



## New Branding for the ALA and its second Century of Service



What is a brand, mark, or logo? It is an organization or companies' identity. It is how the public recognizes them. For the ALA, it defines who we are. We are a community of volunteers who serve our veterans, military, and their families. As volunteers for the ALA, we wear our brand proudly in public, when we are working our mission or providing community service. Check out [ALAforVeterans.org](http://ALAforVeterans.org) for refreshed templates with the new brand. Remember the Blue Star is not going away. Basically, the new brand will be used externally to the public to help promote our recruiting efforts and publicizing our mission. The Emblem will be used internally towards our Legion Family members. For more information see the February ALA Magazine page 26-29. The new Emblem Sales Catalog has the new brand mark available. I have already ordered my new shirt.

*Happy Valentines to all my Auxiliary friends*



TWEET TWEET

The New AEF Pin “Members helping Members” are available to those who donate \$100 to the AEF. Donations must be made directly to ALA National Headquarters or by clicking donate at [www.alaforveterans.org](http://www.alaforveterans.org) and selecting AEF.



**April's Month of the Military Child and Purple UP! Day (#MOMC)**, and April 15 is Purple Up! Day. During the month of April, plan special events and activities for the military children in your community. On Purple Up! Day, everyone can wear purple to show support for military children and raise awareness of their sacrifices. Purple symbolizes a combination of the colors of each branch of the U.S. military: Army green, Navy blue, Air Force blue, Marine red, and Coast Guard blue.

[American Legion Family Day](http://www.legion.org/dispatch/257994/prepare-legion-family-day-april) is Saturday, April 29. American Legion post homes will open doors to their members and local communities to celebrate all great deeds and works of The American Legion Family and to educate, recruit, recognize, and give back to those who continually support the gift of giving. Special emphasis and awareness on the Legion's “Be The One” program. <https://www.legion.org/dispatch/257994/prepare-legion-family-day-april>

### **Send In those Reports.**

Over the last few months, I have shared with you several of the committees of the ALA. I have provided you with information on National Awards for those committees. Please submit reports to your department chairs. The Department Chair will then select a winner and send to their National Southern Division Chair who will select winners from the Southern Division. You or your unit could be a National Winner.

### **National Convention**

Remember the National Convention is in Charlotte this year. Many of you who have never been able to attend a National convention may be able to do so. If you live close enough to Charlotte, you could drive in for a day. I encourage everyone to try to come to at least one day of the Convention. You can register as a guest.

### **Scholarships Deadline March 1**

- Children of Warriors National Presidents' Scholarship
- Non-Traditional Student Scholarship
- Spirit of Youth Scholarship
- Junior Member Loyalty Scholarship

Learn more and apply at <https://www.legion-aux.org/scholarships>

### **Youth: Show off your art skills in ALA National Poppy Poster Contest**

Kids in grades 2-12 are eligible to participate. All department entries are due to the division chairmen by June 1.  
<https://www.legion-aux.org/national-poppy-poster-contest>

### **Spotlight on Public Relations Committee**

#### **Key Program Statements:**

- Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

**Member Award:** ALA Brand Ambassador  
Deadline June 1

**Unit Award:** New Website or Social Media Account  
Launch Deadline June 1

**Unit Award:** Most Outstanding Unit Public Relations Program (per division) Deadline June 1

**Department Award:** Best Department Public Relations (per division)  
Deadline June 1

**For more information**<https://www.legion-aux.org/member/committees/public-relations>

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