business address was in . . .	THEN use this address . . .
Connecticut, Delaware, District of Columbia, Florida, Georgia, Illinois, Indiana, Kentucky, Maine, Maryland, Massachusetts, Michigan, New Hampshire, New Jersey, New York, North Carolina, Ohio, Pennsylvania, Rhode Island, South Carolina, Tennessee, Vermont, Virginia, West Virginia, Wisconsin	Internal Revenue Service Cincinnati, OH 45999-0023
Alabama, Alaska, Arizona, Arkansas, California, Colorado, Hawaii, Idaho, Iowa, Kansas, Louisiana, Minnesota, Mississippi, Missouri, Montana, Nebraska, Nevada, New Mexico, North Dakota, Oklahoma, Oregon, South Dakota, Texas, Utah, Washington, Wyoming, any place outside the United States	Internal Revenue Service Ogden, UT 84201-0023



## Future Developments

Information about any future developments affecting Form 8822-B (such as legislation enacted after we release it) will be posted at [www.irs.gov/form8822b](http://www.irs.gov/form8822b).

## What's New

**Change of responsible party.** Any entity with an EIN is now required to report a change in its "responsible party" by: (a) completing Form 8822-B as appropriate, including entering the new responsible party's name on line 8 and the new responsible party's SSN, ITIN, or EIN on line 9; and (b) filing the completed form with the Internal Revenue Service within 60 days of the change. See *Responsible Party*, later, for more information.

## Purpose of Form

Use Form 8822-B to notify the Internal Revenue Service if you changed your business mailing address, your business location, or the identity of your responsible party. Also, any entities that change their address or identity of their responsible party must file Form 8822-B, whether or not they are engaged in a trade or business. If you are a representative signing for the taxpayer, attach to Form 8822-B a copy of your power of attorney. Generally, it takes 4 to 6 weeks to process your address or responsible party change.

**Changing both home and business addresses?** Use Form 8822 to change your home address.

## Tax-Exempt Organizations

Check the box if you are a tax-exempt organization. See Pub. 557, *Tax-Exempt Status for Your Organization*, for details.

## Addresses

Be sure to include any apartment, room, or suite number in the space provided.

### P.O. Box

Enter your box number instead of your street address only if your post office does not deliver mail to your street address.

### Foreign Address

Follow the country's practice for entering the postal code. Please do not abbreviate the country name.

### "In Care of" Address

If you receive your mail in care of a third party (such as an accountant or attorney), enter "C/O" followed by the third party's name and street address or P.O. box.

## Responsible Party

Enter the full name (first name, middle initial, last name, if applicable) and

SSN (social security number), ITIN (individual taxpayer identification number), or EIN (employer identification number) of the new responsible party, as defined next.

**Responsible party defined.** For entities with shares or interests traded on a public exchange, or which are registered with the Securities and Exchange Commission, "responsible party" is (a) the principal officer, if the business is a corporation, (b) a general partner, if a partnership, (c) the owner of an entity that is disregarded as separate from its owner (disregarded entities owned by a corporation enter the corporation's name and EIN), or (d) a grantor, owner, or trustor, if a trust. For tax-exempt organizations, the "responsible party" is commonly the same as the "principal officer" as defined in the Form 990 instructions.

For all other entities, "responsible party" is the person who has a level of control over, or entitlement to, the funds or assets in the entity that, as a practical matter, enables the individual, directly or indirectly, to control, manage, or direct the entity and the disposition of its funds and assets. The ability to fund the entity or the entitlement to the property of the entity alone, however, without any corresponding authority to control, manage, or direct the entity (such as in the case of a minor child beneficiary), does not cause the individual to be a responsible party.

If the responsible party is an alien individual with a previously assigned ITIN, enter the ITIN in the space provided and submit a copy of an official identifying document. If necessary, complete Form W-7, *Application for IRS Individual Taxpayer Identification Number*, to obtain an ITIN.

You must enter the new responsible party's SSN, ITIN, or EIN unless the only reason you obtained an EIN was to make an entity classification election (see Regulations sections 301.7701-1 through 301.7701-3) and you are a nonresident alien or other foreign entity with no effectively connected income from sources within the United States.

## Signature

An officer, owner, general partner or LLC member manager, plan administrator, fiduciary, or an authorized representative must sign. An officer is the president, vice president, treasurer, chief accounting officer, etc.



*If you are a representative signing on behalf of the taxpayer, you must attach to Form 8822-B a copy of your power of attorney. To do this, you can use Form 2848. The Internal Revenue Service will not complete an address or responsible party change from an "unauthorized" third party.*

**Privacy Act and Paperwork Reduction Act Notice.** We ask for the information on this form to carry out the Internal Revenue laws of the United States. Our legal right to ask for information is Internal Revenue Code sections 6001 and 6011, which require you to file a statement with us for any tax for which you are liable. Section 6109 requires that you provide your identifying number on what you file. This is so we know who you are, and can process your form and other papers.

Generally, tax returns and return information are confidential, as required by section 6103. However, we may give the information to the Department of Justice and to other federal agencies, as provided by law. We may give it to cities, states, the District of Columbia, and U.S. commonwealths or possessions to carry out their tax laws. We may also disclose this information to other countries under a tax treaty, to federal and state agencies to enforce federal nontax criminal laws, or to federal law enforcement and intelligence agencies to combat terrorism.

If you are an entity with an EIN and your responsible party has changed, use of this form is mandatory. Otherwise, use of this form is voluntary. You will not be subject to penalties for failure to file this form. However, if you fail to provide the IRS with your current mailing address or the identity of your responsible party, you may not receive a notice of deficiency or a notice of demand for tax. Despite the failure to receive such notices, penalties and interest will continue to accrue on any tax deficiencies.

You are not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Books or records relating to a form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law.

The time needed to complete and file this form will vary depending on individual circumstances. The estimated average time is 18 minutes.

**Comments.** You can send us comments by going to [www.irs.gov/formspubs](http://www.irs.gov/formspubs), clicking on "More Information," and then clicking on "Give us feedback." You can also send your comments to the Internal Revenue Service, Tax Forms and Publications Division, 1111 Constitution Ave. NW, IR-6526, Washington, DC 20224. **DO NOT SEND THE FORM TO THIS ADDRESS.** Instead, see *Where To File*, earlier.



Department of Michigan American Legion Auxiliary  
Education Program, 2016-2017  
Unit Mailing October  
Chairman: Susan Svacha

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.
  - o 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.
  - o 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)
  - o Send cards to your local school's teachers.
  - o Donate resources that teachers or needy children may need.
- Promote American Education Week (November 14-18, 2016)
  - o 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.).
  - o 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.
  - o 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 of Michigan American Legion Auxiliary

## Education Program, 2016-2017

Unit Mailing November

Chairman: Susan Svacha

### 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.



# American Legion Auxiliary

## “Let's Talk About It” Public Relations Oct ‘16

Over the next 30 days there are several important dates that you can take advantage of for your Unit. This month includes:

Marines Birthday 11/10

Veterans Day 11/11

Thanksgiving 11/24

“Giving” Tuesday – Tuesday after Thanksgiving 11/29

Black Friday. Cyber Monday.

**#GIVINGTUESDAY™**

**November 29, 2016**

The American Legion Auxiliary Foundation #GivingTuesday has a toolkit!

Here are some ways to get fellow members involved who are not on social media:

- Call your department and make sure that everyone is getting active on social media by sharing, posting, and participating in ALAF's online efforts. This activity will help spread awareness to members that National Headquarters might be unable to reach; it can be a huge factor in raising funds to help us meet our \$15,000 match from Innovairre.

- Spread the word at your local unit or post during meetings, fundraisers and family events.

- Visit our #GivingTuesday page on the Foundation website

<https://www.alaforveterans.org/Giving-Tuesday/>

and print and pass out #GivingTuesday cards to everyone you meet!  
[alafoundation.org/givingtuesday](http://alafoundation.org/givingtuesday)

How can I help spread the word about #GivingTuesday online?

- Invite your Facebook friends to “like” the ALA Facebook page so they can see all of our #GivingTuesday incentives. Do this by: •Pointing your browser to the ALA National Headquarters' Facebook page – [facebook.com/alaforveterans](https://facebook.com/alaforveterans)

- Clicking the words “Invite your friends to like this page” near the left corner of the home screen. Next, click each Facebook friend you wish to invite to like the ALA Facebook page.

- Follow @ALANatIHQ on Twitter to retweet and favorite ALAF's #GivingTuesday posts! We want to see what you're doing for ALAF on #GivingTuesday so don't





### **Visit your local schools**

Promote the Americanism Essay Contest, Girls State, Boys State, Student Trooper along with the many scholarships that are available. Don't just focus on just the Auxiliary programs. The American Legion has many, many programs that help our youth. The oratorical contest, baseball as well as the ones mentioned above. Young ladies can benefit from the scholarship money available through those programs.

### **Do you like this template?**

Take advantage of the many templates that are available online at [www.ALForVeterans.org](http://www.ALForVeterans.org). If you go to the members only section, you will need to register as a user if you have not already, go to Public Relations Resources and you will find so much information, that will make your public relations job easier.

You will find downloadable

- Brochures
- ALA Branding Guide
- PR Toolkit
- Power Point templates
- Newsletter templates
- Letterhead, business card and envelope templates
- Flyer templates
- Donation can labels
- Multiple posters, banners and the Auxiliary magazine.

Also you will find that many of the booklets and handbooks are also available to download: Veterans Affairs & Rehabilitation: A Guide for Volunteers, Legislative Advocacy Guide, Planned Giving Guide, National Constitution, Bylaws and Standing Rules, ALA Girls State Program & Operations Guide, Junior Activities Handbook, ALA Unit Guide Book, ALA Military Family Readiness Guide as well as the Department Operations Guide. All of this is free of charge. It only will cost you your time and printing if you so choose to do so.

### **There's so much there it will excite you about PR!!!**

Everything that you need to help you get started on your Unit's public relations track. There are press releases, letters to the editor and speech templates available. All you have to do is fill in the highlighted sections with your local information and it is personalize to your area.

If you cannot access the items on the website, please feel free to email me at [suzanne.knapp26@gmail.com](mailto:suzanne.knapp26@gmail.com) and I will be happy to email or snail mail you the information that you need.





# American Legion Auxiliary

## **“Let's Talk About It” Public Relations Nov ‘16**

**Is your Unit ready for the events coming up during the month of November and December? This month includes:**

Marines Birthday 11/10  
Veterans Day 11/11  
Thanksgiving 11/24  
“Giving” Tuesday – Tuesday after Thanksgiving 11/29

Pearl Harbor Day 12/7  
Christmas 12/25

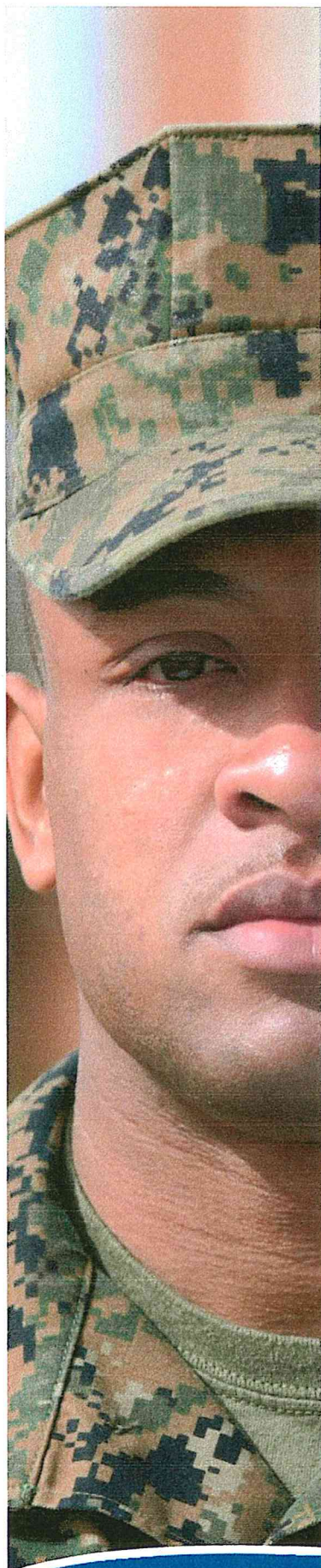
The November events, you should be in the final stages of planning and implementing. Have you gotten all of your supplies for the Veterans Day Parade lunch?? Have your volunteers all been confirmed and are ready to step up and help out to make the event a complete success?

### **“Giving Tuesday” Double the Donation on November 29<sup>th</sup>, 2016**

Don't forget to spread the word at your Unit, Post during meetings, fundraisers and events about “Giving” Tuesday. Even tell your friends! What a way to get our organization a leg up in raising funds for our programs. On November 29<sup>th</sup>, the American Legion Auxiliary Foundation has a company that will match any donation given to them on November 29<sup>th</sup> up to \$15,000. Any donation that you can give helps to support the American Legion Family programs that benefit not only our Veterans but, their family and children. Visit [www.alaforveterans.org/giving-tuesday](http://www.alaforveterans.org/giving-tuesday) to give.

If you have a veteran's homeless shelter in your area, have you thought of a way that your unit can help out over the holidays?? Do the homeless need food? Warm Clothing? Boots? What do they need to make it an enjoyable holiday for them? Think about what you enjoy during the holidays and see if there is a way for you to give back to the veterans. Without their sacrifices, would you still be enjoying your life and holidays as you do today?

Continue to think ahead as before we know it.... the New Year will be here. Have you thought about Martin Luther King Day? President's Day?? Can your Unit do anything that will help your community and veterans on these holidays??







# American Legion Auxiliary

forget to tag @ALANatlHQ in your posts!

•Follow @ALAFORVETERANS on Instagram to like, comment on, and share ALAF's #GivingTuesday photos. Make sure to tag us in your photos so we can share what the ALA community is doing on #GivingTuesday!

•Use the weekly Facebook, Twitter, and Instagram posts created just for you! Feel free to copy and paste onto your personal pages to share with their friends and families.

Giving Tuesday Cards

<http://alafoundation.org/givingtuesday/>

## Coming in December – What will you plan for?

Pearl Harbor Day 12/7

Christmas 12/25

Now is the time to start your planning, if you have not already, for Veterans' Day. Your local communities start to plan a year in advance.

Have you made arrangements to be in the local parade?

Host an after parade picnic or luncheon? Put out fliers to get volunteers to help make the event a success?

You should be planning for each event and an event organizer or chairman in place. Let's make each event a success as we make our relationship with our communities a success.

## It's Not too Early to think Ahead - January

Martin Luther King Day 1/16

**PR/Marketing Resources** under the members only tab, there will be

Templates for newsletters  
Banners  
Labels  
Press releases etc.

Everything that you might need to help you get started on your units public relations track. If you cannot access the items on the website, please feel free to email me at [suzanne.knapp26@gmail.com](mailto:suzanne.knapp26@gmail.com) and I will be happy to email you the information that you need.





## LEADERSHIP

What a year it has been already for the Leadership Committee in the Department of Michigan. For those of you who went to the September Fall Conference in Muskegon, we hope that you enjoyed the information we provided at the Leadership table for the Schools of Instruction. We feel that it was an advantage to be able to speak with members in small groups and provide the materials for this Leadership year.

Kudos to the District Presidents. You heard my Leadership Goal for this year and have answered the call. That Goal is to provide Leadership Workshops throughout the Department so that every member in Michigan who would like to attend a Leadership Workshop this year has the ability to do so. At this time, there are just 2 Districts left to commit to a Workshop, but I am sure that we can make that happen because Michigan members are enthused and seem anxious to learn how we can strengthen not only our Units and Districts, but also our Department and our organization. As I have said before, we understand that not every member is or wants to become a leader, but every member should want to see this organization grown and survive. That is what we need to do so that we can continue to serve our Veterans, our military and their families, our children and youth, and our communities for the next 100 years.

Department Chairmen are required to make a Mid-Year Report to their Division and National Chairmen. With that in mind, **all Units are requested** to copy, complete and mail the form on the back of this page to me **by December 31, 2016**. Mailing information will be at the bottom of the form. I will then be able to tabulate the information from all the Units in order to complete and submit my report to the Central Division Leadership Chairman and to the National Leadership Chairman, showing that Michigan members are dedicated to growing our Leadership Potential within our Department.

The following is a list of the Workshops available to attend. If you are unable to attend the one for your District, or if another Workshop is more convenient, please feel free to attend whichever Workshop you prefer.

2016: November 12 – 10:00am – 2:30pm at the Dexter Post 557, 8225 Dexter-Chelsea Rd, Dexter, MI 48130 (District 2 – Districts 3,6, and 17 also invited)

November 20 – 9:00am – 3:00pm at Berryhill Post 165, 5111 Hedgewood Dr., Midland, MI 48640 (District 10)

December 3 – 11:00am – 3:00pm at the Lapeer Post 16, 1701 W. Genessee St., Lapeer, MI 48846 (District 7)

December 10 – 11:00am – 3:00pm (following the District Meeting) at Thomas Richard Annis Post 411, 4075 S 198<sup>th</sup> Ave., Hesperia, MI 49421 (District 9)

2017: January 28 (tentative) at UP Winter Tour - August Mattson Post 71, 802 Delta Ave, Gladstone, MI 49837

February 4 – 9:30am – 3:30pm at Neal E Fonger Post 179, 2327 Wilson Ave. SW, Grand Rapids, MI 49534

District 16 is in the process of selecting a date for District 16 and District 1 combined; District 18 is in the process of selecting a date in 2017. Districts 4 and 19 also have yet to select dates. Members will be updated as these Workshops are scheduled.

Please see, complete and submit the **Mid-Year Reporting Form** on the back side of this page.



## Leadership Mid-Year Reporting Form for 2016-2017

1. Did your Unit hold Leadership Training?      Yes      No
2. How many attendees were at your Unit Leadership Training? \_\_\_\_\_
3. Of those who attended your Unit Leadership Training, how many had been to a previous Unit or District Training? \_\_\_\_\_
4. Describe what topics were discussed at your Unit Leadership Training **Details\*\***
5. Did you require feedback concerning what they learned, how this will improve their ability to lead, and what trainings they would like to attend in the future?  
Yes      No
6. Did you hold training on “Nurturing a Culture of Goodwill”?    Yes    No

District Leadership Workshop will be included in my documentation to the Division and National Chairmen – this form is for any Units who did their own Leadership Training.

**\*\* Please give the details of what topics were discussed at your Unit Leadership Training.**

Please copy, complete and mail this form to: Marcy Jorae, 5122 Alward Rd, Laingsburg, MI 48848 so that I receive it by December 31, 2016.

If you have any questions, please contact me : [marcyjorae@aol.com](mailto:marcyjorae@aol.com) or (517) 230-1024.

Thank you so much for participating in the 2016-2017 Leadership Program.

Marcy Jorae  
Department of Michigan  
Leadership Chairman



***There is no time like the present!*** Now is a great time to connect with a teacher to hold our Poppy Poster Contest. Starting early, allows the teacher time to include this artistic, patriotic & historic assignment in their curriculum for Veterans Day or later?

\*Did you know there have been some changes in the Poppy Poster Contest rules? The posters previously used to be required to have 4 red petals w/ a green & black center & no leaves. There are now fewer limitations! The rules simply now read: "Each poster must carry a picture of the red Flanders Poppy." See Poppy Guide for more specifics.

Keep in mind the other Poppy Program Contest opportunities. Sponsor a Senior or Junior Miss Poppy who promotes our Poppy Program. She'll need to keep a detailed scrapbook all of her activities. Unit Poppy Chairman & Most Outstanding Overall Poppy Program awards for the Unit Chairman or Unit that submits a report of their or their Unit's efforts promoting the Poppy Program.

Plus there is a Poppy Display Contest, where you create a display about the Poppy Story anywhere (except inside your Post) for at least 1 week between April 1 and March 31st. This could be at a school, library, store, etc.

Lastly, there are the Poppy Artistic Creation Contests! You'll need ALA poppies to use as the main flower in a Centerpiece, Unique Display or Corsage.

ALA Poppy fundraising can be done anytime, not just traditional Poppy Days in May! Be creative! Take a can or do something "outside the box!"

Margo Forrester-5<sup>th</sup> District Poppy Chair 616 363-6688 or mscottforrester@gmail.com





American Legion Auxiliary  
Michigan  
**Girls State**

212 N. Verlinden Avenue, Suite B, Lansing, MI 48915  
[www.michalaux.org](http://www.michalaux.org) Phone (517) 267-8809 (Ext. 19)



## **RESERVATION APPLICATION**

The **Seventy-seventh** session of Michigan American Legion Auxiliary Girls State will be held at Shaw Hall on the campus of Michigan State University, East Lansing, Michigan.

**June 18 through June 24, 2017**

**Mail this entire reservation form and check to the Department ALA office at the address above.**

Receipt of this reservation form and the \$350 fee guarantees your reservation(s). You will be mailed one delegate registration letter and checklist, along with one alternate letter and alternate registration form, for each paid reservation. **Please make sure you get the letter and check list to your Delegate as soon as you make your selection! It is very important that you recruit an alternate for each delegate, and make sure she receives her alternate letter and form.**

**THIS YEAR:** You can now include orders for t-shirts and yearbooks on this reservation form. If you choose to pay in advance for t-shirts and/or yearbooks for your delegate(s), please complete the order form below and include that expense on your reservation check. We also added the option for you to make a donation to our program that will help sponsor our alternates. **If you include a donation with this form, we will combine it with other donations to send alternates to Girls State.**

\*\*\*\*\*

Number of Girls Sponsored:	_____ x \$350 per girl	\$ _____	
Number of Shirt Orders:	_____ x \$10 per shirt	\$ _____	
Donation to ALA Girls State:		\$ _____	

Make check payable to: **ALA, Department of Michigan** (Memo line: Girls State)

Enclosed is check no. \_\_\_\_\_ for the total amount of \$ \_\_\_\_\_

**(Please provide ALL information and PRINT legibly)**

Sponsoring Organization \_\_\_\_\_

City \_\_\_\_\_

Contact Person \_\_\_\_\_

Address \_\_\_\_\_

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

Phone (     ) \_\_\_\_\_ E-Mail \_\_\_\_\_

**Questions? Contact: Beryl Robbins @ 313.318.6845 or [berylrobbins@comcast.net](mailto:berylrobbins@comcast.net); or  
Rysta Brown @ 989.739.1360 or [rystab@hotmail.com](mailto:rystab@hotmail.com)**

## **2016-2017 Activities at John D Dingell VMAC**

Christmas Shop December 5<sup>th</sup>, 6<sup>th</sup> & 7<sup>th</sup> 2016

This Years Special Project

### **Patients Carnival**

June 10<sup>th</sup> 2017 Hosted by the Detroit VA Healthcare System

Baby Shower

September 23<sup>rd</sup> 2017

Holiday Parties

### **Hearts for Hospitalized Veterans Week**

Gift Bags for Female Veterans

Valentines Day and Mother's Day

St. Patrick Cookies

Super Bowl Parties

Eastern Bunnies

Lunches as needed for Chemo and Kidney Patients

Lunches for Fishing and Zoo Trips

Spiritual Weekend Gift (Female Veterans who were sexually abused while serving)

### **Special Project**

Mental Health Day Program

We'll be doing some National Run Day such as etc., January 19<sup>th</sup> is National

Popcorn Day

## **2016-2017 Activities at John D Dingell VMAC**

Special Attention

A Fisher House Application is in the works for Detroit

Warrior to Soulmate weekends (W2SM) lunches



## **2016-2017 Activities at John D Dingell VMAC**

Refreshment for Creatives Arts Fair

Coffee Cart Items

Laundry Soap (Pods & Liquid)

Canvas Shoes Sizes 10-13 for men and women

Sweats men and woman sizes small to 3XL

Veterans Community Resources & Referral Center (VCRRC) always needs microwave single serve items, laundry aids, tote bags etc.

DAHS - Provides items for Veterans going homeless in their own homes

VAVS Meeting refreshments

American Legion Auxiliary, Detroit VAMC Rep.

Artensia Wynn

2900 E Jefferson Ave Apt C-6

Detroit, MI 48207

Phone: 313.784.9605

**American Legion Auxiliary**  
**NATIONAL POLICY**  
**ELECTRONIC COMMUNICATIONS,**  
**INTERNET, AND SOCIAL MEDIA POLICY**

Reviewed by: National Audit Committee Reviewed On: 2/7/2015  
Approving Body: National Executive Committee Date Approved: 2/22/2015 Next Review Date: 2017

## **Policy Statement**

It is the policy of the American Legion Auxiliary (ALA), a national public benefit 501 (c) (19) not-for-profit Veterans Service Organization Auxiliary headquartered in Indianapolis, Indiana, to have requirements and standards in place for communication conveyed electronically under the auspices of American Legion Auxiliary, including via the Internet and social media, that protect the name and trademarks of the American Legion Auxiliary and the reputation of the organization at all levels – national, department, intermediate body, unit, subsidiary, and member.

The American Legion Auxiliary encourages and promotes participation in electronic communications, social media, and Internet representation of the ALA in an ethical manner that increases awareness about the American Legion Auxiliary and that positively represents the American Legion Auxiliary brand and The American Legion Family brand.

The purpose of this policy is to provide guidance to protect the members, entities, name, emblem, and trademarks of the American Legion Auxiliary. To this purpose, this policy a) specifies the permissions, and administrative rights required for using the name and trademarks of the American Legion Auxiliary on electronic communications, websites, and social media accounts, blogs and other emerging forms of electronic communications; and b) defines the parameters, monitoring, sanctions, and expectations for using electronic means of communications, including websites and social media, to enhance mission outreach and the reputation of the organization at all levels through appropriate use of message content and delivery. References to social media accounts in this policy include but are not limited to Facebook, Twitter, YouTube, Instagram, Pinterest, and LinkedIn.

Policy compliance shall be in accordance with applicable patent, trademark, and copyright laws. The policies herein apply to all levels of the organization, from the national level to individual members.

## **Policies**

### **Permissions**

- In accordance with the provisions contained within this policy, an entity chartered by the ALA already has permission to use the name, emblem, and trademarks of the American Legion Auxiliary and may use the name, emblem, trademarks to establish a presence on the Internet, in social media, and other electronic communication, including but not limited to websites, Internet-based tools, accounts, Facebook pages and groups, Twitter accounts, and mobile device applications.



- Departments, department-authorized intermediate bodies, and units have approval to use the name American Legion Auxiliary, the emblem, and ALA trademarks on electronic-based communications by and from the department, department-authorized intermediate body, and unit. Therefore, in accordance with this policy, approval to use the name, emblem and trademarks of the ALA is deemed granted to departments and units as chartered entities of the ALA and to department-authorized intermediate bodies and subsidiaries, and no additional approval from the National organization is required.

## **Administrative Rights**

- All national-level Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must have shared administrative rights with ALA National Headquarters. Such national accounts include those established and administered by national officers, National Executive Committeewomen, national governing board members, national subsidiaries, national chairmen and national committee members.
- \* • All department-level, intermediate-body level, unit level, and department and unit subsidiary Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary are advised to have more than one ALA entity representative with administrative rights and/or login information.
- All Internet-based accounts, social media accounts, websites, and electronic blogs that utilize the name and/or trademarks of the American Legion Auxiliary must obey the Terms of Service of any social media platform employed.
- Departments and units that share websites and other electronic media with their American Legion counterparts are advised to establish policies regarding permissions and shared administrative rights.

## **Content**

- Websites, electronic communications, Internet-based accounts, electronic blogs, and social media accounts must clearly, accurately, and completely identify the ALA entity represented; e.g. American Legion Auxiliary department, intermediate body, unit, subsidiary, program.
- Information posted or conveyed electronically via Internet-based accounts must be relevant to the ALA entity and its programs and must safeguard the integrity of the ALA and the privacy of individuals in keeping with all applicable federal, state, and local laws and regulations.
- Content considered relevant under this policy includes proper and suitable postings about members, ALA meetings, ALA mission-related programming events and fundraising activities, and events or fundraisers that benefit the American Legion Auxiliary.
- Content communicated via Internet-based accounts, social media, websites, and electronic blogs cannot divulge private information about an individual, including a person's contact information or medical information. Posting private information about others can be a criminal offense.
- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs must respect and abide by all relevant laws, including copyright and defamation laws. An ALA entity representative or individual is personally responsible for any content so published, regardless of whether or not the message was posted under the intention of anonymity.

- Any ALA entity representative or individual communicating about ALA-related matters via Internet-based accounts, social media, websites, and electronic blogs is responsible for understanding that, once published, content is immediately public and considered permanently available to others; an entity representative or individual may be held responsible for any consequences thereof.
- The promotion or conducting of charity gaming via social media, websites, and electronic blogs is prohibited in many states; state laws prevail, and individuals posting information representing the ALA are responsible for knowing and abiding by all applicable charity gaming laws and government regulations.
- ALA Internet-based accounts, websites, electronic communications, blogs, and social media cannot be used to convey information in support of political parties, political candidates, or sectarian viewpoints; the American Legion Auxiliary is a non-partisan and non-sectarian organization.
- Administrators of ALA websites, electronic communications, Internet-based accounts, blogs and social media accounts are forbidden from using ALA accounts to promote personal projects, goals or interests outside of ALA programs and business.

## Monitoring

- The ALA will publish within the *American Legion Auxiliary Branding Guide* appropriate protocols for establishing American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- The ALA will reasonably monitor electronic communications that represent the ALA for threatening or dangerous content, and the electronic media account administrator reserves the authority to remove postings that violate laws, regulations, or ALA policy.
- The ALA will maintain appropriate records of utilization in accordance with applicable laws, government regulations, and industry best practices.

## Sanctions



- Any electronic, Internet-based, website or social media presence using the name, emblem, or trademarks of American Legion Auxiliary that fails to comply with this policy is prohibited. Any cost for enforcement of laws or judgments relative to this policy shall be sought from the offending entity or individual representative.

## Guidelines

- The American Legion Auxiliary National organization will publish and maintain current guidelines within the *American Legion Auxiliary Branding Guide* that include appropriate protocols regarding establishing and conducting American Legion Auxiliary social media and Web presence in keeping with applicable laws, government regulations, and industry best practices.
- ALA electronic media guidelines will address appropriate participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when one is acting in an official capacity on behalf of the ALA.
- Guidelines will reflect and promote the importance of the ALA's role and opportunities in social media and Internet communities for conveying the organization's identity – the world's largest women's patriotic service organization – and the organization's mission and relevance – to serve United States veterans, military, and their families at home and abroad.



- Guidelines will reflect the importance of ALA members and entities joining in conversations that take place online about the American Legion Auxiliary, and that entities and members have an ethical responsibility to ensure such online conversations accurately represent the ALA and share the positive spirit of the ALA and Legion Family brand so that the American Legion Auxiliary can fulfill its mission for future generations.
- The *American Legion Auxiliary Branding Guide* will include details regarding usage of the American Legion Auxiliary emblem, name, and trademarks, and written and design elements reflecting same.
- The *American Legion Auxiliary Branding Guide* will be maintained for free download to members at the ALA national website [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

## Addendum

### Policy Background and Rationale

With an ever-increasing move from traditional media to electronic platforms, many organizations and individuals are turning to social media for word-of-mouth communication and marketing because of its ease of use and instantaneous results. Because of the tremendous growth in Internet-based communication media, countless conversations take place online daily about the American Legion Auxiliary (ALA). We want and encourage our organization's members and entities to join those conversations, accurately representing our organization and sharing the positive spirit of our brand so that the American Legion Auxiliary is here to fulfill our mission for future generations.

This electronic media policy is intended to guide your participation in electronic communications, social media, and Internet representation of the American Legion Auxiliary, both personally as well as when you are acting in an official capacity on behalf of the ALA. This policy was developed collaboratively with representatives of The American Legion and Counsel General. The purpose of this policy is simply to protect the organization as well as the individuals who are using electronic media to increase awareness about the value of the ALA.

In keeping with the vision of the American Legion Auxiliary 2019-20 Strategic Centennial Plan, it is critical we always remember **who we are** – the world's largest women's patriotic service organization, and that **what we do** – serve veterans, the military, and their families, can be enhanced greatly by sharing **why we matter** through responsible engagement in social media and Internet communities.

To grow and strengthen our entire organization, the ALA needs to take advantage of the fact that more people are communicating via websites and social media, and we want the ALA's electronic presence to be fun and up to the highest standards. It is important we develop and maintain a cohesive, true and proper American Legion Auxiliary image. This policy is about caring for our brand and our reputation; it is for everyone's protection – individual members as well as the organization.

If you have any questions about this policy, please contact the ALA National Headquarters Communications Division at (317) 569-4500, [ALAHQ@ALAforVeterans.org](mailto:ALAHQ@ALAforVeterans.org), or 8945 N. Meridian St., Indianapolis, IN 46260.