

**AMERICAN LEGION AUXILIARY NATIONAL HEADQUARTERS
8945 NORTH MERIDIAN ST., INDIANAPOLIS, IN 46260
www.ALAforVeterans.org**

**WEEKLY MAILING CONTENTS
SERIES 2010-2011**

DATE: March 25, 2011

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**New Website + New Name = Clearer Connection to ALA Mission:
Check it Out Today at www.ALAforVeterans.org!**

SPECIAL MEMORANDUM
SERIES 2010-2011

FROM: Rosemarie W. Hauck, National VAVS Deputy,
Veterans Affairs and Rehabilitation Committee Member

DATE: March 25, 2011

SUBJECT: A Few Tips on Recruiting Volunteers

Volunteerism is the major part of the lifeblood of the success of the VAVS, Field Service, and Home Service programs. Representatives/Deputy Representatives and VA&R Chairmen must be able to attract volunteers who have the ability and desire.

First, develop a plan of action before the actual recruiting takes place. Volunteers, whether ALA members or non-members, have personal rights, responsibilities, expectations, and benefits. It is important to clarify these factors to eliminate losing volunteers after they are recruited.

Be sure your action plan contains several questions: What do we need? Who could provide this? How can we communicate with them? And finally, what will motivate them?

Following are a few tips to help start your recruitment:

- List benefits for volunteers involved in a program. For example: personal satisfaction, the ability to help others, community involvement, and an opportunity to meet new people.
- Develop recruitment materials describing the background of our organization. Use clear, concise language, and include illustrations showing various volunteers working at your facility.
- Clarify costs to volunteers such as time (how long, how much, when, etc.), and money (parking charges, lunch, etc.).

Job descriptions will help define the purpose and need of volunteers. Use clear, concise language to describe what needs to be done to carry out the assignment. Specify what training and orientation will be provided.

Potential Markets for Recruiting of Volunteers:

Put an article in newsletters that a potential volunteer reads, including corporate publications.

- Place posters on bulletin boards such at Posts homes, grocery stores, or health fitness centers.
- Use Post or Unit mailing lists to reach members that don't attend meetings.
- Develop cards with recruitment messages on them.
- Create a "volunteers needed" column in neighborhood newspapers.

- Put ads in school papers to attract moms/dads that are at home during the day. A current trend is for a family to volunteer together. The message could emphasize the experience that can be gained among family members. (Many schools require volunteer hours.)
- Frequently teams of volunteers from businesses and firms will come together where visibility for their company can be seen. Companies will often be willing to advertise the volunteer requirements in their newsletter or on their bulletin boards. Factory Shift workers are often able to give volunteer time at hours when other individuals are unavailable.
- If your Department has a website, this would be a great way to recruit new volunteers.

Ask your volunteers to sign contracts before begin to work. Even though volunteers are not paid, contracts can help outline what is needed, thus giving the volunteer a clear understanding on what each one can expect from one another. This process will give the volunteer ownership. These are just some examples to give you a springboard towards the goal to recruit volunteers in each Department.

Distribution

Department VA&R Committee Chairmen
 Department Presidents
 Department Secretaries
 National VA&R Committee
 National Officers
 Past National Presidents
 National Chairmen/Vice Chairmen

SERIES 2010-2011 - JA-16

DATE: March 25, 2011

FROM: Wanita Burns, Central Division Junior Activities Chairman

SUBJECT: Selection Process for Junior Activities Awards Should Begin Now

With report time soon upon us, now is the time to reflect on all the accomplishments of our Juniors this past administrative year. As well, this is the perfect opportunity to begin selections for all the Junior Activities Awards. Please let's give recognition where recognition is due!

The Plan of Action details specifics on Junior Activities Awards as there are many to achieve.

To summarize,

• Department Award: Largest Increase of Junior members participating in electronic social networking

- o Typewritten to include: Name of members, name of social networking sites and brief description of how Department is promoting the Junior program objectives through social networking.
- o Include pictures, either electronically or via postal mail.
- o Must be submitted by Department Junior Activities Chairman
- o Department Chairman to submit to National Junior Activities Committee Member, Betty H. Turley, 4389 Westfield Drive SW, Mableton, GA 30126-1348 or bhturley@bellsouth.net. **Please note that there is a change to the distributed Plan of Action in regards to where the Department Award is to be submitted; it should be sent to Betty Turley at address provided above.**
- o Deadline June 1, 2010

• Unit Award: Best Junior Activities program with at least one Action Step from each of the three Objectives as stated in the Plan of Action

- o Typewritten to include: narrative form not to exceed 1,000 words.
- o Include pictures, either electronically or via postal mail.
- o Presented to one Unit Chairman in each Division
- o Must be submitted by Department Junior Activities Chairman
- o Department Chairman to submit to respective Divisional Chairman, either electronically or via postal mail
- o Deadline June 1, 2010

• National Plaque Award: Best Junior Activities program with at least three Action Step from each of the three Objectives as stated in the Plan of Action

- o Typewritten to include: narrative form not to exceed 1,000 words.
- o Include pictures, either electronically or via postal mail.
- o Engraved plaque to be presented to one Unit
- o Must be submitted by Department Junior Activities Chairman
- o Department Chairman to submit to National Committee Member Shelley Riggs, 6660 Swing-A-long Lane, Nashport, OH 43830, or sent electronically to sjriggs@columbus.rr.com.
- o Deadline June 1, 2010

- **National Junior Member of the Year Award: presented to the National Junior Member of the Year in recognition of her dedicated service, efforts and talents**
 - Typewritten to include: narrative form not to exceed 500 words.
 - Include pictures, either electronically or via postal mail.
 - Engraved plaque to be presented to one Unit
 - Department Chairmen are encouraged to form a selection committee using, at a minimum, the following criteria:
 - ✓ Junior members must be in good standing for 2010-2011.
 - ✓ Each Unit is limited to one nomination.
 - ✓ Outstanding contribution the Junior has made through a program or project outlined in the Plan of Action and other than the office she may be holding, based on the current year only.
 - ✓ Her Junior Group will select the Junior nominee with the assistance of the Unit Junior Activities Advisor.
 - ✓ Nominee should not be serving as Honorary Department Junior President.
 - ✓ Length of membership is not a criterion.
 - ✓ Name and complete address of nominee must accompany nomination.
 - ✓ A narrative, typed, double-spaced essay not to exceed 500 words describing nominee's accomplishments during the current administrative year.
 - Nomination must be signed by Unit Junior Activities Advisor and submitted to Department Junior Activities Chairman.
 - Must be submitted by Department Junior Activities Chairman
 - Department Chairman to submit to National Vice Chairman National Vice Chairman, Norma Tramm at 29052 County Road 50, Cold Spring, MN 56320, or may be sent electronically to ntramm@juno.com.
 - Deadline June 1, 2010

Please note the DEADLINE for all awards is June 1, 2011.

As a reminder, the new Consolidated Unit Report is also due June 1, 2011. This is a new one-page form that replaced the individual report form of yesteryear. DO NOT HESITATE to provide a narrative summary, to include written descriptions, photos, newspaper clippings, etc., if your Department has projects, activities, fundraisers or events that cannot be adequately covered on the report form.

Junior members across our nation have been doing great things; give them the recognition they deserve!

Distribution:

National Officers

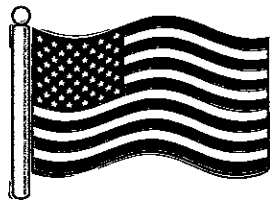
National Junior Activities Committee

Past National Presidents

Department Presidents & Secretaries

National Chairmen & Vice Chairmen

Department Junior Activities Chairmen



SPECIAL MEMORANDUM

SERIES 2010-2011

FROM: Pam Rice, Americanism Vice Chairman

DATE: March 18, 2011

SUBJECT: Flag Promotion, History, Etiquette & Proper Disposal

Flag Promotion – As members of the American Legion Auxiliary it is our obligation to promote the US Flag. As citizens... it is our right! Each and every one of us should stand in support of our nation, our flag and our military. Patriotism should run deep and our expectations should run high. We have many opportunities at schools, businesses, and public facilities to request that they fly the American Flag and we should also not hesitate to step up when it is not displayed properly. Did you ever stop to think that if we could not go a block without seeing “Old Glory”... would our nation be more patriotic as a whole? Would they remember what it means to be more patriotic? Would they think about the sacrifices that so many have made and continue to make everyday? Would they be more willing to explain to their children why it is important to fly the flag? **It is our duty to make sure we never forget...** so promote the flag within your community and let everyone know how deep your pride and patriotism runs!!

Flag History – It is believed that Betsy Ross, a Philadelphia seamstress made the first flag.

On June 14, 1777, in order to establish an official flag for the new nation, the Continental Congress passed the first flag act: “Resolved, that the flag of the United States be made of 13 stripes, alternate red and white, that the union be 13 stars, sitting within a blue field, representing a new Constellation”

Act of January 13, 1794 – provided for 15 stripes and 15 stars after May 1795

Act of April 4, 1818 – provided for 13 stripes and 1 star for each state, to be added to the flag on the 4th of July following the admission of each new state, signed by President Monroe.

On June 14, 1877 the flag was flown from every government building in honor of the centennial of the adoption of a National flag.

Executive order of President Taft dated June 24, 1912 – established proportions of the flag and provided for arrangement of the stars in 6 horizontal rows of eight each, a single point of each star to be upward. Until then, neither the order of the stars nor the proportions of the flag were prescribed.

August 1949 President Harry S. Truman proclaimed June 14 as Flag Day. Since that date all the Presidents proclaim the commemoration yearly and encourage Americans to display Old Glory outside their homes and businesses.

Executive Order of President Eisenhower dated January 3, 1959 provided for the arrangement of the stars in 7 rows of 7 stars each, staggered horizontally and vertically.

Executive Order of President Eisenhower dated August 21, 1959 provided for the arrangement of the stars in 9 rows of stars staggered horizontally and 11 rows of stars staggered vertically.

The American Flag has changed designs more than any other flag in the world.

Etiquette - Federal law stipulates many aspects of flag etiquette. The section of law dealing with American Flag etiquette is generally referred to as the Flag Code. Some general guidelines from the Flag Code answer many of the most common questions:

The flag should be lighted at all times, either by sunlight or by an appropriate light source.
The flag should be flown in fair weather, unless the flag is designed for inclement weather use.
The flag should never be dipped to any person or thing. It is flown upside down only as a distress signal.

The flag should not be used for any decoration in general. Bunting of blue, white and red stripes is available for these purposes. The blue stripe of the bunting should be on the top.

The flag should never be used for any advertising purpose. It should not be embroidered, printed or otherwise impressed on such articles as cushions, handkerchiefs, napkins, boxes, or anything intended to be discarded after temporary use. Advertising signs should not be attached to the staff or halyard.

The flag should not be used as part of a costume or athletic uniform, except that a flag patch may be used on the uniform of military personnel, fireman, policeman and members of patriotic organizations.

The flag should never have any mark, insignia, letter, word, number, figure, or drawing of any kind placed on it, or attached to it.

The flag should never be used for receiving, holding, carrying, or delivering anything.

When the flag is lowered, no part of it should touch the ground or any other object; it should be received by waiting hands and arms. To store the flag it should be folded neatly and ceremoniously.

The flag should be cleaned and mended when necessary.

When a flag is so worn it is no longer fit to serve as a symbol of our country, it should be destroyed by burning in a dignified manner.

Disposal - Some American Legion Posts regularly conduct a dignified flag burning ceremony as well as Cub Scout Packs, Boy Scout Troops, and Girl Scout Troops. Contact your local American Legion or Scout Troops to inquire about availability of this service.

PLEASE FLY THE AMERICAN FLAG WITH PRIDE AND DIGNITY !!!

Pam Rice

National Americanism Vice Chairman

Distribution:

National Officers

Past National President

National Chairmen

National Vice Chairmen

National Americanism Committee

Department Presidents

Department Secretaries

Department Americanism Chairmen



SPECIAL MEMORANDUM SERIES 2010-2011

FROM: National Membership Committee
DATE: March 25, 2011
SUBJ: Communication and Service Not Self

Communication

by Cary Fisher, Western Division

Communication with members has to be one of the most important tasks of any Unit, District, Department or National officer. It is important for each member to communicate with each other also. While there are many ways we all communicate with each other, the trick is finding what works for your members.

These days we need to be flexible and sometimes communication involves several methods. Most younger members, and many more "experienced" members, prefer to get their information on line. Although they may not check their mailbox on the street regularly, they'll check email frequently. Other members may prefer to receive information in a bulletin, something they can put on the refrigerator.

Members, and those who want to be members, need to know how to contact

and communicate with you and your Unit. Consider asking members who are familiar with the Internet, e-mail, Facebook, etc. to be your "PR" person and get information out that way. Survey your members to learn who wants mailed bulletins and who you can reach by e-mail. It isn't hard if you divide up the work, as long as everyone gets the same message!

Remember that a smile in your voice and how you treat members at meetings and events are forms of communication. Sometimes we can forget that.

Communication is important to get out our message. It only takes one person, communicating with the next person, to get started. Just one more example of the *Power of One*.

Service Not Self

Gloria J. Johnston, National Membership Committee

How is your unit? Are you welcoming new members who also want to honor our veterans and preserve freedom? Do you promote togetherness and resolve issues that would deter harmony in the unit? Have you used mission outreach programs (VA&R, Poppy, Children & Youth, Girls State, etc.) to attract and engage new and younger members?

Each and every unit member has a talent or skill to contribute to the American Legion Auxiliary. Program goals should be set each year and steps should be outlined to achieve them. The meaning of success is to accomplish a goal and not care who gets the credit.

It is most important that Unit members go out into their communities and spread the word about the service of our great organization. It has been my experience that people in the community are very receptive to learning about our programs and will often generously offer to assist us in some way.

We must continue to honor the selfless service given to our country. In the words of President John F. Kennedy, "Ask not what your country can do for you – ask what you can do for your country." We can proudly state that our members, our veterans, and active service men and women, are living these words every day.

The National President's "Service Not Self" Award will be presented to deserving units at the 2010-2011 National Convention. Deadline for entries is April 15, 2011. Please see the 2010-2011 Plan of Action for award forms and further information.

National President's



Units that exemplify *Service not Self*, promote harmony in the unit, are inclusive and welcoming to all members, accept/adapt to change, and engage new/current members will be awarded the National President's *Service Not Self* citation, receive a special gift from the National President and be recognized at National Convention. An article and photo, if provided, of winning units will be published in the national magazine and on the national website.

Do you know of a Unit that has maintained and/or grown its membership by demonstrating *Service Not Self*? If so, we want to know! Anyone — ALA, TAL, SAL members — can nominate these exceptional Units for the National President's *Service Not Self* Award. For nomination form, go to www.ALAforVeterans.org and click on "For Members" and click on "Forms"

Please help us honor and congratulate all units that demonstrate our motto of *Service Not Self*.

National Membership Awards Deadlines

Service Not Self - April 15, 2011
Recruit 3 - May 1, 2011
Silver Brigade - June 1, 2011

Milestone Deadlines:

100% of Numeric Objective -
July 30, 2011



2010-2011 Membership Year
 Central Division
 Wednesday, March 23, 2011

Department of	2011 Num. Obj	Total Membership	% of Num. Obj.
Iowa	33,024	29,819	90.295%
Wisconsin	28,764	25,958	90.245%
Ohio	50,038	42,882	85.699%
Illinois	41,494	35,304	85.082%
Kansas	19,002	16,085	84.649%
West Virginia	9,222	7,702	83.518%
Missouri	17,148	14,295	83.362%
Michigan	32,058	26,666	83.180%
Indiana	58,212	44,830	77.012%
	288,962	243,541	84.281%



2010-2011 Membership Year
 Southern Division
 Wednesday, March 23, 2011

Department of	2010-2011 Numeric Obj.	Total Membership	% of Num Obj
North Carolina	8,631	7,803	90.407%
Florida	39,111	34,318	87.745%
Tennessee	6,386	5,515	86.361%
Kentucky	8,371	7,147	85.378%
Louisiana	9,826	8,254	84.002%
Georgia	10,926	9,147	83.718%
Texas	24,374	20,318	83.359%
Mississippi	5,021	4,117	81.996%
Arkansas	4,591	3,758	81.856%
South Carolina	4,998	4,087	81.773%
Alabama	6,919	5,578	80.619%
Virginia	9,098	7,210	79.248%
Oklahoma	7,684	5,580	72.618%
Puerto Rico	1,983	1,266	63.843%
	147,919	124,098	83.896%



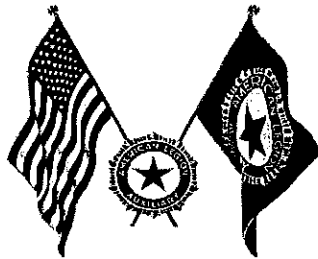
2010-2011 Membership Year
 Eastern Division
 Wednesday, March 23, 2011

	Department of	2011 Num Obj.	Total Membership	% of Num Obj.
	Pennsylvania	68,000	61,450	90.368%
	Delaware	4,548	3,951	86.873%
	New York	49,994	43,405	86.820%
	Vermont	9,145	7,847	85.806%
	New Hampshire	9,250	7,903	85.438%
	Connecticut	4,700	3,981	84.702%
	New Jersey	11,916	9,979	83.745%
	Rhode Island	1,184	983	83.024%
	Maryland	26,059	21,394	82.098%
	Massachusetts	8,009	6,386	79.735%
	Maine	10,048	7,771	77.339%
	District of Columbia	236	30	12.712%
		203,089	175,080	86.209%



2010-2011 Membership Year
 Western Division
 Wednesday, March 23, 2011

Department of	2010-2011 Num Objective	Total Membership	% of Num Obj.
Arizona	15,235	13,436	88.192%
California	27,160	23,295	85.770%
Oregon	7,705	6,546	84.958%
Washington	9,579	7,921	82.691%
New Mexico	4,954	3,985	80.440%
Idaho	3,162	2,532	80.076%
Alaska	3,949	3,101	78.526%
Utah	3,008	2,330	77.460%
Hawaii	333	255	76.577%
Nevada	2,223	1,045	47.009%
	77,308	64,446	83.363%



2010-2011
 Northwestern Division
 Wednesday, March 23, 2011

Department of	2011 Num. Obj.	Total Membership	% of Num. Obj.
Minnesota	47,793	43,533	91.087%
Nebraska	26,357	23,731	90.037%
South Dakota	15,583	13,496	86.607%
North Dakota	14,860	12,705	85.498%
Colorado	6,448	5,431	84.228%
Wyoming	4,047	3,406	84.161%
Montana	4,651	3,778	81.230%
	119,739	106,080	88.593%

**American Legion Auxiliary
2011 Membership Year**

	2011	Total Membership	% of Num. Obj.	
Dept	Numeric Objective	as of 3.23.11	as of 3.23.11	
1	Minnesota	47,793	43,533	91.09%
2	North Carolina	8,631	7,803	90.41%
3	Pennsylvania	68,000	61,450	90.37%
4	Iowa	33,024	29,819	90.29%
5	Wisconsin	28,764	25,958	90.24%
6	Nebraska	26,357	23,731	90.04%
7	Arizona	15,235	13,436	88.19%
8	Florida	39,111	34,318	87.75%
9	Delaware	4,548	3,951	86.87%
10	New York	49,994	43,405	86.82%
11	South Dakota	15,583	13,496	86.61%
12	Tennessee	6,386	5,515	86.36%
13	Vermont	9,145	7,847	85.81%
14	California	27,160	23,295	85.77%
15	Ohio	50,038	42,882	85.70%
16	North Dakota	14,860	12,705	85.50%
17	New Hampshire	9,250	7,903	85.44%
18	Kentucky	8,371	7,147	85.38%
19	Illinois	41,494	35,304	85.08%
20	Oregon	7,705	6,546	84.96%
21	Connecticut	4,700	3,981	84.70%
22	Kansas	19,002	16,085	84.65%
23	Colorado	6,448	5,431	84.23%
24	Wyoming	4,047	3,406	84.16%
25	Louisiana	9,826	8,254	84.00%
26	New Jersey	11,916	9,979	83.74%
27	Georgia	10,926	9,147	83.72%
28	West Virginia	9,222	7,702	83.52%
29	Missouri	17,148	14,295	83.36%
30	Texas	24,374	20,318	83.36%
31	Michigan	32,058	26,666	83.18%
32	Rhode Island	1,184	983	83.02%
33	Washington	9,579	7,921	82.69%
34	Maryland	26,059	21,394	82.10%
35	Mississippi	5,021	4,117	82.00%
36	Arkansas	4,591	3,758	81.86%
37	South Carolina	4,998	4,087	81.77%
38	Montana	4,651	3,778	81.23%
39	Alabama	6,919	5,578	80.62%
40	New Mexico	4,954	3,985	80.44%
41	Idaho	3,162	2,532	80.08%
42	Massachusetts	8,009	6,386	79.74%
43	Virginia	9,098	7,210	79.25%
44	Alaska	3,949	3,101	78.53%
45	Utah	3,008	2,330	77.46%
46	Maine	10,048	7,771	77.34%
47	Indiana	58,212	44,830	77.01%
48	Hawaii	333	255	76.58%
49	Oklahoma	7,684	5,580	72.62%
50	Puerto Rico	1,983	1,266	63.84%
51	Nevada	2,223	1,045	47.01%
52	Dist of Col	236	30	12.71%
	Totals:	837,017	713,245	85.213%