

Message from the 2010-2011 National President

Dear Auxiliary Members,

Have you ever thought about the number or the concept of “one” as being powerful? It seems so small. In most cases when you have only one, you don’t have much. But, in a different context—you can immediately see its power. Think about it.

The winner or loser in most sporting events can be determined by **one** point or **one** hundredth of a second. **One** word can radically change your life, if the question is, “Is my cancer cured?” And the answer is, “Yes.” With **one** strategically placed zero, your salary could go from \$10,000 to \$100,000. It’s really all about the context of the placement of that little three-letter word: “one.”



This year, I’m challenging every one of our 850,000+ Auxiliary members to focus on that very thing: *The Power of One*. Here’s what I mean.

Each of you reading this letter has a circle of influence, people who trust and value you. Make a list of them: family, friends, hair stylist, church member, clerk at the store, tennis partner, co-worker...you get the idea. Spend some time thinking about those relationships and determine who you could invite to attend an Auxiliary event, service opportunity or Unit meeting.

Next, look back on your experiences as an Auxiliary member and choose something that had an impact on your life. Imagine telling the person you’d like to invite your “story” with all the details of why it was so important to you and how it has affected you. Begin your invitation to her—by just telling your story. Then, ask questions. Find out what might be meaningful to her. Have a conversation about helping and purpose and volunteering. Let her see your excitement in how your involvement with the Auxiliary makes a difference in your life and in the lives of those you serve.

If every Auxiliary member did this and succeeded in recruiting just **one** new member this year, our ranks would swell to more than 1.5 million. Imagine all we could accomplish in our Plan of Action with even more members eager to serve our veterans, their families and their communities!

When this great organization began more than 90 years ago, this is exactly what they did, person to person, one at a time. They accomplished phenomenal growth without the use of cell phones, television, or the Internet. They were simply passionate about what they were doing, and they invited others to join them. I believe we can, and should, do the same AND we have technological tools to use to our advantage.

I hope each one of you will join me in realizing *The Power of One* this year. Your Plan of Action gives clear directives about the work of our mission and its importance. I am encouraging you to do your part in following the plan. And, I am here to cheer you on as you tell your Auxiliary story in such a way that you succeed in bringing **one** more member to work along side you for America’s finest—our veterans and their families.

Service Not Self,

A handwritten signature in cursive script that reads "Carlene Ashworth".

Carlene Ashworth
American Legion Auxiliary National President, 2010-2011

P.S. An important change in reporting--there is only **one** form for all programs/committees, designed to capture the crucial impact numbers that tell the story of what we do. And that’s *The Power of One* at work in another way!