

2016-2017 Wisconsin 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.

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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, service members, 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, service members, 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).

Community Service Reporting

Mid-Year Reports

Due to Beth Puddy, see information above, by December 18, 2016

Year-End Reports

Due to Beth Puddy, see information above, by **May 1, 2017**

Things to think about for your report:

- 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 (**due to Beth Puddy by 5/24/17**)

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.

Additional Resources You Can Use

1. 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
4. Martin Luther King Jr. Day of Service website: www.mlkday.gov
5. The Community Blueprint website:
www.pointsoflight.org/programs/military-initiatives/community-blueprint
6. Follow us on Facebook:
 - American Legion Auxiliary National Headquarters:
www.facebook.com/alaforveterans
 - American Legion Auxiliary Community Service Facebook group:
www.facebook.com/groups/ALACommunityService
7. Joining Community Forces Alliance website:
www.jointservicessupport.org/communityforces/
8. ALA Call to Service Corps AmeriCorps Project:
www.ALAforVeterans.org/About/ALA-Call-to-Service-Corps