



Department of Virginia Legislative Program Action Plan 2018-2019

“Honoring Our Heroes Through Advocacy for The American Legion’s Legislative Priorities”

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**American Legion Auxiliary
Department of Virginia
Legislative Program Action Plan
2018-2019**

**“Honoring Our Heroes Through Advocacy for
The American Legion’s Legislative Priorities”**

The American Legion Auxiliary (ALA) Legislative Program provides information and assistance to ALA members to advocate for the legislative agenda of The American Legion (TAL). While advocating for the legislative agenda of TAL, ALA members raise awareness for our mission and increase brand loyalty for Goal 5 of the 2014-2019 ALA Centennial Strategic Plan.

What Can You Do?

- **Encourage and empower members to be more knowledgeable to act on TAL’s legislative priorities!**
 - Subscribe to the Legion’s Legislative Action Alerts to receive notification when they call on all Legion Family members to take immediate action on a topic. Visit www.capwiz.com/legion/mlm/signup to subscribe. Report to your unit chairman when you have done so.
 - Subscribe to the Legion’s Legislative Update to stay informed on veteran and military legislative issues. Report to your unit chairman when you have subscribed.
 - Order a copy of the ALA Legislative Advocacy Guide through your unit or your department headquarters and follow the suggestions it contains to help build legislative awareness in your community. The guide can also be downloaded from www.ALAforVeterans.org.
 - Visit the Legion’s legislative website, www.legion.org/legislative, to keep current on legislative priorities. The site also contains the Legion’s legislative priority sheets and point papers, available for download. The priority/drop sheets outline the Legion’s priorities and you can “drop” these in your elected official’s office. The point papers provide more information on the issue and the Legion’s position.
 - Actively post The American Legion’s legislative priorities on social media.
 - Identify your U.S. representative and two U.S. senators and build a relationship and rapport with these individuals and/or members of their staff.
 - Subscribe to e-newsletters of your elected officials to monitor what they consider to be their priorities and to make sure that veteran/military and national security issues are among them. Follow them on social media as well. (See each elected official’s website for details how to sign-up and social media links).
 - Connect with other civic organizations to communicate TAL’s legislative priorities for potential support and membership opportunities.
 - Attend local informational town hall meetings to become better informed and to network with other community and civic organizations.
 - Attend department and/or legislative meetings and activities.
 - Meet with state- and national-level public officials to discuss issues facing veterans, servicemembers and their families. If possible, attend meetings with other Legion Family members.
 - Remember, we’re putting a face on legislative topics. We can share the human reality on how issues affect veterans and their families.

- Complete the Legion's Congressional Meeting Report Form following any meeting with your U.S. representative, U.S. senator and/or their legislative staff members. Visit www.legion.org/legislative/aar to complete the form.
- Let your Department Legislative Chairman or Department President know if you have a personal or professional relationship with a U.S. representative and/or U.S. senator who serves on the Veterans Affairs committees or a member of his/her legislative staff and that you'd be willing to participate in the ALA Veterans Affairs Legislative Mini-Council. Each of these members should be willing to contact the representative, senator or staff member when called to action by the Legion on an issue.

Unit

- Hold a unit meeting to go over the steps outlined by the ALA Legislative Advocacy Guide and discuss the legislative priorities. •
- Invite a staff member of your U.S. representative and/or senator to a unit meeting so he/she can explain the best way to contact the official.
- Include legislative priorities in unit communications (social media, newsletters).
- Work with your Legion counterpart to plan for Legion Family members to meet with respective Congressional delegation while on recess and in-home districts
- Choose a different legislative priority each month and allow time at each unit meeting for members to draft letters and communicate the importance of legislation related to veterans and their families. Watch for Legislative Action Alerts for any pressing priority.
- Invite your department chairman to a unit meeting to explain how the department initiates legislative advocacy and how each unit can play a role.
- Work with your Legion Family to host a "Meet the Candidate" night. Make veterans/military issues the primary topic for discussion.

Legislative Reporting

Mid-Year Reports

Mid-Year reports reflect the program work of units in the department. Each Unit Legislative Chairman is asked to submit the Mid-Year report form by December 1, 2018. Reports can be sent to Carol Campbell, 7787 Roseberry Farm Drive, Manassas, VA 20111, or by email to cacampbell309@gmail.com. A copy of the Mid-Year report form is attached.

Year-End Reports

Year-End reports reflect the program work of units in the department. It is requested that these reports are accompanied by photos along with your report form and narrative. Each unit Legislative Chairman should submit their unit's narrative to Carol Campbell, 7787 Roseberry Farm Drive, Manassas, VA 20111 or by email to cacampbell309@gmail.com. All reports must be received by the Department Legislative Chairman by April 15, 2019. A copy of the Year-End report form is attached.

As part of your narrative report, please include answers to the following questions:

- How did you educate members in the legislative issues promoted by TAL and how did your members employ those methods?
- What legislative activities (town hall meetings, legislative receptions) did members attend in their communities and departments? What suggestions did members have to improve those activities? Please describe.
- How did members develop relationships with their elected officials? Please describe.

- How members were able to connect with their local and state officials and what were their successes? Please describe.

Legislative Awards

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and where we are going.

Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the award's materials and guidelines section.
- 3) Submit as indicated in the Annual Supplement to the Programs Action Plan.

National Report and Awards Cover Sheet, deadlines, and Legislative committee contact information may be found on the Legislative committee page on the national website, www.ALAforVeterans.org

- A. Unit Award: Most Outstanding Unit Legislative Program • Award: Citation Plaque • Presented to: One unit in each division (5) • Materials and Guidelines: o Entries must be typewritten in narrative form. o Include pictures and newspaper articles
- B. Department Award: Best Department Legislative Program • Award: Citation • Presented to: One department in each division (5) • Materials and Guidelines: o Entries must be typewritten in narrative form. o Include pictures and newspapers

Additional Resources You Can Use

1. www.ALAforVeterans.org on the Legislative program page:

- ALA Legislative Advocacy Guide
- How to Fill Out the Congressional Contact Form
- How to Contact Legislators to Advocate for Veterans, Servicemembers and their Families

2. www.legion.org/legislative (The American Legion's Legislative Center):

- Legislative Testimony Information
- Point Papers, Priority Sheets, Letters of Support
- Congressional Contact Report Form

3. Facebook:

- ALA National Headquarters: www.facebook.com/ALAforVeterans
- The National Legislative Committee Facebook group, search "ALA National Legislative Group Page"

Legislative Mid-Year Report ~ 2018-2019

Please complete and mail on or before December 1, 2018 to:
Carol Campbell, 7787 Roseberry Farm Drive, Manassas, VA 20111

Unit Name & Number: _____ District: _____ Zone: _____

Chairman's Name: _____

Chairman's Address: _____

Developing & Implementing an Advocacy Plan

1. Did your Unit members distribute the American Legion Auxiliary Advocacy Guides? ___ yes ___ no
Total number distributed: _____
2. Did your Unit members subscribe to the Weekly Legislative Update? ___ yes ___ no
Total number of member subscriptions _____ How was it promoted? _____
3. Did your Unit members subscribe to the Dispatch? ___ yes ___ no
Total number of member subscriptions: _____ How was it promoted? _____
4. Did your Unit subscribe to elected officials e-newsletters? _____ yes _____ no
Total number of member subscriptions: _____
5. Did your Unit write articles on current legislative actions/issues? ___ yes ___ no
Total number of articles: _____ Unit Newsletters _____ Websites _____ Newspapers _____
6. Did your Unit organize legislative informational sessions or workshops? ___ yes ___ no
If so where: _____ Unit Meeting _____ Legion Family Meeting _____ Leadership Workshop _____

Legislative Priority Plan

1. Did your Unit promote the Legion's Action E-List? ___ yes ___ no
Total number of subscriptions? _____
2. Did your Unit contact legislators/officials through email, Letters, or telephone calls? ___ yes ___ no
Number of contacts with: _____ White House _____ U.S. Senators _____ U.S. Representatives
_____ State Legislators _____ Local Officials
3. Did Unit member's correspondence to legislators/officials receive a response? ___ yes ___ no
Number of responses from: _____ White House _____ U.S. Senators _____ U.S. Representatives
_____ State Legislators _____ Local Officials
4. Did your Unit schedule meetings with officials to discuss legislative issues? ___ yes ___ no
Meetings with: _____ U.S. Senators _____ U.S. Representatives
_____ State Legislators _____ Local Officials
5. Did your Unit utilize the *Congressional Meeting Report Form* for reporting meetings? ___ yes ___ no
6. Did your Unit nominate a member (s) for the Legion Legislative Council?
_____ yes (if so how many _____) _____ no
7. Did members of your Unit attend the Washington DC Conference?
_____ yes (if so how many _____) _____ no
8. Did members of your Unit attend the American Legion National Commander's Testimony on Capitol Hill?
_____ yes (if so how many _____) _____ no

Promote Legislative Mission and Increase Membership

1. Did your Unit sponsor a town hall meeting? _____ yes _____ no
Number of town hall meetings held: _____ Number of participating Legislators: _____
Number of members in attendance: _____ Number of community members in attendance: _____
2. Did your Unit provide to attendees of Post Family community functions information on the Legion Family legislative agenda ___ yes ___ no
3. Did your Unit promote events that involved elected officials and the Legion legislative agenda? ___ yes ___ no
Number of: Newspaper Articles _____ Public Service Announcements _____ Website _____ Flyers _____ Radio _____

Legislative Totals (Include all hours and dollars expended. Please do not include any hours or dollars reported to other ALA committees)

Total number of hours donated by your Unit to the Legislative program to date: _____

Total number of dollars expended by our Unit to promote the Legislative program to date: _____

Legislative Year End Report ~ 2018-2019

Please complete and mail on or before April 15, 2019 to:
Carol Campbell, 7787 Roseberry Farm Drive, Manassas, VA 20111

Unit Name & Number: _____ District: _____ Zone: _____

Chairman's Name & Address: _____

Developing & Implementing an Advocacy Plan

7. Did your Unit members distribute the American Legion Auxiliary Advocacy Guides? ___ yes ___ no

Total number distributed: _____

8. Did your Unit members subscribe to the Weekly Legislative Update? ___ yes ___ no

Total number of member subscriptions _____ How was it promoted? _____

9. Did your Unit members subscribe to the Dispatch? ___ yes ___ no

Total number of member subscriptions: _____ How was it promoted? _____

10. Did your Unit subscribe to elected officials e-newsletters? _____ yes _____ no

Total number of member subscriptions: _____

11. Did your Unit write articles on current legislative actions/issues? ___ yes ___ no

Total number of articles: _____ Unit Newsletters _____ Websites _____ Newspapers _____

12. Did your Unit organize legislative informational sessions or workshops? ___ yes ___ no

If so where: _____ Unit Meeting _____ Legion Family Meeting _____ Leadership Workshop _____

Legislative Priority Plan

9. Did your Unit promote the Legion's Action E-List? ___ yes ___ no

Total number of subscriptions? _____

10. Did your Unit contact legislators/officials through email, Letters, or telephone calls? ___ yes ___ no

Number of contacts with: _____ White House _____ U.S. Senators _____ U.S. Representatives
_____ State Legislators _____ Local Officials

11. Did Unit member's correspondence to legislators/officials receive a response? ___ yes ___ no

Number of responses from: _____ White House _____ U.S. Senators _____ U.S. Representatives
_____ State Legislators _____ Local Officials

12. Did your Unit schedule meetings with officials to discuss legislative issues? ___ yes ___ no

Meetings with: _____ U.S. Senators _____ U.S. Representatives
_____ State Legislators _____ Local Officials

13. Did your Unit utilize the *Congressional Meeting Report Form* for reporting meetings? ___ yes ___ no

14. Did your Unit nominate a member (s) for the Legion Legislative Council?

___ yes (if so how many _____) ___ no

15. Did members of your Unit attend the Washington DC Conference?

___ yes (if so how many _____) ___ no

16. Did members of your Unit attend the American Legion National Commander's Testimony on Capitol Hill?

___ yes (if so how many _____) ___ no

Promote Legislative Mission and Increase Membership

4. Did your Unit sponsor a town hall meeting? _____ yes _____ no

Number of town hall meetings held: _____ Number of participating Legislators: _____

Number of members in attendance: _____ Number of community members in attendance: _____

5. Did your Unit provide to attendees of Post Family community functions information on the Legion Family legislative agenda ___ yes ___ no

6. Did your Unit promote events that involved elected officials and the Legion legislative agenda? ___ yes ___ no

Number of: Newspaper Articles _____ Public Service Announcements _____ Website _____ Flyers _____ Radio _____

Legislative Totals (Include all hours and dollars expended. Please do not include any hours or dollars reported to other ALA committees)

Total number of hours donated by your Unit to the Legislative program to date: _____

Total number of dollars expended by our Unit to promote the Legislative program to date: _____

Please attach a narrative of no more than 1,000 words, typed and double spaced, describing your Legislative Program. Units may include articles, newsletters, pictures of displays, events promoting Units, speeches given, website URL, etc. Only narratives will be considered for Department and Convention awards.



American Legion Auxiliary
National Report and Award Cover Sheet

Please note, your report will also be viewed as an award entry.

Complete the following if you are applying for a member award. Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official unit name: _____

Name of state where you are a member: Virginia

Member Name: _____ ALA member ID#: _____

Nominating Member (if different from above): _____

Nominator's Phone number: (____) _____

Nominator's Email address: _____

National committee sponsoring award: Legislative

Type of Award: _____ Department _____ Unit _____ Member

Name of the award you are applying for: _____

For a unit award or to submit a year-end unit narrative report, please complete this section.
Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official unit name: _____

Name of Department: Virginia

Unit president/chairman (circle one) name: _____

Above listed person's ALA member ID#: _____ Phone number: (____) _____

For a department award or to submit a year-end department narrative report, please complete this section:

Name of Department: Virginia

Name of Department Chairman: Carol Campbell

Chairman's phone number: (703-389-4702) ALA member ID#: _____

Chairman's email address: cacampbell309@gmail.com

Please see your committee's Annual Supplement to the Programs Action Plan to determine where to send this form.