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# **American Legion Auxiliary Department of Wisconsin ALA in the Know**

**September / October 2024**

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# Welcome Auxiliary Members and Guests





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# Program Opening

**Prayer**

**Pledge of Allegiance**

**Preamble of the American Legion  
Auxiliary & Mission Statement**

**Introductions**

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# Prayer



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# Pledge of Allegiance



NATIONAL DEFENSE COMMITTEE

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# Preamble to the ALA

For God and Country, we associate ourselves together for the following purposes:  
To uphold and defend the Constitution of the United States of America;  
To maintain law and order;  
To foster and perpetuate a one hundred percent Americanism;  
To preserve the memories and incidents of our associations in all Wars;  
To inculcate a sense of individual obligation to the community, state and nation;  
To combat the autocracy of both the classes and the masses;  
To make right the master of might;  
To promote peace and goodwill on earth;  
To safeguard and transmit to posterity the principles of justice, freedom and democracy;  
To participate in and contribute to the accomplishment of the aims and purposes of The American Legion;  
To consecrate and sanctify our association by our devotion to mutual helpfulness.



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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.



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# Program Agenda – Morning Session

**MyAuxiliary Member Portal**

**PEP (Program Engagement Plans)**

**ALA Programs Overview**

**Group A & B Breakouts**

**Questions & Answers**





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# MyAuxiliary Member Portal

## Creating an American Legion Auxiliary Members Only account:

- To access the special “My Auxiliary” section of American Legion Auxiliary resources and information, you must be a current member and you must log in. Logging in to the portal requires you set up your own (free) special member account. Creating a Members Only account is simple and takes less than 60 seconds: Enter your ALA member ID number and your name. The system will send you an email with instruction on creating your user name and password. Easy – you’re done, and you’re in!
- <https://member.legion-aux.org/Registration>

# Program Engagement Plans (PEP's)

## Who should use the Program Engagement Plans?

- directed at individual members but can be used to fit unit/department activities as well

## What is the purpose of the plans?

- PEPs are designed to easily direct members to ways they can get involved with a specific program

# PEP's cont'd

## How do we start?

- plans should be used as a guide to advance mission outreach efforts and overall membership engagement
- gives us a clear purpose with key program statements
- provides valuable resources, real-life how-tos, links to beneficial information

## All plans are located in the MyAuxiliary member portal

- [www.ALAforVeterans.org/member/program-engagement-plans](http://www.ALAforVeterans.org/member/program-engagement-plans)

Wisconsin's PEP's will be posted under the department website (under Programs) as the Department Chairmen complete them.



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# Programs Overview

# Program Information Resources

## Online Resources

Department of Wisconsin Website:

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

- Includes information on the different programs
- An electronic copy of the current Red Book and Unit Guidebook

National Website: [www.ALAforVeterans.org](http://www.ALAforVeterans.org)

- Includes information on the different programs
- Templates with the ALA branding, recruitment tools and toolkits



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# Americanism

# Americanism Program

The purpose of the Americanism program is to promote patriotism and responsible citizenship.

- 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.
- Increase participation in the Americanism Essay Contest.
  - The Americanism Essay Contest topic for 2024-2025: “What Does America the Beautiful Mean to Me?”

# Americanism Program

Participate in the promotion of The American Legion Americanism programs.

- American Legion Baseball
- American Legion Softball
- Oratorical Contest
- Junior Shooting Sports
- Boys/Girls State
- Wisconsin American Legion Law Enforcement Career Academy (WALLECA)





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# Auxiliary Emergency Fund

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# Auxiliary Emergency Fund (AEF)

- **President Becky's Special Project**
- **The purpose is to raise funds for and promote knowledge about the Auxiliary Emergency Fund**
- **The AEF is a national grant assistance program that provides temporary emergency assistance to eligible members of the ALA up to \$3,000 as the result of an act of nature or other personal crisis.**
- **Applications are available on the department and national websites.**
- **Applicants should also make every effort to secure help from local, state and federal agencies.**



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# Children & Youth

# Children & Youth

The purpose of the Children & Youth Committee is to work collaboratively with The American Legion to promote programs that protect, care for, and support children and youth, especially those of our military and veterans.

To recognize and reward the positive actions of our children and youth, the American Legion Auxiliary has two special national awards bestowed to youth nominated by units:

- The Youth Hero Award
- The Good Deed Award

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# Children & Youth

**Kids of Deployed are Heroes 2 (KDH2) is an initiative honoring military children who may be experiencing a separation from one or both parents, whether deployed to a war zone, having a short tour, or on an extended temporary duty assignment.**

**The American Legion Auxiliary Children & Youth program strives to support and promote the [Children & Youth program](#) of The American Legion.**



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# Community Service

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# Community Service

- The purpose of the Community Service Program is to promote the American Legion Auxiliary's commitment to making our communities better places to live by supporting local service projects.
- Support the work of American Legion posts and other organizations by assisting with blood drives, first aid and CPR training, child safety programs, support for women in shelters, and disaster and emergency preparedness programs.

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# Community Service

## Examples of Community Service Projects

- Participate in blood drives, CPR training, and emergency preparedness (National Security)
- Participate in child safety programs (Children & Youth)
- Participate in a Martin Luther King Jr. Day of Service
- Participate in a [National Night Out](#)
- Participate in the 9/11 National Day of Service.





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# Education

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# Education

The purpose of the Education Program is to promote quality education for children—especially for military children—and adults.

- Participate in ALA's Give 10 to Education
- Participate in Teachers Appreciation Week
- Participate in American Education Week, held every November
- Encourage schools to participate in Month of the Military Child and Purple Up! Day in April to honor their students who are military children.

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# Education

- Encourage schools to invite veterans to speak in their classrooms.
- Support and promote the Education Program and scholarship opportunities of The American Legion Family.
  - Scholarships are available from both Department and National Applications for all scholarships are available through the Department Website
  - Eligibility requirements are outlined on each application.
  - Application are due in March



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# **American Legion Auxiliary Badger Girls State**

# ALABGS

**American Legion Auxiliary Badger Girls State (ALABGS), a program sponsored by the American Legion Auxiliary, is a week-long government and leadership conference for young women in their junior year of high school.**

**ALABGS is a practical civics conference that allows students to learn about state government by actively participating in it. Attendees of the program will learn by doing as they become citizens of a mythical fifty-first state, the state of Badger, and will function according to the laws of the State of Wisconsin.**

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# ALABGS

## PURPOSE

- To prepare girls of high school age in Wisconsin for citizenship in a modern world where government touches their lives in many different ways.
- To teach the principles of democracy in a representative government.
- To provide an opportunity for living together as self-governing citizens, sharing experiences that demonstrate the duties, privileges and responsibilities of a good citizen.
- To instill a love of country and a desire to preserve the fundamental features of our form of government as founded by our ancestors



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# ALABGS

**2025 ALA Badger Girls State**

**Date: June 15-20, 2025**

**Location: University of Wisconsin – Oshkosh**



**Note: The ALABGS Committee will be reviewing the 2025 Budget and determining the reservation fee in October. A significant cost increase is anticipated.**



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# Junior Activities



# Junior Activities

Inspires active participation in members age 17 and under so they will become engaging, productive members who will want to continue their American Legion Auxiliary membership into adulthood

- **Engage Junior members in activities that support the American Legion Auxiliary mission**
  - Poppy Activities
  - Service Projects
- **Engage Junior members in leadership training**
  - Post colors at senior meetings, conferences, and conventions
  - Lead opening ceremonies

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# Junior Activities

## Getting Juniors Involved

- **Build a Junior Activities program one member at a time by giving Junior members a voice and an opportunity to participate**
- **Attend the 2024 Department Junior Fall Conference Scheduled for October 12<sup>th</sup>**
- **Promote and encourage Junior participation in the ALA's scholarship programs**
- **Promote and encourage Junior participation in the Patch Program**
- **Promote and encourage Junior members interested in the government process to attend ALABGS.**



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# Legislative

# Legislative

**The purpose of the Legislative Program is to provide information and assistance to American Legion Auxiliary members to advocate for the legislative agenda of The American Legion**

- Utilize The American Legion's Legislative Website at [www.legion.org/legislative](http://www.legion.org/legislative) to obtain information on legislative priorities, call for immediate action, and connect with representatives
- Utilize the ALA Legislative Advocacy Guide to develop a plan to increase legislative awareness in your community
- Stay on top of upcoming legislative initiatives that may impact the efforts of Be the One and mental health awareness.  
<https://www.legion.org/betheone>



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# National Security

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# National Security

**The purpose of the National Security Committee is to promote a strong national defense.**

- Support active-duty military families by working with an installation Family Readiness Group (FRG).
- Raise awareness of POW/MIAs and the work being performed by the Defense POW/MIA Accounting Agency (DPAA) in the search for missing personnel (**President Becky's project**)
- Remember to support those families whose servicemembers made the ultimate sacrifice
- Support and enhance American Legion Family and partner initiatives that strive to improve the Quality of Life (QoL) of our servicemembers and their families through the Base Assessment and Servicemember Experience (BASE) Program.



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# Poppy

# Poppy

**The purpose of the Poppy Program is to educate ALA membership and the public on the significance of the poppy and the program's financial benefit for veterans, military, and their families**

## Key Program Statements:

- Promote the Poppy Program and increase revenue.
- Educate our communities on the meaning and history of the poppy.
- Celebrate National Poppy Day® every Friday before Memorial Day.
- Increase the number of poppy makers in our communities.

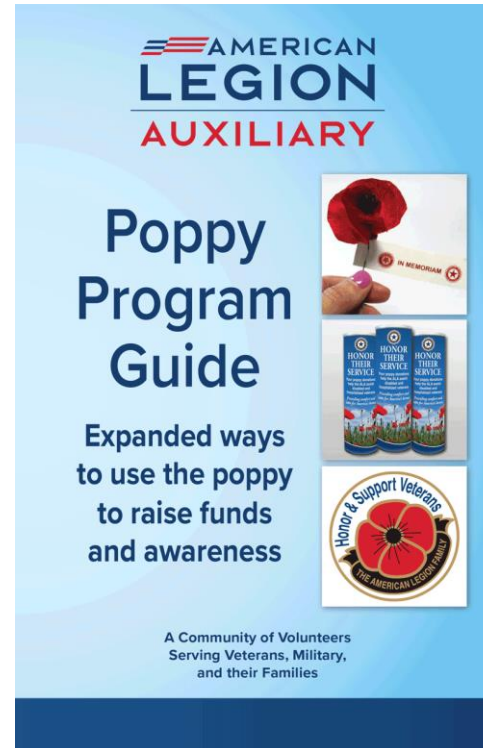
Promote the Little Miss Poppy Contest

Promote the Poppy Poster Contest



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# Poppy Program Guide Revised 2024





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# Veterans Affairs and Rehabilitation

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# Veterans Affairs and Rehabilitation

**The Veterans Affairs & Rehabilitation program is committed to the promotion of programs and services that assist and enhance the lives of veterans and their families, ensuring restoration and/or transition to normally functioning lives**

- Support the therapeutic rehabilitation and healing of veterans through arts, crafts, and hobbies.
- Support veteran caregivers, family members, and survivors.
- Volunteer at local VA facilities, including state VA facilities in your area.
- Collaborate with organizations that support veterans and their families, such as Wreaths Across America, Honor Flight Inc., and the Military and Veteran Caregiver Network.
- Look in your community for opportunities to support veterans, their caregivers, their families, and their survivors.
- Support The American Legion's Be the One mission

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# Veterans Affairs and Rehabilitation

There are multiple committees that are part of the Veterans Affairs and Rehabilitation program:

- Hospital Volunteer Program
- Christmas Gift Shop
- Service to Veterans Program
- Homeless Women Veterans Program



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# Break

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# Breakout Sessions

- **Group A – Leadership**
- **Group B – Legion Programs**

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# LEADERSHIP & MENTORING

**LEADERSHIP COMMITTEE**

**TERESA ISENSEE**

**CHRISTINA PETRANOVICH**

**SARAH STIFF**



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# LEADERSHIP & MENTORING

**LEADERSHIP COMMITTEE**

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"Before you are a leader,  
success is all about growing  
yourself. When you become a  
leader, success is all about  
growing others."

-Jack Welch

# ARE YOU A LEADER?

**Are you Knowledgeable**

**Passionate about the Legion Family**

**Adapt to Changes**

**Do you Listen to others**

**Do you Lead by Example**

**Do you have a Positive Attitude**

# WHAT IS LEADERSHIP

- Leadership is a mindset in action and has nothing to do with TITLES
- **Someone who is able to make things happen and get jobs done, turning an idea into reality**
- Arranging an email to our Legislators on Veterans issues, and asking the community to follow
- **Organizing an educational Workshop on Auxiliary Programs**

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# WHAT IS LEADERSHIP

- Knowing the recipe for great scalloped potatoes and sharing with others
- **Is good at crafts and can teach members**
- **Is willing to organizes Holiday activities**
- **Offers to gather information and fill out the Annual Reports**



# MENTORING

**Mentoring is a relationship that involves the transfer of knowledge and sharing of experiences between individuals.**

**Creating an environment where individual growth, knowledge, and professionalism helps our organization connect and grow.**

# A Mentor is someone who

- Has knowledge in our ALA programs
- **Has been an officer or program chairman at some level**
- Understands and knows how to use the internet
- **Can Pass on knowledge of meeting protocols**
- Has knowledge of Parliamentary Procedures

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# HOW TO MENTOR

- **Assist, Educate & Empower members**
- **Share your knowledge**
- **Reinforce their skills and knowledge**
- **Inform them of upcoming meetings**
- **Answer any questions or concerns**
- **Find their special skill or talent**
- **Encourage social interaction**
- **Have a plan for succession of officers**

# TRANSFER OF KNOWLEDGE

- Does your Unit have a plan to transfer knowledge to new officers?
- Does your Unit have a plan in place in case an officer/chairman passes away?
- Do your members and their family know where everything ALA is kept?
- Are there building keys that need to be collected?



# TRANSFER OF KNOWLEDGE

- Do you know where the Secretary minutes are kept?
- Do you know where your bank and financial records are kept?
- **Do you have copies of your current Constitution, ByLaws and Standing Rules?**
- Create a plan so that information can be passed on efficiently, with no disruption of our mission.

# BREAKOUT GROUPS

## Question 1

- **List three reasons why you would not want to be an officer or a chairman**

## Question 2

- **What do you feel is your strength and is something you could mentor others on? How would you go about it? (Maybe give examples)**



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# Q&A



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# Lunch

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# Afternoon Session

- **Breakout Sessions**
- **Public Relations**
- **Annual Reports**
- **Membership**
- **Q & A**

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# Breakout Sessions

- **Group A – Legion Programs**
- **Group B – Leadership**



**ALA IN THE KNOW 2024  
PUBLIC RELATIONS**

# **PUBLIC RELATIONS PURPOSES**

- **Tell your story**
- **Explain your reasons for existence**
- **Motivate and inform your membership**
- **Build relationships throughout your community**
- **Inform and create a call for action for your events and fundraisers (publicity, marketing, and our mission)**



## PR ACTION AREAS

- **Understand your reputation in the community**
- **Effectively use PR tools**
- **Internal PR/communications**
- **External PR**
- **Local media relationships**
- **Social media use**
- **Community visibility, involvement, and engagement**

# WE ARE A FAMILY

- **In many ways we are a family business, and should look at ourselves that way**
  - **In many communities we may be the oldest family business in town**
- **“Local Legion Family” approach to ALA, TAL, SAL, ALR**



# **BUILDING A GOOD REPUTATION**

- **Two step approach**

- 1. Be good at what you do**

- 2. Be known for your purposes and values**

# PR TOOLS

- **#1 - Our own members**
- **Newsletter**
- **Printed material**
- **Community visits**
- **Social media and website**
- **Radio and TV**
- **Community visibility and involvement**

# FOCUSED USE OF TOOLS

- **We have many potential targets for our PR efforts**
  - **Our own members (internal PR)**
  - **Community members of all generations**
  - **Business leaders**
  - **Other community organizations**
  - **School administrators and teachers**
  - **Parents**
  - **Potential new members**

# INTERNAL PR

- **We must keep in contact with all our members to increase our chances of getting them more engaged in what the unit does**
- **Engaged members are more likely to renew their membership**
  - **YES – Internal PR is at the heart of a solid membership program**
- **Engaged members are more likely to ask their friends to join**
- **Engaged members are more likely to volunteer**
- **If they think that you care, they will care what you think**



# INTERNAL PR TOOLS

- **Learn your members' preferred communication methods**
  - **Phone**
  - **Email**
  - **Text**
  - **Newsletter**
  - **Personal visits**



# EXTERNAL PR

- **Aimed at community, prospective members, and potential participants or volunteers for our programs**
- **It includes outreach and communication with local media**
- **It can target any or all areas of your community – businesses, schools, civic groups, local government, parents, youth, and more**



# EXTERNAL PR ACTIONS

- **Identify the local movers and shakers, and build positive relationships with them**
  - **Ask them how your unit can better serve the community**
  - **Ask how can you help them?**
  - **Invite them to Unit/Post activities as guests**
  - **Recognize community members who have supported you (letters, certificates, plaques, contributions in their name, etc.)**
  - **Form partnerships with other civic groups for projects**
  - **Target local events and create unit events that complement them, especially child and family events**

# LOCAL MEDIA

- **Local media interest in you is affected by the reputation of the Unit/Post**
- **Reputation problems for non-profits generally mean less interest and cooperation from the media**
- **Types of media differ depending on location**
  - **Newspapers – Daily, bi-weekly, weekly, news/advertising**
  - **Radio access – local stations of varying sizes and reach**
  - **Local TV affiliates**

# **BUILD RELATIONSHIPS**

- **Get to know the appropriate people**
- **Pitch relevant stories – local papers like stories that the community can relate to**
- **Make your stories newsworthy. Be The One is especially relevant considering suicide awareness in younger and older people**
- **Ask them what they know about your unit, its purposes, and its activities**

# WHY USE SOCIAL MEDIA?

- **Social media improves the quality and reach of your PR efforts**
- **It can make your unit more effective in all your activities**
  - **Communications – internal and external**
  - **Telling your story to the community and beyond**
  - **Inspire action and support for events and fundraising**
  - **Publicizing your events, drawing people to your events, and share the success of the events afterwards**
  - **Reaching out to potential members**
  - **Educating the community on your programs and missions**

# EFFECTIVE SOCIAL MEDIA

- **Look at other social media pages (especially Unit, Post, and Department pages – and Riders)**
- **Discover what items catch your eye and interest the most**
- **“People” stories and photos grab attention – member is in action**
  - **If you use individual photos, secure that person’s permission before posting**
  - **Group photos have lower privacy expectations**
  - **Use special caution if children are in photos**
- **Take short videos of your events – videos catch the eye and cause people to stop and watch them**



# HOW TO BUILD A FACEBOOK PAGE

- Directions on the WI ALA public relations page
  - [www.amlegionauxwi.org/publicrelations](http://www.amlegionauxwi.org/publicrelations)
  - Instructions for Page and Group
- Good examples
  - Post 477 – St Nazianz
  - American Legion Family Post 71, Pewaukee
  - American Legion Auxiliary 189, Watertown
  - American Legion Auxiliary 523, Abrams



# **Community Visibility, Involvement, Engagement**

- **Visibility – being seen in the community wearing clearly branded garments shows we are a part of the community**
- **Involvement – taking active roles in community events, volunteering, and showing we are much more than an organization that focuses its time and energy on veterans issues. Shows we care about the community**
- **Engagement – attaining recognition as an integral and important part of the community**

# ENGAGEMENT EVENTS

- **Try at least one of each annually, some as joint events with your Post or SAL**
- 1) Member centered events – celebrate and thank your members**
  - 2) Veteran centered events – focus on non-Legion Family members**
  - 3) Family centered events – large event or smaller events through the year focused on select groups**
  - 4) Children centered events - if kids come, their parents will be with them**
  - 5) Community centered events – show appreciation for your home town and all community members**





# DEPARTMENT WEBSITE RESOURCES

- [www.Amlegionauxwi.org](http://www.Amlegionauxwi.org)
- Under the Programs Menu, click on Public Relations
  - Branding Guide
  - Media templates
  - PR Checklist for events
  - How to create a Facebook page
  - Using QR codes
  - PR Guide and Tips

# PR ANNUAL NARRATIVE REPORT

- **Due to Department by April 15**
- **Website/Facebook/social media info**
- **Newsletter info**
- **Public service announcements**
- **Media contacts**
- **Branding activities - wearing the logo and brand mark**
- **List of PR activities and events**
- **Successes and failures**

# QUESTIONS, DISCUSSION, AND SUGGESTIONS

- **PR Chats to continue this year**
  - **Solicit your members for topics and issues they want to discuss**
- **Committee visits to District conferences, county meetings, or Unit gatherings**
- **Committee focus is on how to help Units better use PR tools to educate and communicate with their communities (and their own members)**
- **Other suggestions?**



## PR COMMITTEE

- **Bob Shappell – bobshap@aol.com;  
phone/text @ 414-899-4067**
- **Linda Coppock – lindamae4ala@gmail.com**



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# Annual Reports

# Annual Reports

- **Why report these numbers?**
  - Every hour, every dollar ALA members invest in our mission of helping veterans adds up. Gives each member a sense of pride.
  - These numbers proclaim our impact and make membership in the ALA meaningful.
  - Each small sum of numbers gets added into the collective numbers = Impact Numbers
  - These numbers are reported to The American Legion, which includes them in its annual report to Congress.

# Annual Reports

- Each member should fill out the Member Form and give to the unit president at the close of the Auxiliary year by April 1<sup>st</sup>.
  - The unit president or committee compiles all of the member data on the Unit Form, adds any additional information which was not reported, and forwards it to the District President by April 15th.
  - It is important to report your hours/dollars in one section of the form rather than worry if you have selected the right category.
    - Example: Service for children, if you volunteered at a military camp, Service for Military Families. If you volunteered at a camp for all children, then Service for Children & Youth. Just not both places.
- Downloadable fillable monthly tracking worksheet and annual report form is under the **Members Only, Annual Report Forms** section on the national website: [www.ALForVeterans.org](http://www.ALForVeterans.org)

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# Narrative Reports

- **UNIT NARRATIVE REPORT SUMMARY**

- This form does NOT replace your YEAR-END IMPACT NUMBERS REPORT. All units are encouraged to complete and return the summary sheet to be considered reporting for all programs - no additional forms required! Please complete all appropriate information for each program listed.
- Please check YES if your unit also included a Narrative Report for that specific program to be considered for a Department award. Form(s) can be emailed.
- Include all completed narrative attachments. Please provide additional information on this form for easy reference for Chairpersons.
- NOTE: to be considered for a National Award please visit the National website ([www.alaforveterans.org](http://www.alaforveterans.org)) for deadlines, word limits and digital requirements to enter your Unit's program report. You must include National award cover sheet with your entry.
- Report activities for a 12-month period - for example April 1, 2024, to March 31, 2025
- (Be aware of Program Engagement Plans Deadlines for Contests and Awards [www.amlegionauxwi.org](http://www.amlegionauxwi.org))





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# Membership

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# Membership Awards

## Checking Our Pulse Awards

Units that reach the percentage below by the goal date will be placed into a random drawing to win \$100

75%- September 15    85%-October 15    95%-November 15    100%-December 15

## The Beat Goes On Award

Recruit a NEW or rejoin an EXPIRED member for 2025 and receive the Department Membership pin.



## Pulsation Pass Award

Units reaching 100% by December 31 will receive two entries (one entry if 100% by January 31).

One lucky winner will win an all-access Department Convention Pass including:

- Two-unit members paid convention registrations
- Two-night hotel accommodation (one room)
- Unit recognition from stage at convention
- Two free passes to the Commanders' Party

**\*\*Unit Officer form must be submitted and listed officers paid to qualify for any awards\*\***

# Membership Program

There are multiple membership awards that Units can receive throughout 2025 membership year. A complete list is available on the Department Website.

There are a variety of informational materials for how to recruit and retain members on both the Department and National websites.

At any time throughout the year, if Units have questions on membership, please reach out to the membership team. Contact information for the membership team is available in the current Red Book.

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# ALAMIS

## American Legion Auxiliary Membership Information System

Access to the National Membership database ALAMIS (American Legion Auxiliary Membership Information System) is available to TWO current unit officers/chairmen per unit. Subscription is for read only access to the individual's unit. Two officers/chairmen per unit may register for access but they must have their own individual e-mail address.

The database runs in real time so that you can get the most up to date information. Look up new member ID#'s, view and print current rosters whenever you need to, double check to see who has paid or not paid, and more.

Those more computer savvy will be able to manipulate the information to print mailing labels or send out mass emails. Microsoft Excel is the recommended program to utilize the more advanced capabilities of the system.

Note- This is for read only access; you will not be able to change names, phone numbers, email addresses, drop, decease, or transfer members etc., all these changes will still need to be submitted to Department Headquarters on a Member Data Form.

Cost is \$10 per subscription for the calendar year (January to December) and must be renewed annually to maintain access.

# Closing Comments

## Questions and Comments

### Comment Cards

On the index cards, please write down what you liked from today's session, suggestions for how we could improve these sessions and what you would like to see in future sessions

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*Thank you for attending!!*

