

Community Service

Karen Butler , Chair

Joan Wells, wonderful member

Per National, we are promoting the following:

- 1) April 27th, American Legion Family Day. This will be observed on the last Saturday of April annually.
 - Post and Unit members are encouraged to open their doors to members of the community for the day to recognize and celebrate the accomplishments of the Legionnaires, Sons, Riders, and Auxiliary.
 - Bring awareness to the American Legion's "Be The One" initiative to improve access and reduce the stigma of mental illness around mental health services.
 - Highlight our 100+ years of service to veterans and the community ● Plan activities for all age groups
- 2) Encourage units to partner with other community groups.

Look to 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 support veterans
 - Reach out to other groups that support veterans: VFW, DAV, USO, etc
 - Reach out first, don't wait for them to reach out to you.
 - Emphasize the "You help us, We will help you."
- 3) Participate in MLK Day of Service
 - 4) Participate in 9/11 Day of Service
 - Encourage members to make an official pledge of service on the 9/11 Day of Service website

By looking at the Community Service Board, you can see the many organizations that we are partnering with to complete our mission. We are also partnering with other Posts and units to increase our footprint. There are bookmarks and notes with ideas to assist with community service programs.

LEGION
AUXILIARY
2023-2024

AMERICAN

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

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