



HEART OF THE ALA AWARD



The Department President's Award will be to the Units that best exemplify the heart of our mission and vision. Ten awards will be presented at the Department Convention in July. Nominations should be sent to President Becky Mueller and can be made by the Unit itself or by County or District Presidents. Their service should expose the heart and soul of the American Legion Auxiliary – showing kindness, support, and love from the depths of our hearts.

Judging will be based on how the Unit worked the entire mission and vision of our organization, involving the entire Legion family – TAL, SAL, ALRA, and the ALA if possible. The winners will have exercised imagination in strengthening their unit and community. Multiple programs should be implemented to highlight all aspects of the ALA. (Note: this is not necessarily just one event but could be the entire year of activities.)

A written narrative of 1,000 words or less and pictures of the various activities should be sent to President Becky by April 15, 2025 (N7737 Miller Road, Black Creek WI 54106 or clarenceandbecky@aol.com).

The report should answer as many of the following questions as appropriate:

1. What programs were developed and showcased?
2. How many members were involved - % of membership for the unit?
3. How were the other members of the Legion Family involved or impacted?
4. Did these activities increase new participation by current members?
5. Did these activities help the Unit get new or rejoin members?
6. Did the activities achieve the anticipated results?
7. How did the programs improve the quality of life for our Veterans, Military, each other as family, and their communities?
8. What Good Will was achieved with the Legion Family and communities?
9. Did the activities strengthen relationships between Unit members and the rest of the Legion Family? How?
10. How did these activities support the President's projects of POW/MIA and the Auxiliary Emergency Fund?

NOTE: Photos should clearly identify the Unit and activity. Names would be appreciated. Any of the photos may be used during the Convention on the slideshow. If permission is needed, please obtain photo releases prior to submitting them. Please attach the photos or mail them. President Becky will not be able to use Facebook posts.