



Merry Christmas !!!!

November and December have been a busy time for carrying out our ALA Mission Outreach programs:

Veterans in the Classroom, Veterans Day, American Education Week, Thanksgiving, Pearl Harbor Day Remembrance, Wreaths Across America and Christmas are just a few activities in which members may have participated. Hopefully, many of you were involved in our December District PR Challenge to serve veterans in a VA facility or homeless veterans if a facility is not nearby. If you have served veterans, please be sure to email, by **Dec. 31st**, to both Brenda and me a picture of your unit's efforts for a chance to earn the \$6 prize for the winner of the drawing that will take place Jan. 5th. There is a first time offer of a prize to every district president who achieves a third of her units participating in this challenge! Are you or your unit helping your district president win a prize? Again the deadline is December 31st.

Happy New Year !!!

Please take time to email pictures of your unit and individual activities for the 2023-2024 After Mid-Year PR Report. **January 10th** is the date requested for this information and the form is attached with this message. The pictures can include all program activities and Challenge activities you didn't send in by the deadline.

The District PR Challenge for **January** is to present American Legion Auxiliary Tar Heel Girls State material to high school counselors. Visit our website at alathgs.com for information and as soon as schools are back in session begin your visits.

The **February** challenge is to present a Youth Hero Award or Good Deed Recognition. Be on the lookout for youth who perform a life saving act or a Good Deed so your unit can recognize them. The cost for this activity is usually very small but the impact of recognizing youth doing well can be a plus for your unit.



Thinking about creating or updating your unit's website?

Let's review the American Legion Auxiliary's national website at alaforveterans.org that might provide direction for us. The opening page has 6 sections: About Us, How We Serve, Scholarships, Get Involved, Events and Give.

The **About Us** section contains 4 topics with several items under each topic: **At a Glance, Organizational Structure, Legion Family, and our Communications.**

At a Glance includes the Mission and the Vision statement, the impact of what we do, our history, an explanation of membership eligibility and how to join and a description of the ALA Foundation grants available to units and departments in serving veterans, military and their families.

Organizational Structure list information about national, state and local units.

Legion Family describes The American Legion Family.

Our Communications describes the *Auxiliary* magazine, Annual Reports, ALA Brochures, ALA Blog, ALA History Blog, ALA eNews, Media Releases and ALA Social Media.

How We Serve section describes Patriotic Youth Programs, Supporting Veterans, Military and their Families, Advocacy Efforts/Legislative Priorities, and Disaster Relief /Emergency Fund as ways we serve.

Scholarships section describes the scholarships offered by our national organization. North Carolina department also offers scholarships and perhaps your unit has one, too.

Get Involved section explains how to become a member, how to become a volunteer, how to find a unit, and how to start a unit.

Events Visit the site to see the activities described.

Give section describes ways to financially support our organization. **If this doesn't work for your unit, could an announcement of a fundraiser or a request for in-kind donations be a better fit?**

What will be included on your unit's website?