



karl sentivany <1teuke@gmail.com>

Fwd: January Community Service Bulletin -Eastern Division

1 message

ALA Dept of CT <aladeptct@gmail.com>
To: ALA Dept of CT <aladeptct@gmail.com>
Bcc: 1teuke@gmail.com

Mon, Jan 8, 2024 at 2:32 PM

Happy New Year!

Please review the attached January Community Service Bulletin for the Eastern Division.

"Everybody can be great because everybody can serve. You don't have to have a college degree to serve. You don't have to make your subject and your verb agree to serve. You only need a heart full of grace, a soul generated by love."

— Martin Luther King Jr.

Carmin Brittain
Eastern Division Community Service Chairman
carmin.brittain124@gmail.com
(703) 713-2210

5 attachments

 **PEP Community Service.docx**
63K

 **Community Service Program 2023-24.docx**
80K

 **Be The One Brochure-Local.pdf**
626K

 **Legion Family Play Day Toolkit.pdf**
2987K

 **Community Service Newsletter January 2024 Eastern Division.pdf**
298K

AMERICAN
LEGION
AUXILIARY
2023-2024

Program Engagement Plan

Community Service Committee

Member Site: <https://member.legion-aux.org/member/committees/community-service>

Public Side: www.legion-aux.org

Key Resources:

- **How to Mobilize Community Support for Those Who Serve:**
 - <https://member.legion-aux.org/member/committees/community-service/how-to-mobilize-community-support>
- **How to Participate in the 9/11 National Day Of Service:**
 - <https://member.legion-aux.org/member/committees/community-service/how-to-participate-in-the-national-day-of-service>
- **How to Participate in the MLK Jr National Day of Service:**
 - <https://member.legion-aux.org/member/committees/community-service/how-to-participate-in-a-Martin-luther-king-jr-day>
- **How to Partner with Other Organizations for Community Outreach:**
 - <https://member.legion-aux.org/member/committees/community-service/partner-with-organizations-for-community-outreach>
- **How to Organize and Promote American Legion Family Day:**
 - tbd

Get Involved (PEP):

- Promote American Legion Family Day-April 27, 2024
 - The National Executive Committee of The American Legion Passed Resolution No. 7 in October 2022, establishing American Legion Family Day to be observed annually on the last Saturday of April.
 - Posts are encouraged to open their doors to members of their community for the day to recognize and celebrate the accomplishments of Legionnaires, Sons of The American Legion members, Legion Riders, and American Legion Auxiliary.
 - Bring awareness to The American Legion's "Be the One" initiative to improve access and reduce the stigma around mental health services.
 - Use the "How To" sheet to assist ALA members in promoting American Legion Family Day.
 - Plan activities for various age groups.
 - Highlight our 100+ years of service to veterans and the community.
- Encourage units to partner with other community groups.
 - Look at others outside our membership to help us.
 - More volunteers equals more mission delivery opportunities.
 - Volunteers could be potential members.
 - Some may not be eligible but just want to help veterans.
 - Look to other groups that support veterans.

- Groups like VFW, DAV, USO, etc.
 - Reach out to them first-don't wait for them to come to you.
 - Emphasize the "You help us, and we will help you."
 - Be sure all our members are branded.
- Find new and creative ways to promote the program.
 - Continue to use what works but think outside the box for fresh ideas.
 - Promote participation in blood drives, CPR training, emergency preparedness (National Security).
 - Suggest participation in child safety programs (Children & Youth).
 - Participation in patriotic holidays (Americanism).
 - Develop new ways to reach different age groups.
 - Encourage units to create visible events in the community that support veterans (VA&R).
 - Use community events to raise awareness of The American Legion's "Be the One" initiative to reduce the rate of veteran suicide.
- Participate in a Martin Luther King Jr Day of Service
 - Promote patriotic community service activities to build community partnerships.
 - Use this holiday as an opportunity to serve veterans as our mission statement states.
 - Help veterans in their home with projects like building an accessible ramp, yard work, home repairs.
 - Organize or participate in a stand down.
 - Host a job fair for veterans at a Post, community center or library.
 - Encourage members to check with their employers for MLK Day service opportunities.
 - Keep good records of hours and activities for year-end reporting.
- Participate in the 9/11 National Day of Service
 - Encourage members to make an official pledge of service on the 9/11 Day of Service website.
 - Service pledge can be as broad or as specific as the member would like, so long as it is in the spirit of service and remembrance.
 - Invite members to "pass it on!" and share their pledge with others through Twitter, Facebook, or other means.
 - Participate in a volunteer activity or project of which they are already a part and encourage others to join.
 - Organize a service activity specifically for 9/11 Day.
 - Record hours and activities for year-end reporting.

Deadlines/Important Dates:

Department Chairman Report due to National Committee: May 15

Department and Unit Award Nomination Forms Completed and Submitted: June 1

AMERICAN LEGION AUXILIARY

NATIONAL COMMUNITY SERVICE PROGRAM 2023-2024

Diana Sirovina, National Chairman

2023-24 NATIONAL FOCUS:

- Be the One

COMMUNITY SERVICE COMMITTEE STRUCTURE:

Chairman

Vice Chairman

5 Divisional Chairmen

EMPHASIS:

1. Promote American Legion Family Day, April 27, 2024
 - a. The National Executive Committee of The American Legion Passed Resolution No. 7 in October 2022, establishing American Legion Family Day to be observed annually on the last Saturday of April.
 - i. Posts are encouraged to open their doors to members of their community for the day to recognize and celebrate the accomplishments of Legionnaires, Sons of The American Legion members, Legion Riders, and American Legion Auxiliary.
 - ii. Bring awareness to the organization to improve access and reduce the stigma around mental health services.
 - b. Encourage units to partner with TAL, SAL and ALR to plan the event well in advance.
 - c. Collaborate with Public Relations Committees to promote event.
 - i. Invite local media to cover the event.
 - ii. Use social media to promote the event.
 - d. Plan activities for various age groups.
 - e. Highlight our 100+ years of service to veterans and the community.
 - f. Have plenty of brochures and membership applications available.
 - g. Use the "How To" sheet to assist ALA members in promoting American Legion Family Day.
2. Encourage units to partner with other community groups
 - a. Due to declining membership numbers, we do not have enough volunteers.
 - i. Volunteers of all age groups are needed for successful events.
 - b. We need to look at others outside our membership to help us.
 - i. Open our circle, break down the walls.
 - c. More volunteers equals more mission delivery opportunities.
 - i. Volunteers could be potential members.
 - ii. Maybe some really aren't eligible but just want to help veterans.
 - d. Look to other groups that support veterans.
 - i. Groups like VFW, DAV, USO, etc.
 - ii. Reach out to them first-don't wait for them to come to you.
 - iii. Emphasize the "You help us, and we will help you."
 - e. Be sure all our members are branded.

3. Find new and creative ways to promote the program
 - a. Continue to use what works but think outside the box for fresh ideas.
 - i. Promote participation in blood drives, CPR training, emergency preparedness (National Security).
 - ii. Suggest participation in child safety programs (Children & Youth).
 - iii. Participation in patriotic holidays (Americanism).
 - b. Develop new ways to reach different age groups.
 - c. Encourage units to create visible events in the community that support veterans (VA&R).

4. Participate in a Martin Luther King Jr Day of Service
 - a. Promote patriotic community service activities to build community partnerships.
 - b. Use this holiday as an opportunity to serve veterans as our mission statement states.
 - i. Help veterans in their home with projects like building an accessible ramp, yard work, home repairs.
 - ii. Organize or participate in a stand down.
 - iii. Host a job fair for veterans at a post, community center or library.
 - c. Use information available on the National website.
 - d. Encourage members to check with their employers for MLK Day service opportunities.
 - e. Keep good records of hours and activities for year-end reporting.

5. Participate in the 9/11 National Day of Service
 - a. Encourage members to make an official pledge of service on the 9/11 Day of Service website.
 - b. Invite members to "pass it on!" and share their pledge with others through Twitter, Facebook, or other means.
 - c. Participate in a volunteer activity or project of which they are already a part and encourage others to join.
 - d. Organize a service activity specifically for 9/11 Day.
 - e. Your service pledge can be as broad or as specific as the member would like, so long as it is in the spirit of service and remembrance.
 - f. Record hours and activities for year-end reporting.

AWARDS:

Unit Award: Most Outstanding Unit Community Service Program (one per division)

- All unit entries must be submitted by the department chairman via electronic form by 5 p.m. EST on June 1.

Unit Award: Best Promotion of American Legion Family Day (one per division)

- All unit entries must be submitted by the department chairman via electronic form by 5 p.m. EST on June 1.

Department Award: Best Department Community Service Program (per division)

- All department entries must be submitted by the department chairman via electronic form by 5 p.m. EST on June 1.

MEASUREMENT FOR SUCCESS:

1. 100% reporting
2. Participation in American Legion Family Day in all Departments
3. Regular and efficient communication
4. Attending all quarterly Zoom meetings
5. Greater visibility in all communities
6. Measurable impact to our veterans

Key Resources:

- CommunityService@ALAforVeterans.org.
- Community Service Facebook Group:
 - <https://www.facebook.com/groups/110203022459992/>
- How to Mobilize Community Support for Those Who Serve:
 - <https://member.legion-aux.org/member/committees/community-service/how-to-mobilize-community-support>
- How to Participate in the 9/11 National Day Of Service:
 - <https://member.legion-aux.org/member/committees/community-service/how-to-participate-in-the-national-day-of-service>
- How to Participate in the MLK Jr National Day of Service:
 - <https://member.legion-aux.org/member/committees/community-service/how-to-participate-in-a-Martin-luther-king-jr-day>
- How to Partner with Other Organizations for Community Outreach:
 - <https://member.legion-aux.org/member/committees/community-service/partner-with-organizations-for-community-outreach>
- How to Organize and Promote American Legion Family Day:
 - Link will be provided as soon as it is available from National

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 aboard. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.*

VISION STATEMENT – *The vision of the American Legion Auxiliary is to support The American Legion while becoming the premier service organization and foundation of every community providing support for our veterans, our military, and their families by shaping a positive future in an atmosphere of fellowship, patriotism, peace, and security.*

COMMITTEE RESPONSIBILITIES

VICE CHAIRMAN—Brenda Holland

1. Be knowledgeable about all aspects of this program.
2. Be familiar with all documents and resources that apply to this program.
3. Answer all emails promptly.
4. Communicate regularly with the National Chairman.
5. Receive monthly newsletter or bulletins from the five divisional chairmen.
 - a. Newsletters should be received by the 5th of each month.
 - i. If not received by the 5th, email the divisional chairman that has not submitted their publication.
 - ii. Notify the National Chairman.
 - b. Check for accuracy, clarity, punctuation, grammar.
 - c. Send email back to divisional chairman with approval or suggested changes so newsletter can be sent out by the 10th of each month.
6. Facebook:
 - a. Join the ALA National Community Service page, if not already a member.
 - b. Assist National Chairman in monitoring ALA National Community Service page.
 - i. National Chairman will be first contact for approving new members.
 1. Check for new member requests if National Chairman is unavailable.
 2. Approve only those that answer the membership questions.
 - c. Review members posts for relevance to this program.
 - i. Approve only those that are relevant.
 - d. Occasionally post interesting, thought—provoking questions for members to respond.
7. Assist National Chairman as needed or requested.
8. Attend the virtual National Convention pre-convention.

DIVISIONAL CHAIRMEN:

Central—Suzanne Knapp

Eastern—Carmin Brittain

Northwestern—Debra Albers

Southern—Dr Deborah Blanch

Western—Pam Seeley

1. Be knowledgeable about all aspects of this program.
2. Be familiar with all documents and resources that apply to this program.
3. Answer all emails promptly.
4. Communicate with the National Chairman as needed.
5. Answer questions from your departments.
 - a. If you are not 100% certain of the answer, contact the National Chairman
 - i. They will provide an answer or find someone that can.
 - b. Report questions to the National Chairman to keep on file.
6. Communicate regularly with departments in your division.
 - a. Contact each department chairman by phone by 9/15/23 (if the Department chairman list is available)
 - i. Introduce yourself.
 - ii. Make sure they know you are available to assist if they need it.
 - iii. Send a follow up email with your contact information.
 - iv. Contact each department chairman quarterly by email or phone.
7. Send out monthly bulletins or newsletters.
 - a. Share newsletters and other communications via email.
 - b. Share information from the National website.
 - c. Encourage each department to participate in contests.
 - i. Provide contest information early in the year.
 - ii. Repeat several times during the year.
 - d. Use "How To" sheets from the Community Service page on the National website.
 - e. If you use quotes, be sure to site the source.
 - f. Ask departments for success stories to include in your newsletters and divisional reports.
 - g. Encourage departments to share photos of their Community Service activities.
 - i. National Chairman will need a selection of pictures for the program report at the 2024 National Convention.
 - h. Recognize departments for creative ways they promote the Community Service program.
 - i. Request that Department Chairmen share information from your newsletter with their members.
 - j. Request copies of any articles your chairmen write for publications within their departments.
8. Participate in quarterly Zoom meetings-there will be four.
 - a. Dates will be shared well in advance.
 - b. National will create the invitation and share it with all participants.
 - c. Encourage all department chairmen to participate.
9. Send your newsletter or bulletins by the 5th of each month to our Vice Chairman for review and approval prior to emailing it to the departments in your division.
 - a. CC the National Chairman and Vice Chairman on all your newsletters.

- b. Vice chairman will check your publication for accuracy, clarity, spelling, etc. and notify you via email that it is approved to send.
 - c. Your newsletter should be sent to your department chairman no later than the 10th of each month.
 - d. If you have trouble meeting the monthly dates, please contact the National Chairman. Life gets in the way sometimes.
 - i. We can arrange for one of our committee to assist or write something for you.
10. Facebook:
- a. Join the ALA National Community Service page, if not already a member.
 - b. Anyone wanting to join the private group must answer the posted questions.
 - i. National Chairman or Vice Chairman will approve any new members.
 - c. If you have something that would be appropriate for the Facebook page, forward it to the National Chairman for consideration.
 - d. The National Chairman or Vice Chairman must approve all posts.
 - e. Vice Chairman will be looking for interesting, thought-provoking questions to post to the Community Service page.
 - i. Please share any thoughts with the National Chairman and Vice Chairman.
11. Set date for departments to submit year-end report early enough so you can complete and forward your report to the national chairman by published national deadlines.
- a. Share this information early and often.
12. Part of each department narrative report should include answers to the following questions, so share this information at the beginning of the year:
- a. How did units in your department promote American Legion Family Day?
 - b. Did units partner with other organizations on community projects? How successful were these partnerships?
 - c. What types of community service activities and/or projects were done in your department?
 - d. What were some new and creative ways units used to promote the Community Service program?
 - e. 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?
 - f. Please provide as many details as possible, including unit name and location.
13. Prepare year-end division report.
- a. The length of your report is not as important as the contents.
 - b. Be sure names and contact information are accurate.
 - c. Include pictures.
 - i. Pictures must be of good quality in digital format ONLY.
 - d. Highlight success stories.
 - e. All reports must be submitted via email.
 - f. Getting them in early is a definite plus.
14. Emphasize submitting award entries on time.
- a. All entries must be submitted via the form on the national website.
 - b. Be sure names and contact information are accurate.
 - c. Submitted pictures must be good quality in digital format ONLY.
 - i. Photos must be sent as attachments, not pasted into narrative reports.
 - d. Feel free to ask others to help you judge contest entries.
 - e. Forward winning entry to the National Chairman as soon as judging is complete.
15. Attend the virtual National Convention pre-convention meeting.

COMMUNITY SERVICE

American Legion Auxiliary Eastern Division Newsletter

January 2024

Volunteering: A New Year Resolution

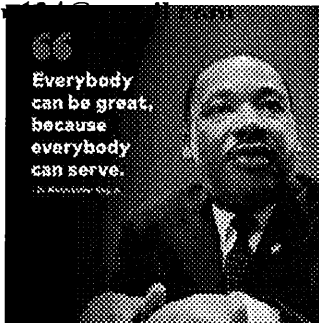
In the beginning of the year, millions of people resolve to do better in the new year. One resolution that people commit to is doing more in their community by serving. Community service gives the volunteer a greater sense of purpose, it improves their mood and makes them feel physically healthier and reduces stress.

One of the biggest community service days of the year happens in January. Dr. Martin Luther King Jr was all about helping others and believed that dedicating his life to service made the world a better place. The American Legion Auxiliary has embodied his spirit of Service, not self. This year, units across our region are planning to celebrate Dr. Martin Luther King Jr National Day of Service with a day of service in their communities, not just a day off. Units are preparing to be visible and active in their communities with prayer breakfasts, meal deliveries, clothing donations and programs designed to unite the community.

Please share your photos and narrative of your work in the community by text, email, or social media.

Carmin Brittain
(703) 713-2210

Carmin.brittain@legionauxiliary.org



Key Resources

How to Participate in the MLK Jr National Day of Service:

<https://member.legion-aux.org/member/committees/community-service/how-to-participate-in-a-Martin-luther-king-jr-day>

Upcoming Dates and Ways to Engage the Community

1/15 Martin Luther King Jr Day

Senior Citizen/Veteran Yard Work

Soup Kitchens/ Collection for Food Pantry

Winter Clothing Donations

Feed the Homeless

Have You Started Planning for American Legion Family Day April 27, 2024?

The National Executive Committee of The American Legion Passed Resolution No. 7 in October 2022, establishing American Legion Family Day to be observed annually on the last Saturday of April.

Posts are encouraged to open their doors to members of their community for the day to recognize and celebrate the accomplishments of Legionnaires, Sons of The American Legion members, Legion Riders, and American Legion Auxiliary.

Start Planning now for April.

Plan activities for various age groups.

Highlight our 100+ years of service to veterans and the community.



HOW YOU CAN BE THE ONE

What: The American Legion's Be the One initiative encourages American Legion Family members, veterans, servicemembers and others to take action when they believe a veteran is at risk of suicide.

Why: To reduce the alarming number of veteran suicides.

How: Our goal is to destigmatize asking for mental health support, provide peer-to-peer support and resources, and educate everyone on how they can Be the One.

Who:

Veterans

- Talk with fellow veterans about how you are feeling.
- Ask for help when you think you need it.
- Know there are millions of people ready to help you.
- Remember your family and friends care.

Non-veterans

- Ask veterans in your life how they are doing.
- Listen when a veteran needs to talk.
- Reach out when a veteran is struggling.

American Legion posts

- Educate members, other veterans and civilians on the campaign.
- Display resources at your post or in your community.
- Share events or success stories at legiontown.org.

RESOURCES

American Legion support: Stories, videos and promotional items related to this initiative are available for posts, members and others. Visit betheone.org

For urgent help: Veterans experiencing a crisis can call 988 and press 1 for mental health assistance. Counselors are available 24/7. They may also text 838255 or visit the VA crisis line website: veteranscrisisline.net

AMERICAN
LEGION | **BE THE ONE**

We can all Be the One

Here's how veterans and civilians can help reduce the rate of veteran suicide.

AMERICAN
LEGION

P.O. Box 1055
Indianapolis, IN 46206
1-800-433-3318
legion.org



Connect with The American Legion



USE THIS BE THE ONE BROCHURE TO HIGHLIGHT RESOURCES IN YOUR COMMUNITY

The American Legion national HQ staff has made this customizable brochure available for American Legion posts to use with local information in their communities.

You can use this side of the brochure as a resource page for veterans who need assistance with issues related to PTSD, TBI, mental health and other issues.

Here's how to use the brochure:

1. Open this file in Microsoft Word and save a copy to your computer.
2. Fill in this side of the document with a collection of your local resources that would be useful to veterans. Include information such as the service provider's name, phone number, email address, physical address, services provided, website and any other relevant information.
3. After completing the page of local resources, take both front and back to a printer who can print as one trifold brochure for you.
4. Once you have the finished product, you can hand it out at post events, distribute it to veterans in your area, and publish it on your post Facebook page, newsletter or website.
5. Share how you are using this brochure and other resources to help community members in your area learn how they can "Be the One." Visit Legiontown.org to share your story.



AMERICAN LEGION **FAMILY PLAY DAYS**

For Immediate Release

Date

MEDIA ADVISORY

American Legion Post (POST NUMBER) hosts Legion Family Play Day

- WHO** American Legion (NAMESAKE) Post (POST NUMBER)
- WHAT** The American Legion Family of Post (POST NUMBER) is opening its doors to the community for a special Legion Family Play Day. There will be games available for children of all ages, as well as refreshments. During the event, guests can learn about the post's history of service, how it serves its community and the programs it offers for youths.
- WHEN** XXXXXXXXX (DAY AND TIME)
- WHERE** (ADDRESS, CITY)
- WHY** The American Legion is the nation's largest and most influential veterans service organization. It was founded on Four Pillars, including Children & Youth. Post (POST NUMBER) fulfills its commitment to service through programs geared toward youths such as (SHORT LIST OF YOUR MOST HIGH-PROFILE PROGRAMS).
- HOW** Learn more online at (WEBSITE ADDRESS)

Contact: (NAME, OFFICE AT POST , PHONE NUMBER AND EMAIL ADDRESS)



OUR FAMILY, YOUR FAMILY

The American Legion Family welcomes you to a special **Legion Family Play Day**. We will provide games for families with children of all ages, as well as refreshments and drinks.

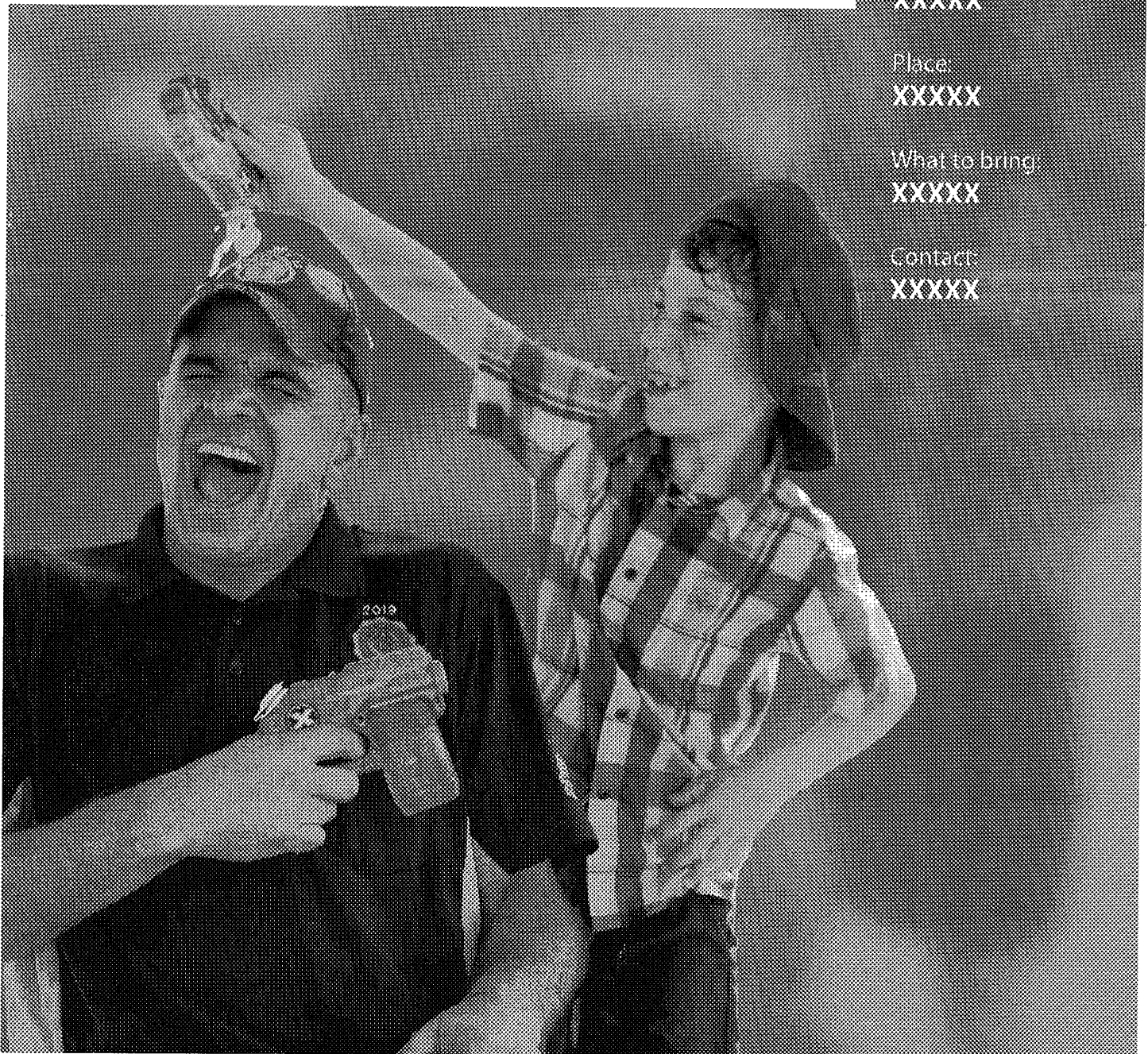
Time:
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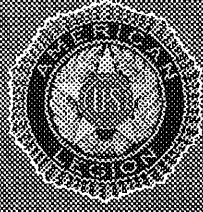
Date:
XXXXX

Place:
XXXXX

What to bring:
XXXXX

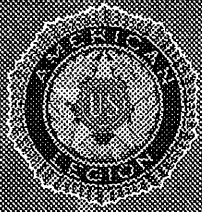
Contact:
XXXXX





AMERICAN LEGION **FAMILY PLAY DAYS TOOLKIT**





YOUR GUIDE TO AMERICAN LEGION FAMILY PLAY DAYS

WHAT: Legion Family Play Day is a way to bring younger veterans and their families into posts for a day – or evening – of family entertainment. The concept is supported by Resolution 20 approved by the National Executive Committee at Spring Meetings in 2019.

WHY: Younger veterans express interest in family-friendly activities. So while they bond with other veterans and spouses, their kids can interact with other children.

WHERE: American Legion posts can host these events regardless of whether they have a physical post home or not. Based on their communities, time of year and resources, posts can host Family Play Days that feature indoor activities, outdoor games or a combination. Post without buildings can work with a local library, community center or other nonprofit to find a location.

WHEN: Anytime! Summer is ideal when the weather is warmer and schools are out of session. Post leaders who have conducted pilot tests of this program say they will host these events year-around.

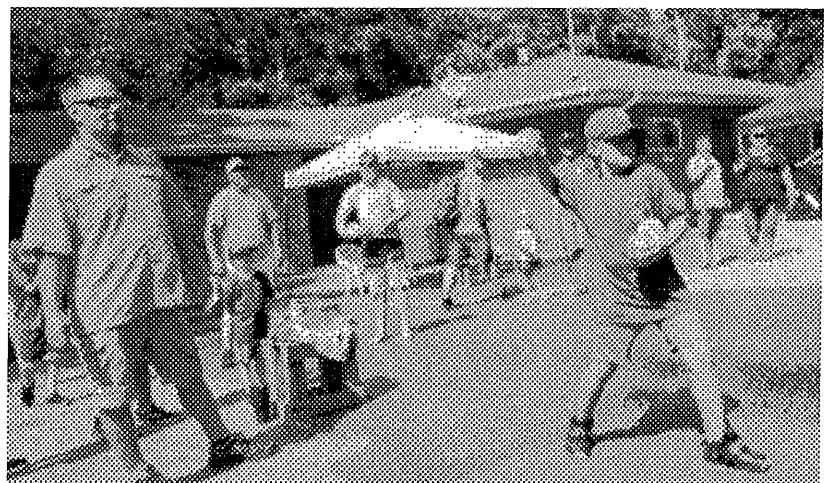
HOW: Work with your squadron, unit and Riders chapters to create awareness and encourage volunteers. Reach out to local groups like the Boy Scouts, Boys and Girls Clubs, local first responders, YMCAs and others to invite participation. Promote in your local media and through your post's social media to raise awareness in the community.

RESOURCES: Download a flyer that is customizable www.legion.org/publications



"They see it now as what The American Legion ought to be – a place that is there for the family, is there for the community, but is also a place for veterans, to be together, spend time together and build that camaraderie."

Derric Grimes, Immediate Post Commander of Post 116 in Fuquay-Varina, NC, which held its first Legion Family Play Day in July 2019.





AMERICAN LEGION FAMILY PLAY DAYS

SAMPLE SOCIAL MEDIA POSTS

SAMPLE FACEBOOK POST

We invite our entire community to join us for a special #LegionFamilyPlayDay at (Post XX in ADDRESS/CITY/STATE) at (TIME) (DATE). There will be games, food and beverages, and fun for the whole family. Hope to see you there!

For more information, call (XXX-XXXX).

SAMPLE TWITTER POSTS

Join us for a special #LegionFamilyPlayDay at (Post XX in ADDRESS/CITY/STATE) at (TIME) (DATE). There will be games, food and beverages, and fun for the whole family. Hope to see you there! #veterans @AmericanLegion

Today is the day! Bring your family to a special #LegionFamilyPlayDay at (Post XX in ADDRESS/CITY/STATE) at (TIME). There will be games, food and beverages, and fun for the whole family. Hope to see you there! #veterans @AmericanLegion

SOCIAL MEDIA GRAPHICS

