



# Department of Virginia American Legion Family Leadership College

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AUGUST 5, 2023



***BE THE ONE***

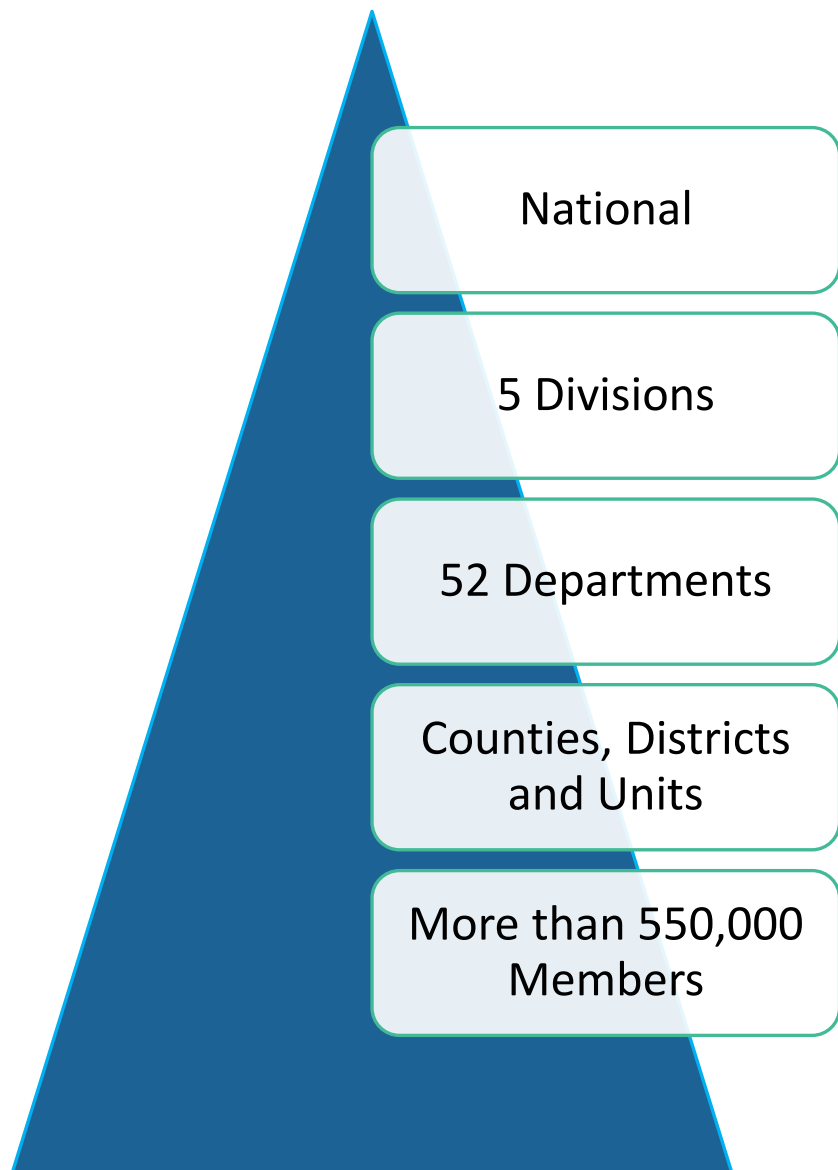
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**Department President Darla Lisbon**



# Organizational Structure

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# The “Big Picture”

# National Structure

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## Officers

- Executive Director\*
- President
- Vice President
- Secretary
- Treasurer
- Five Division Vice Presidents
- Chaplain
- Historian

## Directors and Managers

- Human Resources
- Accounting
- Communications
- Program managers assigned to programs and committees
  - Most are assigned to more than one

## Volunteers

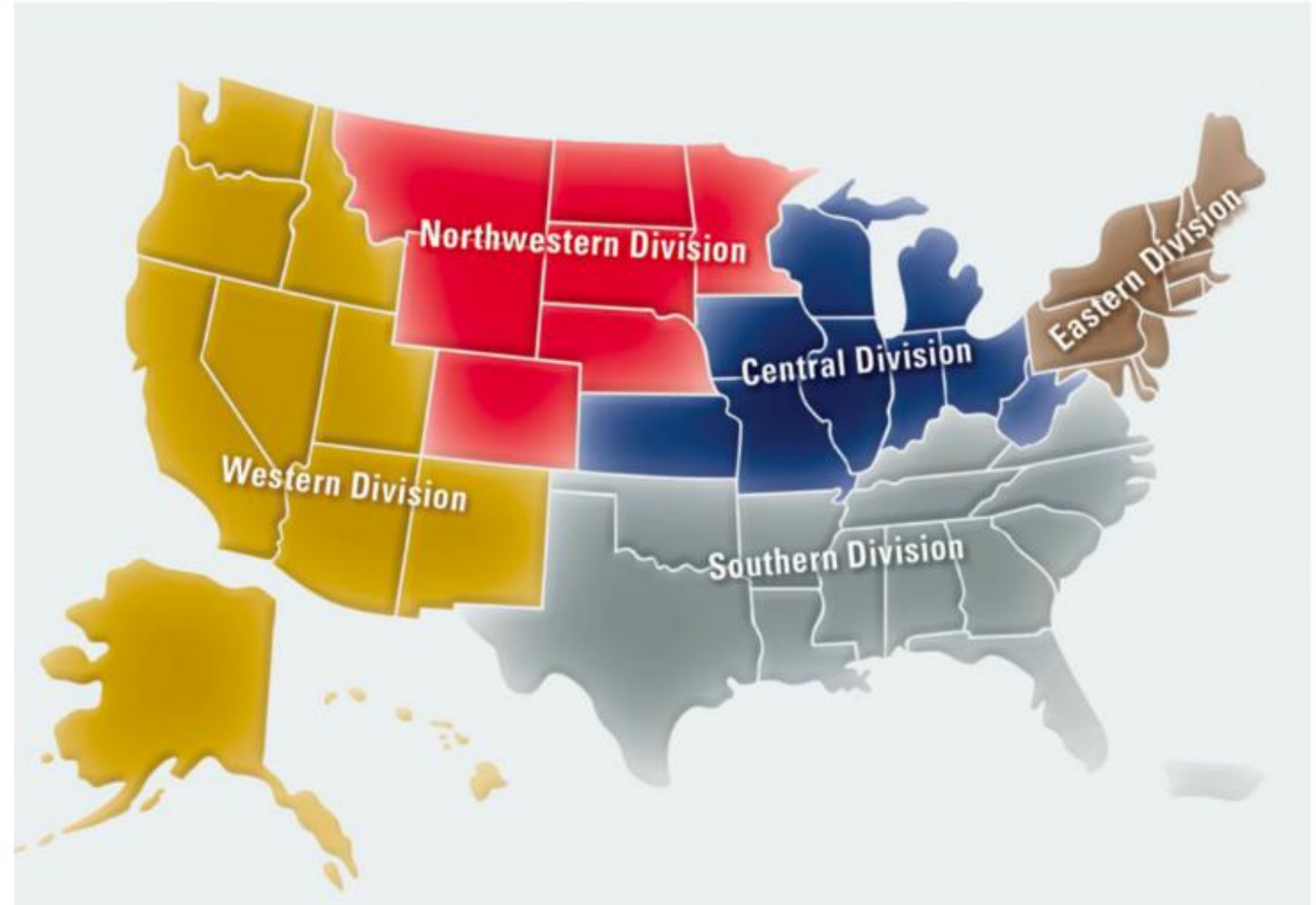
- Committee Chairs
- Committee Vice Chairs
- Division Chairs
- The ALA Foundation Board of Directors
- National Executive Committee representatives from each Department

# Division Structure

Five Divisions

Division Vice Presidents  
(National officers)

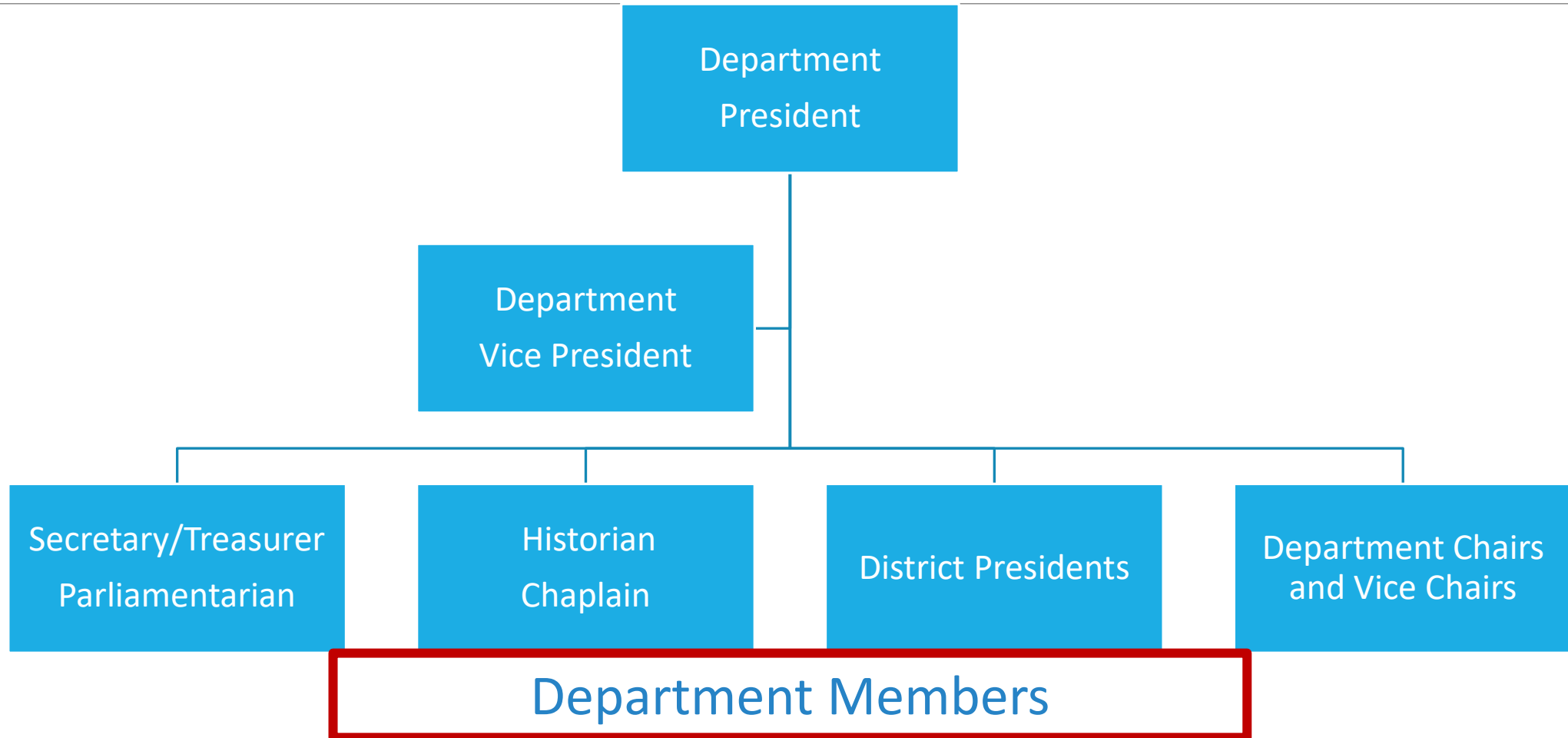
Division Committee  
Chairs





# Department Structure

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## Reminders:

The Department Secretary/Treasurer is a corporate officer.

The Department Secretary/Treasurer is not anyone's *personal* secretary.

*Our* Department Secretary/Treasurer is also a member of our organization.



# Department Executive Committee (DEC)

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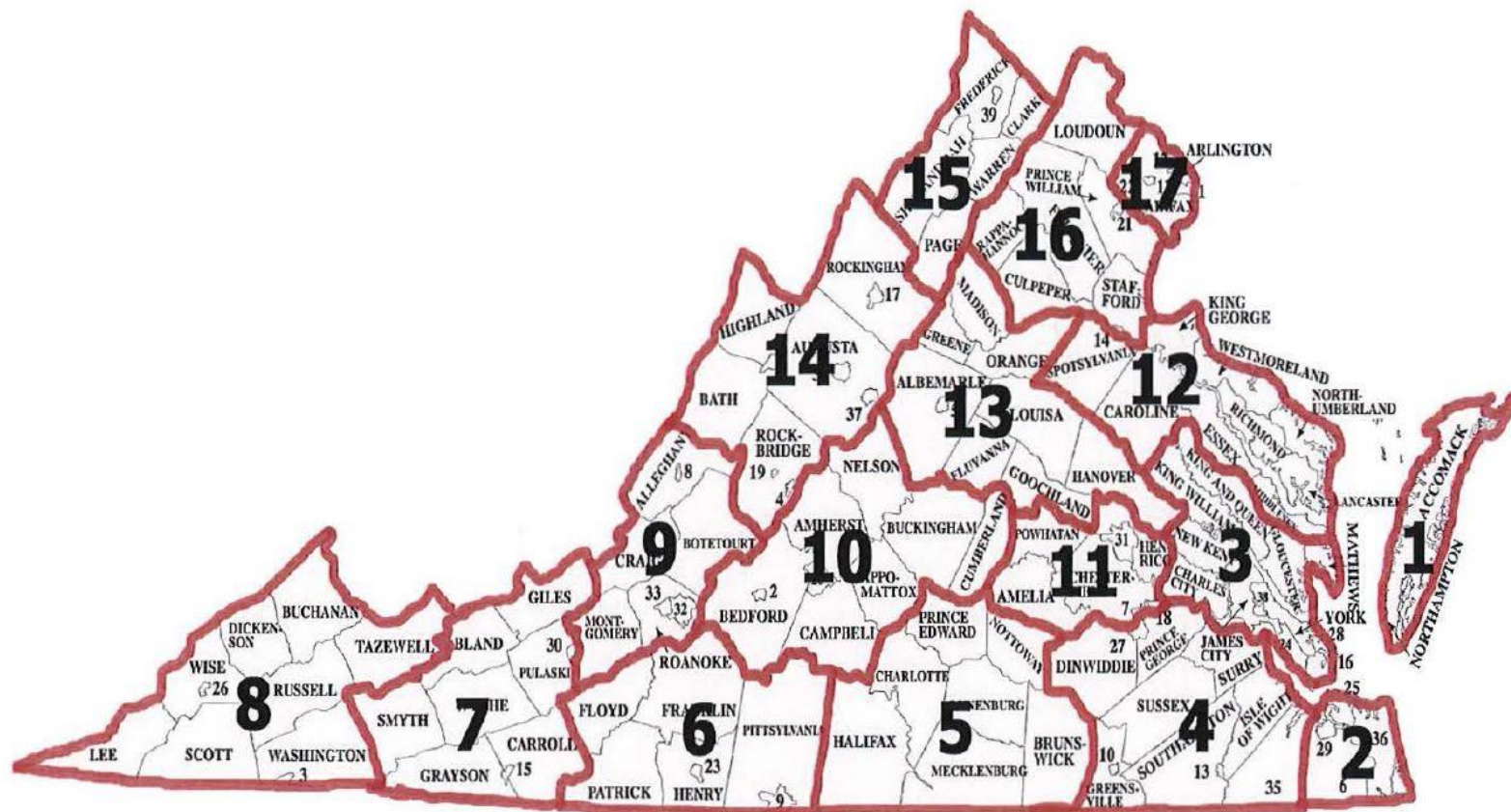
Consists of voting and non-voting members.

Voting members are the Department President, Vice President, Chaplain, Historian, District Presidents , and Past Department Presidents.

Department Chairs are members of the DEC and have voice without vote. This means that they can ask questions and participate in discussion. However, they do not have the ability to vote on any matter coming before the DEC. They are counted as being present but not toward the quorum.

Any member can attend a DEC meeting to listen and observe, however, they have neither voice nor vote. This means they do not ask questions, make suggestions, or enter into discussion.

5&6, 7&8, 9&10



# District Structure and Operation

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There may be some variations in District structure and operation

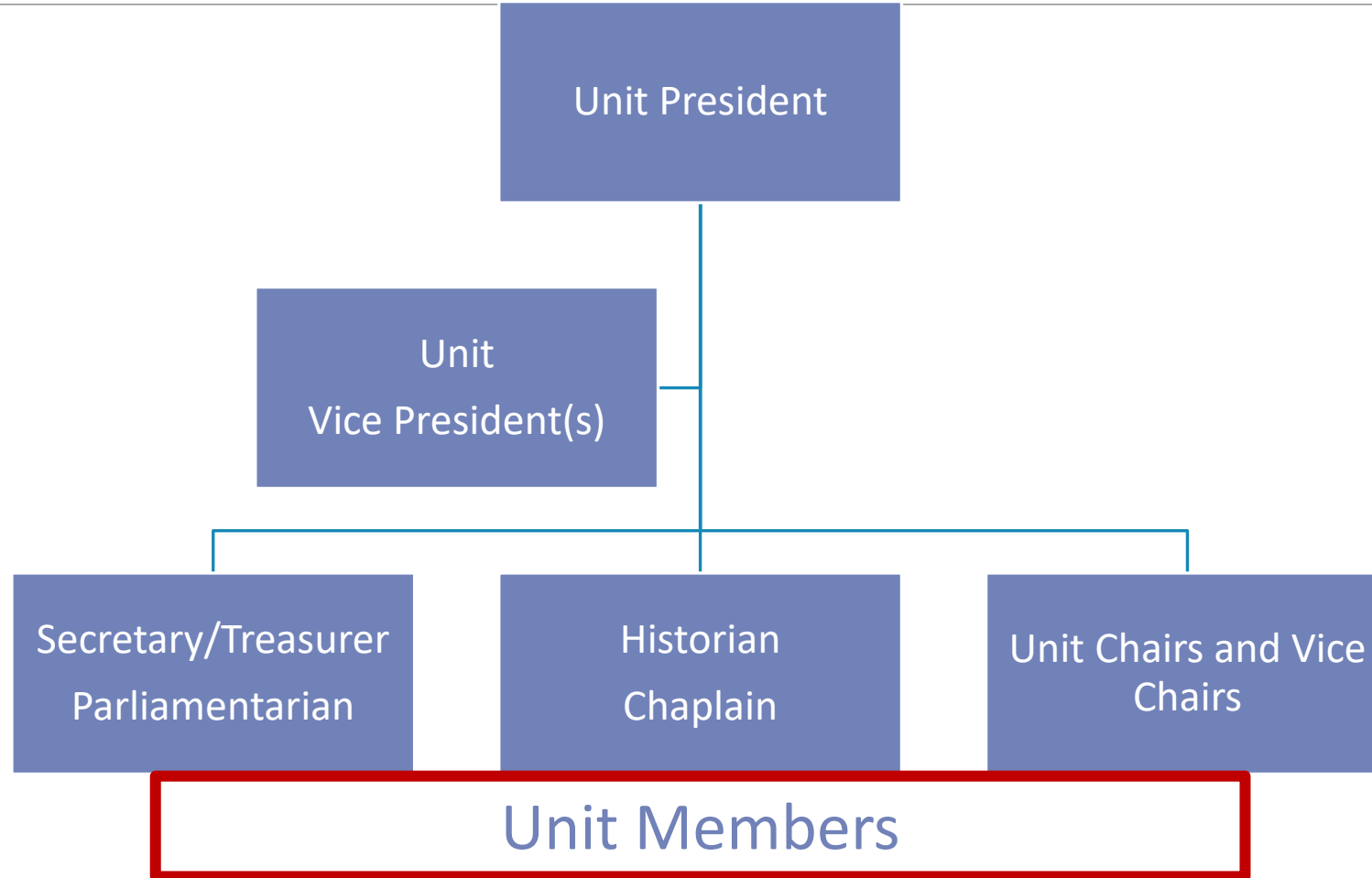
- Every District must have a President and may have a Vice President or a 1<sup>st</sup> and 2<sup>nd</sup> Vice President
- A District may have a Secretary and a Treasurer, or may have a Secretary/Treasurer
- The number of required meetings per District may vary but there must be a minimum of two each year
- Some Districts hold joint meetings with the Legion, while others may hold them separately
- Some can meet virtually, others cannot
- Some can vote electronically, others cannot
- District committees align with Department and National standing committees, though there may be others specific to the District
- Districts should follow their own Constitution and Bylaws and Standing Rules for committee Chair assignments, meetings, and voting procedures

Each District has its own Constitution and Bylaws and Standing Rules which must be followed

- Any variation *cannot* be in conflict with those of the Department or the National organization

# Unit Structure

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Members are everything

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Questions?

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# LEGION FAMILY LEADERSHIP COLLEGE

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REPORTING & IMPACT

*August 5, 2023*



# FILLING OUT A MID-YEAR OR YEAR-END REPORT



Report any activity under one program only

•*No double dipping!*

Use the report form for the current year

Send to the *current* Committee Chair

Honor the submission deadline – the Department Chair has a deadline to meet, too.

Include time spent, miles driven, and dollars raised and donated, as applicable.

Include in-kind donations – the estimated value of a donation other than monetary.

You'll see why this is important in a few minutes 😊



Department of Virginia  
MONTHLY REPORT FORM

Send to:  
Department President  
Department Vice President  
District President  
Strategic Planning Chair [strategicplan@vaauxiliary.org](mailto:strategicplan@vaauxiliary.org)  
Keep a copy for Unit Files  
(do not send to Dept. Secretary)

Report # \_\_\_\_

Citation requirement #1  
Meetings held July 1 – June 30

UNIT NO. \_\_\_\_

DISTRICT NO. \_\_\_\_

Name of Unit	Location	Name of Secretary
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Date of meeting	Location	Kind (regular or special)	Number attending	Number of guests
-----------------	----------	---------------------------	------------------	------------------

Last Year's Membership: \_\_\_\_ # new members \_\_\_\_ Number of Members paid this year: \_\_\_\_

Please answer the following as they apply to your Unit and member activities for the month. This will be used to gauge Department progress toward the five goals of the current National Strategic Plan.

1. Has your Unit or have any of your Unit members worked with any other organizations on any projects this month? Yes \_\_\_\_ No \_\_\_\_ If so, please list the group(s) and the activities.  
\_\_\_\_\_  
\_\_\_\_\_
2. Have any members attended ALA Leadership workshops this month? Yes \_\_\_\_ No \_\_\_\_ If so, please share how many members attended, and whether they attended Unit, District, Zone or Department workshops.  
\_\_\_\_\_  
\_\_\_\_\_
3. Have any members completed any of courses offered through The ALA Academy this month? If so, please share how many members and which courses were completed.  
\_\_\_\_\_  
\_\_\_\_\_
4. Has your Unit tried anything new this month to generate greater involvement of members? Yes \_\_\_\_ No \_\_\_\_ If so, please describe what you tried and how that turned out.  
\_\_\_\_\_  
\_\_\_\_\_
5. Did your Unit have Treasurer's report at this month's meeting? Yes \_\_\_\_ No \_\_\_\_
6. When did your Unit last audit its books? \_\_\_\_\_
7. Did your Unit file a 990? Yes \_\_\_\_ No \_\_\_\_
8. Has your Unit worked with the Legion Family on any projects this month? Yes \_\_\_\_ No \_\_\_\_ If so, please describe how you worked together.  
\_\_\_\_\_  
\_\_\_\_\_

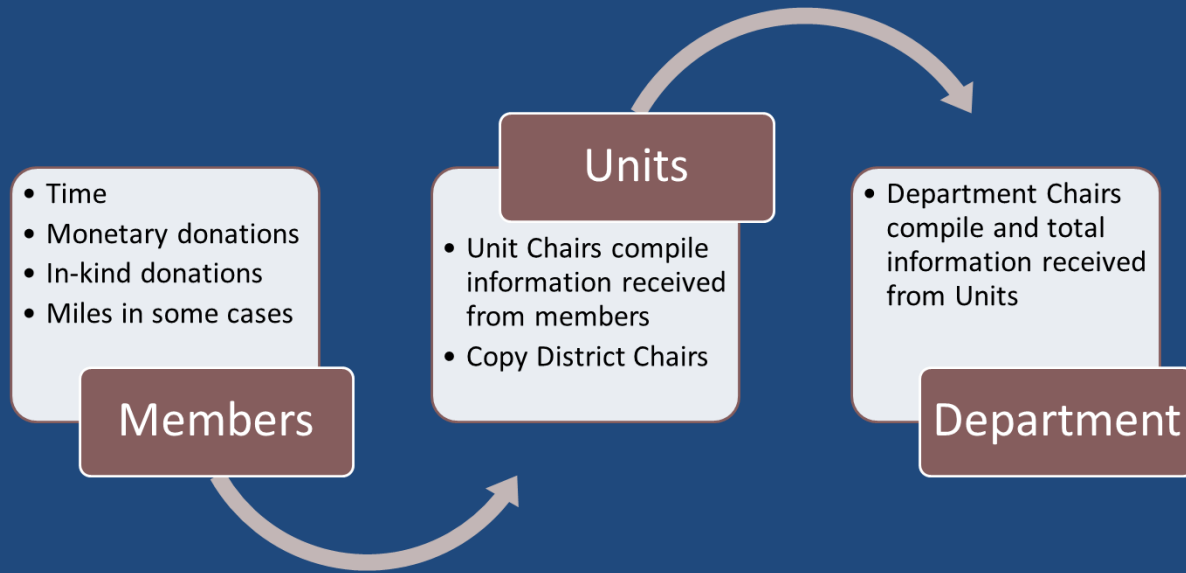
Please give highlights of meeting and program held for the month or attach your meeting minutes. Thank you for completing this report!  
\_\_\_\_\_  
\_\_\_\_\_

# MONTHLY REPORTS

*Use the newly revised form*

The background is a deep blue gradient with a series of thin, curved, light blue lines that create a sense of motion and flow, resembling water or a digital stream.

# FLOW OF INFORMATION



Dept. Chairs write reports and compile Unit impact numbers and submit to the Dept. President and Southern Division Chairs and copy the National Chair

Division Chairs write reports and compile Dept. impact numbers to provide to ALA National Headquarters  
National Chairs prepare their platform remarks

ALA National Headquarters compiles all impact numbers to report to the American Legion National Headquarter.





AND THEN...

THE AMERICAN LEGION REPORTS IMPACT TO CONGRESS!

# HOW THE INFORMATION IS USED

Impact numbers demonstrate our activities directed toward serving our mission

- Veterans
- Military and their families
- Children and youth
- Our communities

We are a non-profit organization, and we are required to document our service in order to maintain our non-profit status.

*Note: If you aren't sure, providing an estimate of your time and donations is better than not reporting at all.*

# IMPORTANCE OF REPORTING ACCURATELY

Reporting impact accurately is important because Congress looks at what we and others are contributing

Under-reporting time and donations may put our non-profit status in jeopardy

Over-reporting may negatively impact allocation of Federal funds to VA hospitals, veterans and military



# A LOOK AT WHO IS REPORTING IMPACT

## 2021-2022 ANNUAL IMPACT REPORT

NUMBER OF AMERICAN LEGION AUXILIARY DEPARTMENTS

52

PERCENTAGE OF DEPARTMENTS REPORTING

94%

NUMBER OF UNITS

7,760

PERCENTAGE OF UNITS REPORTING

42%

AVERAGE PERCENTAGE OF MEMBERS REPORTING



9%

What if every member reported???

# 2021-2022 ANNUAL IMPACT REPORT

## IMPACT OF VOLUNTEER HOURS AND RESOURCES RAISED AND SPENT

Volunteer hours serving veterans and military	3,265,977
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Volunteer hours serving military families	359,273
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Volunteer hours serving youth, scholarships, communities	4,379,478
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<b>TOTAL VOLUNTEER HOURS</b>	<b>8,004,728</b>
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Resources raised and spent on veterans and military	\$11,007,709
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Resources raised and spent on military families	\$1,350,722
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Resources raised and spent on youth, scholarships, communities	\$9,831,911
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Total raised and spent	\$22,190,342
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<b>TOTAL IMPACT</b>	<b>\$314,812,680</b>
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# FREQUENTLY ASKED QUESTIONS ABOUT IMPACT & REPORTING



## CAN MEMBERS COUNT THE HOURS A FLAG IS DISPLAYED AS IMPACT?

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Unless members are actively standing in their front yard or place of work physically waving a flag, it is not appropriate to report that time as impact. Members flying a flag in their front yard is not actively serving our mission. It is a passive action since they are not constantly physically involved in the flag's presence 24/7/365. If they raise and lower the flag daily, they should count that time, but all the hours in between are not eligible for impact reporting.



CAN A MEMBER REPORT THE NUMBER  
OF HOURS SPENT WEARING A RED  
SHIRT ON FRIDAY AS IMPACT?

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While it's a great way to promote awareness if it clearly designates that RED represents Remember Everyone Deployed, hours spent wearing a red shirt on Friday or on any day does not qualify as actively serving our mission.





## WHAT CAN MEMBERS COUNT AS LEGISLATIVE ACTIVITY?

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On the Federal level, only those matters that support any part of the American Legion's Legislative agenda should be reported under the Legislative program. On the State level, only those matters that support the initiatives of the Joint Leadership Council of Veterans Service Organizations should be reported.

Advocating for anything else does not fall under the ALA Legislative Program.

Letters, email correspondence, calls and visits to lawmakers can be counted as long as they support the position of the American Legion.

# WHERE SHOULD MEMBERS REPORT ACTIVITY RELATED TO BLOOD DRIVES?

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If the blood drive is specific to the military, then that is counted under National Security. If it is directed to the community or region – anything other than military – it should be reported under Community Service.

Working or donating at a blood drive should be counted as impact.





WHERE SHOULD MEMBERS  
REPORT ACTIVITY RELATED  
TO PLACING WREATHS OR  
FLAGS ON VETERANS'  
GRAVES?



The National Cemetery Committee is part of The American Legion Veterans Affairs & Rehabilitation Commission and is concerned with “...policies, plans and programs as they relate to the Department of Veterans Affairs’ national cemeteries, and the internment of veterans, military and their dependents.” In alignment with The American Legion, these activities can be best under VA&R.

*However, this may reported under Americanism according to the current Program Engagement Plan. It is important to report it in only one place. No double dipping!*

## CAN A MEMBER REPORT SERVING IN A LEADERSHIP POSITION IN ANOTHER ORGANIZATION OR ANOTHER PART OF THE LEGION FAMILY UNDER THE ALA LEADERSHIP PROGRAM?



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Only those activities that are directed toward leadership in the American Legion Auxiliary should be reported under our leadership program.

Time spent in leadership roles and activities as a member of the American Legion or the American Legion Riders are accounted for elsewhere.



# QUESTIONS?

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Elements of Protocol

# Advancement of Officers

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Members of The American Legion Auxiliary should be escorted in the following order. The lowest- ranking first:

- \* District Chairpersons
- \* District Officers (excluding District President)
- \* Past Department Presidents
- \* Hospital Representatives
- \* Current Department Chairpersons
- \* District Presidents
- \* Current Department Officers
- \* Current National Officers or Chairpersons
- \* Department President
- \* National President





# Escorting Protocol

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- There is a Distinguished Guest Committee with members appointed for the purpose of escorting guests.
- The Sgt At Arms/Page/Distinguished Guest Committee member will keep the guest on their right arm.
- The escort will take hold of the guest's left arm.
- Never walk between the chair and the assembly
- Highest ranking guest are presented to the right of the Presiding Officers





# More on Escorting

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- The guest of honor takes precedence over any other guest and is always presented to the right of the Presiding Officer
- The Chairman of pages, followed by the Distinguished Guest Committee will escort the honored guest
- The guest of honor is always escorted alone
- The assembly rises in recognition, when the National or Department President is escorted
- When the guest is not a member they should be escorted alone and first



# Basic Seating Protocol

- The Presiding Officer is always at the center of the head table or right off center, first place
- The guest of honor is always seated at the right of the Presiding Officer.
- Other guests may be seated to the right or left of the Presiding Officer
- The Parliamentarian should always be seated to the right of the President during the business meeting



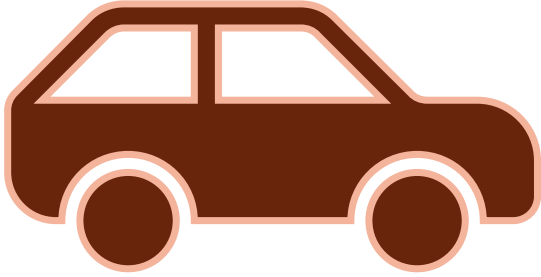
# Outside Speakers

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Contact the outside speaker with the following information as soon as possible:

- Advise the guest of the function of the meeting
- Give the time allotted for their speech or remarks, the time the meeting starts and adjournment
- Give some idea of what you want the speaker to talk about





# More on Outside Speakers

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Give – and get - specific details

- Type of meeting – luncheon, dinner etc.
- Appropriate dress – business, formal, semiformal, etc.
- Date, time and address of the meeting place
- Is transportation needed?
- Are overnight accommodations needed? If so, make reservations.
- Assign a member to escort the guest. Make sure to give the name to the guest.
- Send a copy of the program to the guest and the name of the person who will introduce them
- Provide complimentary tickets in advance
- Gratuity or honorarium should be presented to the guest speaker in an envelope.

# Introductions

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*Introduce* one not known to the assembly

*Present* one who is already known to the group

The guest of honor should rise and bow (only)

Introduce the *highest* ranking first, and proceed down the list

Greetings should begin with the *lowest* ranking and the *highest* ranking speaks last

Make sure the name is correct

The President introduces or presents National, Department, or District Officers and Chairs when they are visiting

Error in protocol is not a crime. To err is human.

BE GRACIOUS, SMILE, AND SAY THANK YOU.



# Addressing the Chair

When there are distinguished guests present, officers and chairpersons making reports address the chair only.

The only exception given by Roberts Rules of Order, Newly Revised is that the speaker may address the Chair, Madam President, Ladies and Gentlemen.





Questions?





## NAVIGATING ALA WEB RESOURCES



Lots of information – many places to look

vaauxiliary.org



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[2023-2024 Unit Membership Transmittal Form](#)

[2023-2024 Unit Data Form – Due by 30 April 2023](#)

[2023-2024 Unit Officer List – Due by 1 July 2023](#)

[February 2023 Newsletter](#)

[Dr. Kate Waller Barrett Scholarship – 2022-23](#)



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March 7 - Added ROAR & Membership)

**National Awards & Cover Sheets**

**Impact Report Forms**

**VAMC Wish List**

*The 2020/2021 ALA Department Convention  
videos are here!*





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**National Awards & Cover Sheets**

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*The 2020/2021 ALA Department Convention videos are here!*



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March 7 – Added ROAR & Membershi

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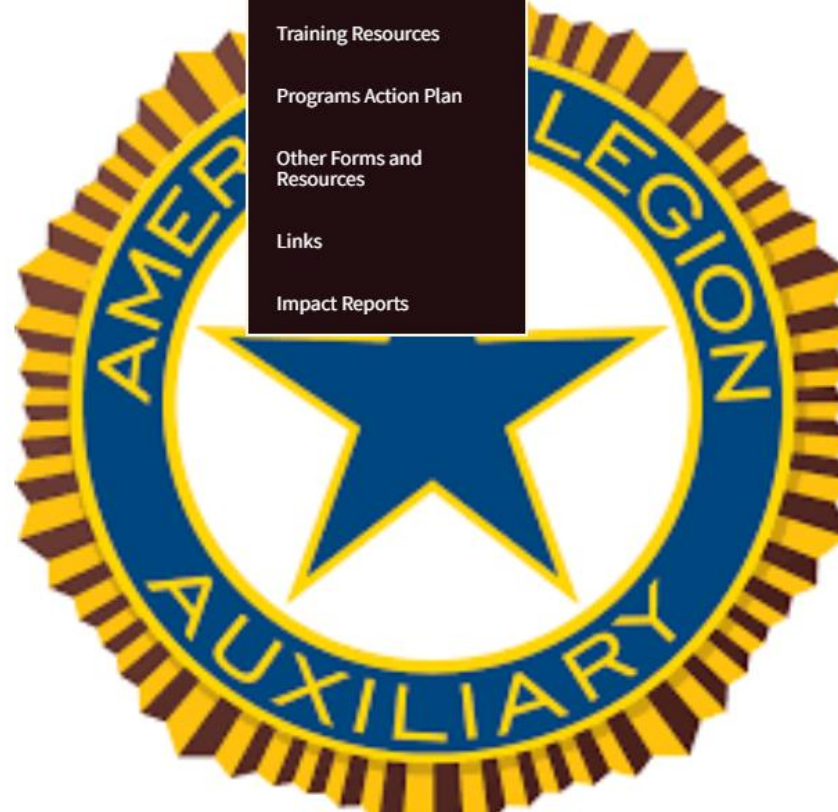
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**New!**

**2021-2022 Year End Reports** (Updated  
March 7 – Added ROAR & Membership)

**National Awards & Cover Sheets**

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videos are here!*



Username or email

Password

Login



Contact your Unit President if you don't have the username and password

All files

Favorites

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Tags

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2022-2023



Chaplain Forms



Children & Youth Program Action Plan



Documents



Forms



Leadership Workshops



Past President Parley Action Plan



Program Action Plans



Program Action Plans One Page Summaries



Public Relations



Reinstatement of Non Profit Tax Exempt Status Procedures



State Corporation Commission Filing Information



Virginia Exemption Application for Soliciting Donations

legion-aux.org



Americanism

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## We Make a Difference

We are the American Legion Auxiliary. And we make a difference. You'll find us in more than 8,000 local communities in the USA and in foreign countries. Founded in 1919 during the first National Convention of The American Legion, the ALA has grown to be one of the largest veterans support organizations. And we'd love for you to be part of our mission outreach.

→ HOW WE SERVE



Search 🔍

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## Results for "americanism"

### Americanism Committee

7/28/2020 5:38:26 AM



### Get Involved Americanism

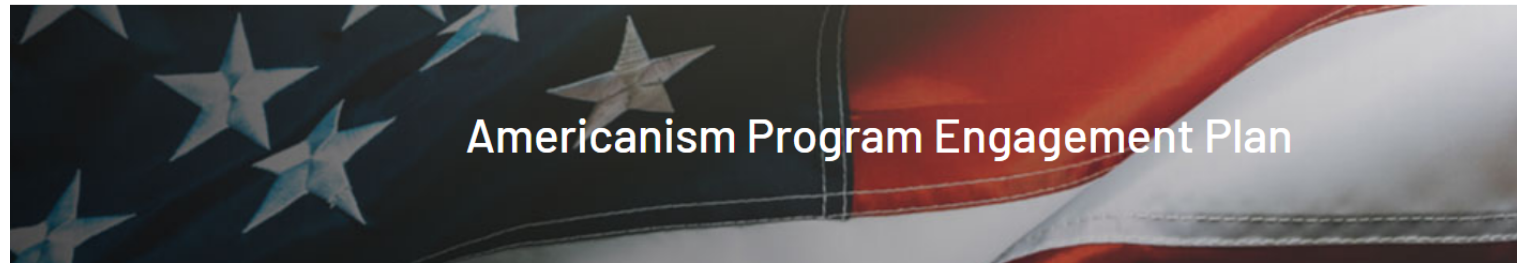
7/20/2023 3:35:14 PM

### Americanism Essay Winners

7/9/2020 9:27:31 AM

### Americanism Program Awards





**Member Site:** <https://member.legion-aux.org/member/committees/americanism>

**Public Side:** <https://www.legion-aux.org/americanism-essay-contest>

<https://www.legion-aux.org/star-spangled-kids>

**Americanism email address:** [americanism@alaforveterans.org](mailto:americanism@alaforveterans.org)

#### Americanism Key Resources

[Americanism Essay Contest Cover Sheet](#)

[Americanism Essay Contest Deadline Flow Chart](#)

[How to Promote Star Spangled Kids](#)

[Let's Be Right on Flag Etiquette](#)

[The American Legion's Flag Advocacy](#)

## Get Involved

**Purpose:** The purpose of the Americanism program is to promote patriotism and responsible citizenship. *Standing Rules #6, Core National Standing Committees*

**Be knowledgeable on flag history, etiquette, and proper disposal methods, and promote the observation of patriotic holidays so your community will look to the ALA for information.**

- Work with The American Legion to increase respect for the flag in your community, including the proper way the American flag should be flown.
- At schools and organizations, teach proper handling, displaying, and respect for the American flag, as well as our National Anthem, and the Pledge of Allegiance.
- Organize a patriotic holiday event or volunteer for local patriotic events in Auxiliary attire and network with prospective members.

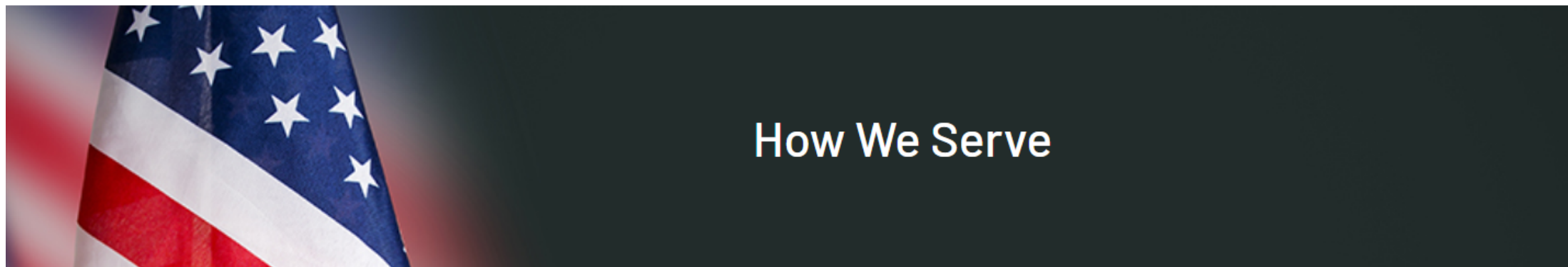


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ALA Academy



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## ALA Mission Outreach Activities

**Patriotic Youth Programs**

ALA Girls Nation

**Supporting Veterans, Military  
& Their Families**

**Advocacy Efforts/Legislative  
Priorities**

**Disaster Relief/Emergency  
Fund**



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## Results for "ALA Academy"



### ALA Academy

12/3/2020 5:41:42 PM

ALA Academy: learn how to be a branding advocate for the ALA

6/21/2020 10:03:55 AM

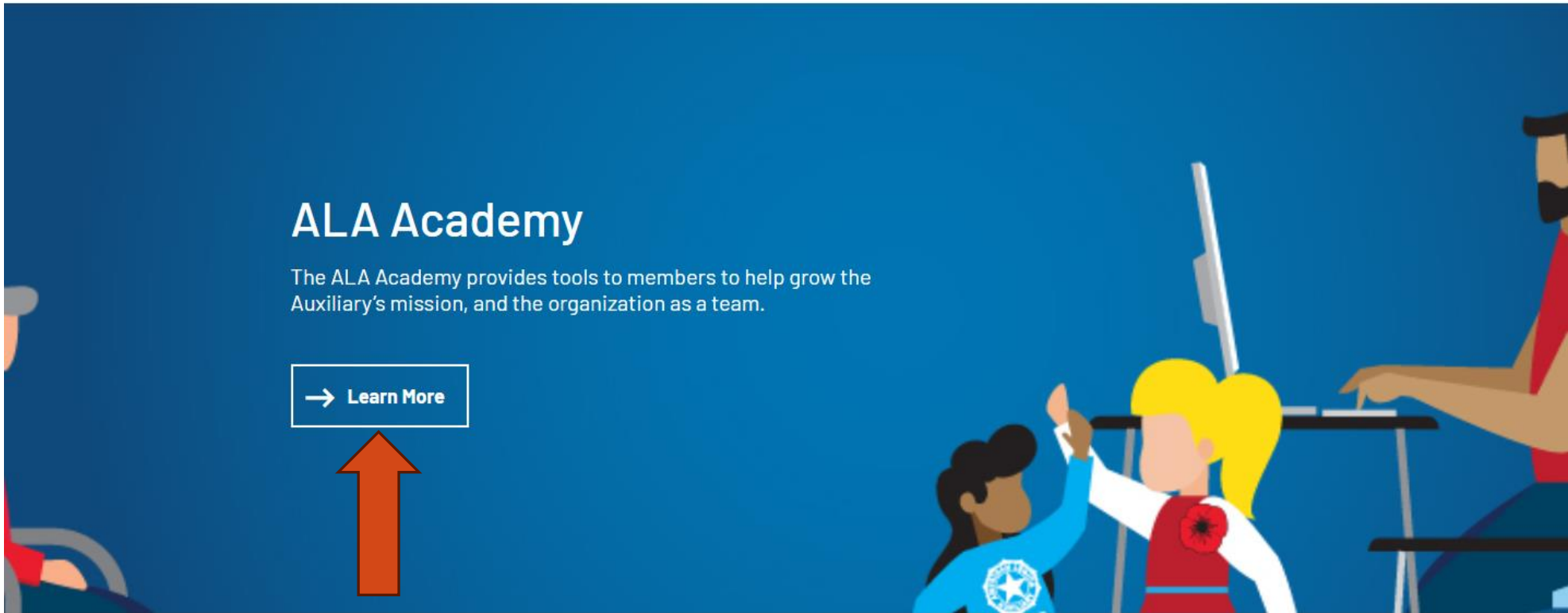
New ALA Academy course available



## ALA Academy

The ALA Academy provides tools to members to help grow the Auxiliary's mission, and the organization as a team.

→ [Learn More](#)



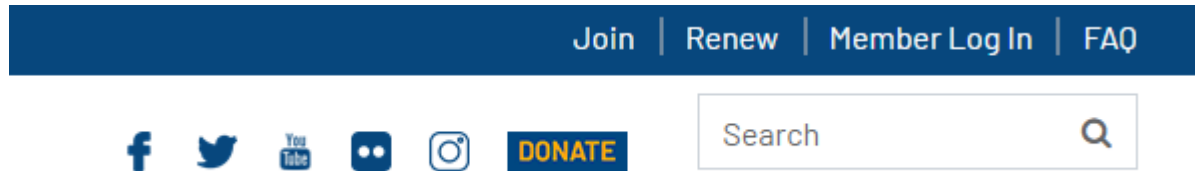
The American Legion Auxiliary is providing all members with the tools they need to help grow the organization as a team. The Academy courses are designed to help members learn online and at no cost to them.

# For members only...

---

To access all resources, set up your ALA account.

From the Home page, select Member Log In from the blue banner at the top of the page.



This will take you to



Next, if you don't already have one, select Create Account.


Log In

LISACHAPLIN

\*\*\*\*\*

LOG IN

[Recover Password](#) | [Create Account](#)

A large orange arrow pointing from the right towards the "Create Account" link.

You will need your ALA member number for your password. Then simply log in.

Once you set up you account you will be able to change/reset your password to something more convenient.



 🔍

- FORMS
- COMMITTEES ▾
- GUIDES ▾
- RESOURCES ▾
- POLICIES ▾
- MEETINGS/TRAININGS ▾

## Lisa T. Chaplin

Americanism Committee Vice Chairman

American Legion Aux Unit 0284

Member Number [REDACTED]

Member Since 11/1/1984

Membership Category

Member Status Active

Membership Valid Until 12/31/2023

**PAY DUES**

**MEMBERSHIP CARD**

My Contact Info

My Dues & Donation History

Communication Preferences

### My addresses

Permanent

+

[REDACTED]

[REDACTED]

### My details

First Name

Lisa

Last Name

Chaplin

---

Brochures and Pamphlets

---

Templates

---

Program Engagement Plans  
(PEP)

---

ALA Academy courses

---

Scholarship information and  
links to applications

---

And MORE!!!

You will now  
have access  
to all ALA  
resources!



Questions?

RELATIONSHIPS  
CULTURE OF GOODWILL

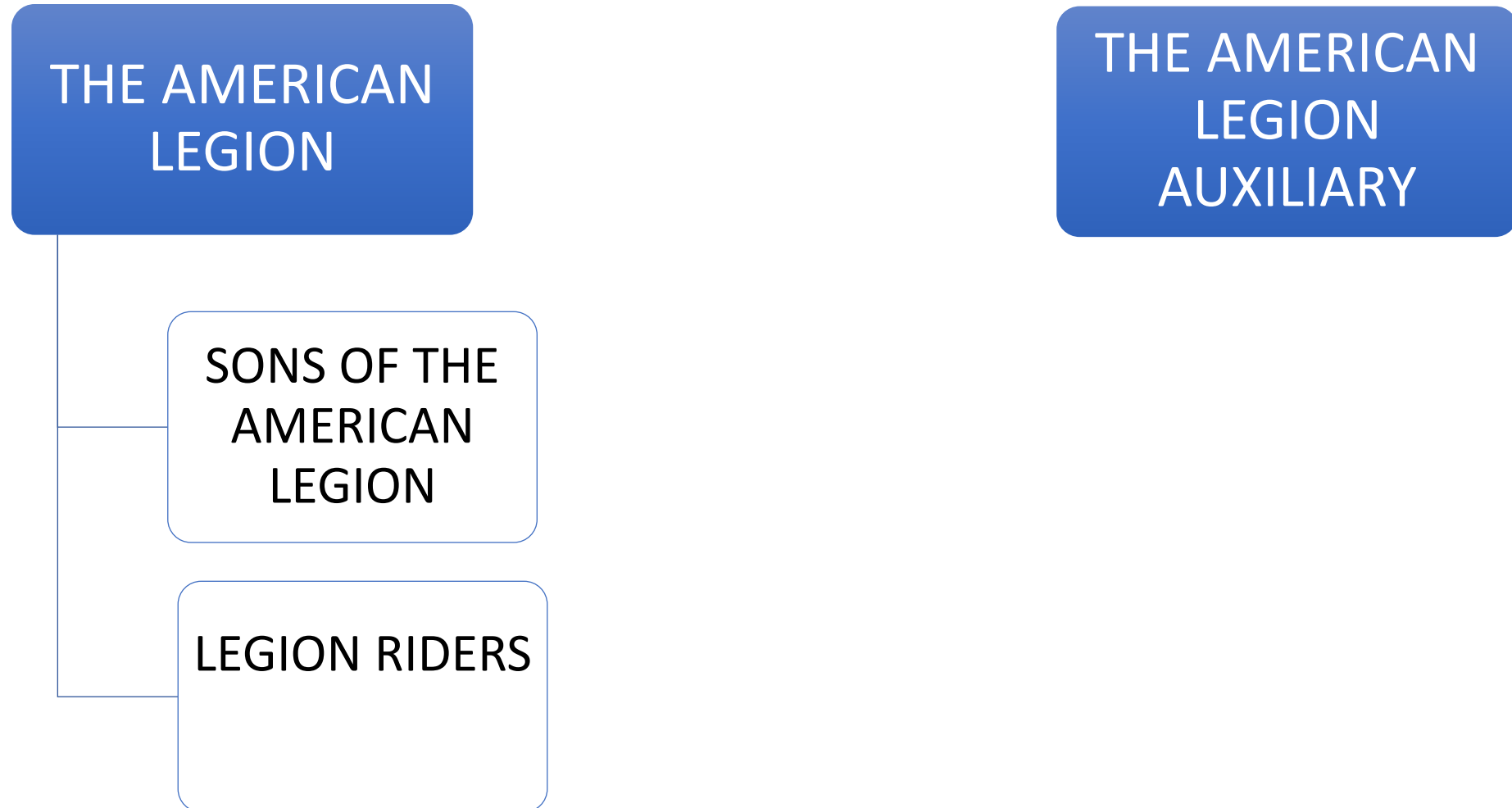


# THE AMERICAN LEGION FAMILY





# THE AMERICAN LEGION FAMILY FUNCTIONING STRUCTURE





- ❖ American Legion Auxiliary is chartered under the American Legion. However, the ALA operates independently.
- ❖ An Auxiliary Unit can only exist where there is a corresponding Legion post for example, each new unit must have a post to which it is tied.
- ❖ The American Legion has no authority over the operations or governance of any Unit. Hence, ALA members have no authority over the operations or governance of the Legion.



❖ As the Auxiliary, we must support the Legion's initiatives:

Legislative- the Auxiliary must follow the Legion's legislative agenda

❖ The Auxiliary can not establish its own legislative agenda.



- ❖ We are guests of the American Legion. If the Auxiliary meets in a Legion facility, the ALA must adhere to the Legion's rules.
- ❖ As stated in the ALA preamble, the Auxiliary should collaborate and work closely with Legion. Both the Legion and Auxiliary have missions that overlap and call for collaboration.

# THE AMERICAN LEGION FAMILY



# ALA Culture of Goodwill




# What is a Culture of Goodwill?



It's a behavior,  
not a store!





An ALA Culture of  
Goodwill is a kind, helpful,  
and positive attitude  
toward others.

# Culture of Goodwill includes:

- Intentionally trying to make others feel welcomed and appreciated
- Speaking kindly to and about each other
- Listening respectfully to others
- Being friendly with each other
- Being helpful to each other
- Being supportive of each other's ideas and efforts



Cultivating a  
Culture of  
Goodwill

*"Lead by Example"*





Cultivating a  
Culture of  
Goodwill

*"Service, not Self"*



?? Questions ??



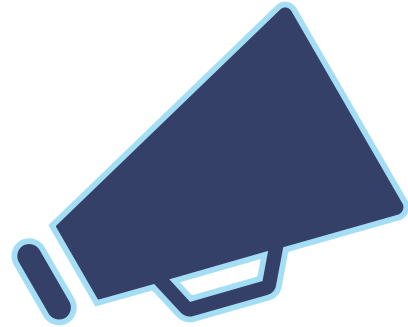


# Social Media

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# Two main uses

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## Internal

- Communication to members
- Forum for discussion, planning

## External

- Public-facing
- Communication to non-members
- Raising awareness
- Promoting an event
- Free publicity!





# Points to consider before posting anything

What is the purpose of your social media post?

Who is your audience?

- Members
- The general public

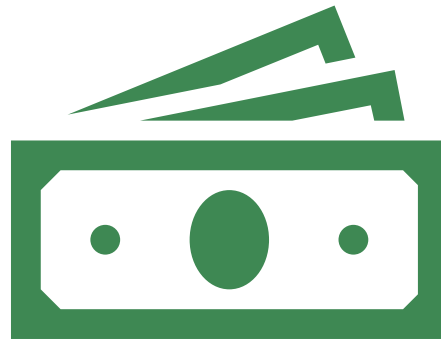
Does the content have value?

Does the content portray the organization in a positive way?

Does it connect to our mission and purpose?

How do you know if you have permission to post something?

Will it “stop the scroll?”



# What is the purpose of the post?

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Is it to draw interest or raise awareness?

Is it meant to motivate a person to action?

- To attend an event?
- To enter a drawing?
- To make a donation?
- To participate in an activity?

Is it meant to inform?

- Will the reader potentially learn something?

Or is it simply posting to be posting?





# About the Content

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Is it accurate?

Does it connect to our mission?

Does it portray the Legion Family in a positive light?

Is it posted at the right time?

# Permissions

Do you need permission to use images you find on the internet?

- When content is copyright protected, YES.
- When the content is in the public domain, NO.
- Know the difference.

Do you need permission to post photos or videos that you take or record yourself?

- Of crowds, no.
- If of an individual, it is a courtesy to ask.
- If a photo or video includes a minor or minors, then written permission is required.





# Recommendations

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Post relevant content and at the right time

- Create a content calendar

- Allow sufficient lead time

Have more than one account administrator

- Allows “tag teaming” of duties

Browse social media accounts of other organizations in your area

- Learn from what you see them doing

- Basically, *everyone* is your competition for attention to posts

Post regularly

- Helps keep the algorithm “happy”

- Helps your content show up in feeds

- Helps your Unit become established



# Administrative responsibilities

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## Monitor content

- For appropriateness
- Special attention to content with minors
- All messaging should be non-partisan
- Negative or misleading content should be removed
- If a post is suggestive of self-harm or harm to others it must be addressed immediately. *Have a plan in place.*



# Facebook Page vs Facebook Group

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What should your Unit use?

What's the difference?

Facebook pages are public facing so are great for exposure, promoting activities and events, and raising awareness

Facebook Groups are closed, and are best suited for internal communication and discussion forums and require permission to join, or an invitation to join

Always have a Facebook page – that's how people find you

# “Stopping the scroll”

What makes someone actually look at your post?

Use visuals in your posts

- Photos, videos, and graphics draw attention more than posts that are solely text
- Action photos are always best
- Avoid “grip and grin” staged photos
- Use motion when suitable (motion graphics)
- ALWAYS provide context – location including the state, the event, the purpose

Headlines matter; add subtitles

Keep it short, keep it clear

Tailor your content to your audience

Use of [#hashtags](#) [#is](#) [#important](#)

Follow your analytics to see what works





# Fast facts

You have about **8 seconds** on average to get someone's attention on social media.

Avoid posting lengthy text only messages; include a visual with captions to capture interest.

Include a human element.

- Use “handvertising”
- Using hands engages the viewer.
- A picture of a flower waiting to be picked is less engaging than one with a hand reaching toward it.

If using video:

- You have about **5 seconds** on average to capture someone's attention.
- Use subtitles; **85%** of people view videos without sound.
- Keep it short and informative.



# Common Pitfalls to Avoid

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Posting for the sake of posting

- Posts without value diminish interest in further posts

Posting albums with large numbers of pictures

- Usually less than 10, some recommend six or less

Live streaming is *not* recommended

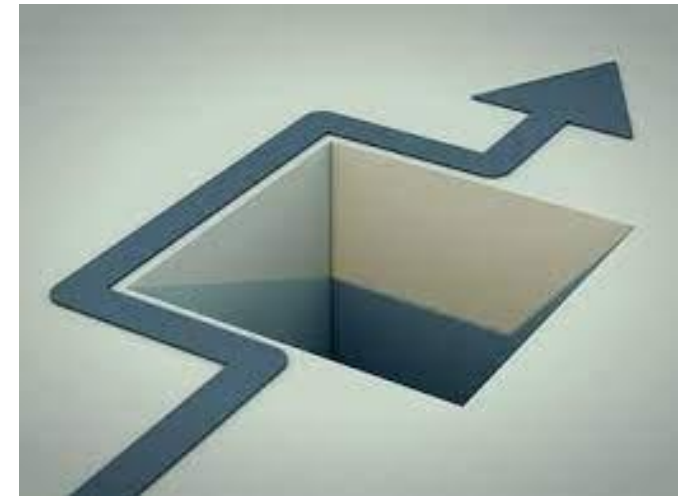
Overuse of tags

- Consider using a hashtag related to the event rather than tagging 60-70 people

Tagging people without permission

Tagging people who are not “with” you

- Compromises trust





# Social media is free advertising

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As with any other form of media, it can go well or badly

Make sure to pay attention to what you post and how you post to portray the American Legion Family in a positive light.

- Remove distractors before taking pictures
- Review photos and videos before uploading
- Crop photos if necessary

Provide content that furthers the mission



**Questions?**