



DEPARTMENT OF VIRGINIA

Fall Conference

October 28, 2023

*A Community
of Volunteers
Serving Veterans,
Military,
and their Families*

2023-2024 Americanism Committee

***“Unlock the Magic of American
Pride!”***



*A Community
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and their Families*

Why Promote Americanism?

- According to the 2022 National Assessment of Educational Programs (AKA, The Nation's Report Card):

- only 22% of 8th graders were proficient in Civics
- Only 13% of 8th graders were proficient in United States History

What can we do?

- Flag Education
- Civics Education
- Encourage voting in your community
- Encourage your Junior members to work toward their Americanism patches!
- Co-promote TAL Americanism programs

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Star Spangled Kids!!!



STAR SPANGLED KIDS KIT GIVEAWAY!

**YOUR UNIT COULD WIN
A 300 PIECE KIT TO
PROMOTE PATRIOTISM
IN YOUTH!!**

**SUBMIT A PLAN TO LAUNCH
A PROGRAM TO PROMOTE
PATRIOTISM, AND EDUCATE
YOUTH ABOUT OUR FOUNDING
DOCUMENTS AND FREEDOMS
UNIQUE TO OUR COUNTRY USING
THE ITEMS IN THE KIT.**



PLANS DUE DECEMBER 1, 2023

EMAIL OR MAIL PLANS TO ERIKA EVANS, AMERICANISM CHAIR
10 JAMESTOWN ROAD, FARMVILLE, VA 23901
AMERICANISM@VAAUXILIARY.ORG

**The Star Spangled
Kids program
helps encourage
civics education
and patriotism in
children & youth!**

2024 Americanism Essay Contest

2024 Theme:

“What does freedom mean to me?”

- **6 entry classes based on grade level**
- **\$50 prize to each class winner per Division**
- **One entry per class per Unit submitted to chair by March 15, 2024**
- **Additional details on cover sheet**

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Unlock the Magic!

Americans know one another by our love of liberty.
When in fact, we are liberated by our love for one another.
We understand that a house divided cannot stand.
So let us make a pact to be the country that acts
As compassionate as we are courageous.

-- Amanda Gorman

“Believer’s Hymn for the Republic”

2019

Auxiliary Emergency Fund (AEF)

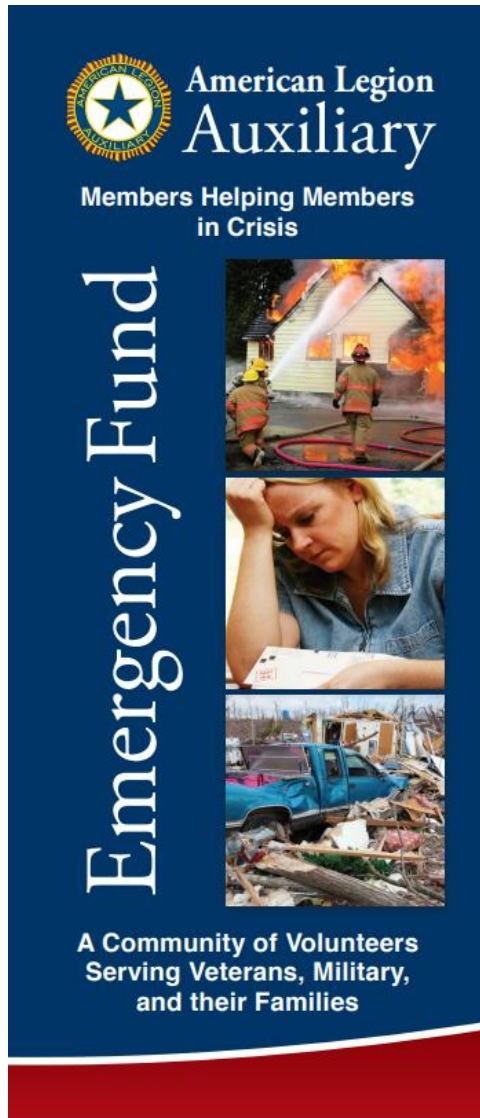
Lynne Norton, Chair
Susan Hedrick, Vice Chair
Patricia Upshaw, PDP, Advisor

DEPARTMENT OF VIRGINIA

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“Members Helping Members”

From its inception in 1969, the Auxiliary Emergency Fund has had a significant impact on members.

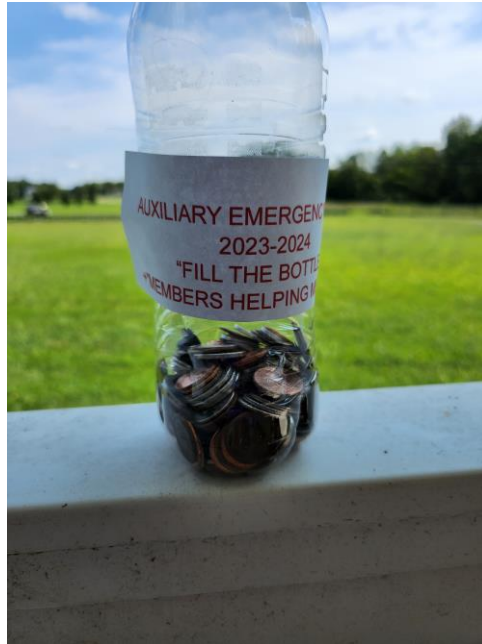
As of June 2023, the National organization has awarded more than six million dollars in grants to more than 6,500 members.

- Disaster assistance
- Temporary financial assistance

The National AEF Grant Committee reviews applications and disburses funds up to \$3000 to eligible applicants.

Only members whose dues are paid for the current year and the immediate past two years are eligible to apply.

No AEF funds are distributed at the Unit or Department level.



Did you know that the Auxiliary Emergency Fund is 100% donation funded?

- Units should send donations to the Department Secretary/Treasurer with AEF in the memo line.
- Pass the bucket at every meeting and event to collect spare change and dollars.
- Encourage members to fill water bottles with pennies, nickels, and dimes.
- Involve Juniors and SAL youth to help with collections and donations.
- All monies collected should be turned over to the Unit Treasurer.

AEF “fast facts”



Individual members who donate \$100 or more to AEF will receive an “ AEF Members Helping Members” lapel pin.

- These donations should be sent directly to the National Headquarters earmarked AEF (pin).
- Can be a single donation or recurring monthly donations totaling \$100 between October 1, 2023 and September 30, 2024.
- Donate online at www.ALAforVeterans.org/AEF or text “AEF” to 1-844-940-3450 today to help members in need and get your pin. Be sure to include that you are a member in the Department of Virginia.

AEF funds are **restricted** funds and should be carried as a separate line item in the Unit’s books.

National AEF awards:

- **Unit Award:** Unit contributing the largest amount (per capita)
Award based on donations received from June 1 – May 31.
- **Department Award:** Department making the largest contribution overall
Award based on donations received from June 1 – May 31.
- **Department Award:** Department making the largest contribution (per capita)
Award based on donations received from June 1 – May 31.

Mid-year reports are due December 1, 2023 and Year-end reports are due April 15, 2024.

Thanks in advance for your support of this program!

**Be Faithful
and Kind**



Chaplain

Elizabeth Shepherd

Chaplain@vaauxiliary.org

Visit the National website:

www.alaforveterans.org

Download:

Chaplains' Prayer Book

Manual of Ceremonies

Or

Order from: www.emblem.legion.org

Sign-Up on Facebook:

American Legion Auxiliary Chaplains

A white dove is shown in profile, facing left. It has a small black eye and a pinkish-red beak. It is standing on a snowy surface, with its red feet visible. The background is a soft, out-of-focus white, suggesting a snowy or very bright environment. The dove's feathers are clean and white, with some light yellowing on the tail.

Always pray to have eyes that
see the best in people,
a heart that
forgives the worst,
a mind that
forgets the bad,
and a soul
that never loses faith in God.

©GodFruits.com



*A Community
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Children and Youth

Fall Conference 2023

Activities we can work with now

- Perform the Military Child Table ceremony at a unit meeting or in your community.
- Contact your local churches, homeless shelters, and food pantries to identify homeless veterans' children. Ask what their specific needs are and offer them your services as an ALA member
- To recognize and reward the positive actions of our children and you with the Youth Hero Award and the Good Deed Award.
- Purple up on April 15th for Day of Military Kids.
- Host a KDH2 celebration with recognition buttons/stickers to let military kids know we appreciate them.

Children & Youth Special Project

to Build 15 adapted bikes for disabled Children.

ReachCycles provide adaptive bikes for kids who are unable to operate traditional bikes. These unique tricycles are designed to accommodate riders of all ages, sizes, and varying degrees of physical limitations.

Cost of these tricycles range from \$600-\$2000 based on size and accessories needed.

Units are encouraged to donated funds and send to the ALA Department of Virginia earmarked C&Y Special Project.

Important Dates

Mid Year Reports due December 1, 2023
Year End Reports due by April 15th

Dr. Deborah Blanch Chair
Robin Lee Vice Chair
Cheryl Shine, PDP, Advisor

Community Service

Allison Hayden , Chair
Jane Ruehrwein, Vice Chair
Nancy Harting, PDP, Advisor

DEPARTMENT OF VIRGINIA

FALL CONFERENCE

OCTOBER 28, 2023



Community Outreach Ideas

- Volunteer at or donate to a food bank or a food drive or deliver meals to homebound.
- Contribute to a clothing drive.
- Give a neighbor a ride to the store or appointment.
- Provide support for shelters.
- Participate in a walk/run to support a charity.
- Partner with other Units and like-minded organizations for community service events.

Always wear ALA branded clothing so the community knows who we are and what we do!

Be sure to record donations and hours spent conducting your Community Service Activities.

Plan for significant dates

National First Responder's Day October 28

Martin Luther King, Jr. Day of Service January 15, 2024

American Legion Family Day April 27, 2024

Mid-year reports are due December 1, 2023

Year-end reports are due April 15, 2024



***You can make
a positive
difference in
your
community***



*A Community
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and their Families*

Constitution & Bylaws

Sallie Rossman
Chairman

Patricia Upshaw
Vice-Chairman

Governing Documents

Articles of Incorporation

Formal legal document filed with a state government

Constitution & Bylaws

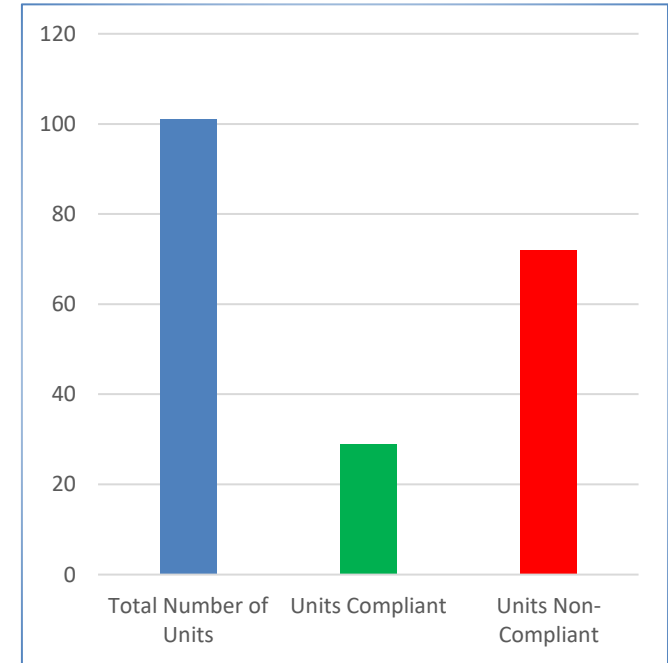
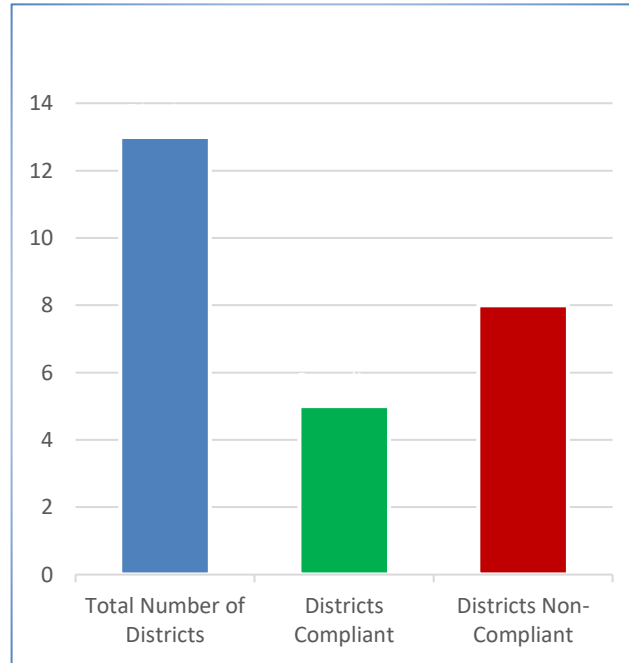
Provides the governance structure for the organization and how it will function

Standing Rules

Administrative policies.

*A Community
of Volunteers
Serving Veterans,
Military,
and their Families*

Governing Documents Compliant with National & Department





Unlock the “Magic” of EDUCATION

The Purpose of the Education Committee is to promote quality education for children—especially for military children—and adults.

Key Program Statements:

- Promote quality education for children, especially for military children, and adults.
- Encourage schools to invite veterans to speak in their classrooms.
- Provided scholarships for students who desire a college education.
- Support legislation that establishes new scholarship opportunities.
- Support the Education program and scholarship opportunities of The American Legion Family.

FALL FOCUS

Promote Quality Education for children, especially for military children, and adults.

Give 10 to Education—Collect classroom needed items in multiples of 10. This can be done all year.

American Education Week (November 13-17)—Recognize Teachers/Staff for their efforts!

Collaborate with “Virginia Purple Star Schools” in your community. <https://www.doe.virginia.gov>

Check out the Education support opportunities list in the Program Engagement Plan to utilize throughout the year.



Encourage schools to invite veterans to speak in their classrooms.

Veterans in Community Schools—Brings history lessons to life by connecting military veterans with students in conjunction with history lessons about U.S. military armed conflicts. <https://www.legion-aux.org/Member/Committees/Education>

Provide scholarships for students pursuing a college education.

Support and promote the Education Program and scholarship opportunities of The American Legion Family.

Promote Legion Family Scholarships with your local high school guidance or career counselors.

Provide both hard copies and digital copies of forms to your school contact. Ensure all due dates are clearly listed on each form.

Submit a news article on your community scholarship winners. Keep track of the number of scholarship applications your Unit receives for your year end report.

Units and members are encouraged to contribute to National and Department scholarship funds. Contributions can be sent to Department office with the scholarship fund named in the memo line.

Scholarships

Promote the ALA Department of Virginia scholarships.

Dr. Kate Waller Barrett Scholarship--\$500.00

(Due on/before March 15 to Unit President & to Dept Chair on/before April 15)

<https://www.vaauxiliary.org/site2/wp-content/uploads/2023/01/Kate-Waller-Barrett-scholarship-2022-23.pdf>

Past President's Parlay Medical Scholarship—for details contact Education@vaauxiliary.org

Veterans Education Scholarship—Must be a Veteran residing in VA—for details contact Education@vaauxiliary.org



Promote ALA National Scholarships.

Children of Warriors National Presidents' Scholarship (Online to National by March 1)

ALA Spirit of Youth Scholarship (Due on/before March 1 to Unit)—**NEW this YEAR**—\$1,000 to each of the 52

Department winners. Five Division winners awarded \$5,000 scholarships.

Non-Traditional Student Scholarship—**NEW this YEAR**—Expanding to include “Any veteran, veteran spouses, & spouses of active duty military”— (Due on/before March 1 to Unit)

Junior Member Loyalty Scholarship (Due on/before March 1 to Unit)

<https://member.legion-aux.org/scholarships>

Promote TAL Department of Virginia scholarship.

Lucian Butler American Legion Scholarship (Due on/before March 1)--<https://valegion.org/programs/scholarships/lucien-butler-scholarship/>

Promote American Legion National Scholarships. <https://www.legion.org/scholarships>

The American Legion Legacy Scholarship (Online from January 1-April 1)

The American Legion Shooting Sports Scholarship

The American Legion Oratorical Contest Scholarship

The American Legion Samsung Boys and Girls State Scholarship (Prior to Day 1 of ALA VA Girls' State)

VAVS (Veterans Affairs Volunteer Services) Scholarship—James H. Parke Memorial Scholarship--<https://www.volunteer.va.gov/ParkeScholarship.asp>

The American Legion Baseball Scholarship (No later than July 15 to Dept.)

Eagle Scout of the Year Scholarship (November 1-March 1 to Dept.)

ANAVICUS Scholarships(Army, Navy, & Air Force Veterans in Canada & U.S.)

Future Things We Can Do



Promote Quality Education for children, especially for military children, and adults.

- *Encourage schools to participate in The Month of the Military Child (April 2024) and Purple Up! Day (April 15, 2024) to honor military children.
- *Participate in Teachers' Appreciation Week. (May 6-10, 2024)

Encourage schools to invite veterans to speak in their classrooms.

- * Participate in the "Veterans in Community Schools" program. See <https://www.legion-aux.org/Member/Committees/Education> for an organizational document for this event.

Support legislation that establishes new scholarship opportunities.

- * Support The American Legion's efforts by signing up for legislative alerts at: <https://www.votervoice.net/AmericanLegion/home>
- * Contact your state representatives and ask them to support scholarship opportunities, particularly those for veterans, military, and their families.

REMEMBER: MID YEAR REPORTS ARE DUE BY 12/1/2023

YEAR END REPORTS ARE DUE BY 4/15/2024

Your Department Education Committee:

Chair

Karen Hunter

Vice Chair

Judy Farabaugh

Advisor

Sarah Elam, PDP



Finance Committee

Peggy Thomas, PNP, Chair

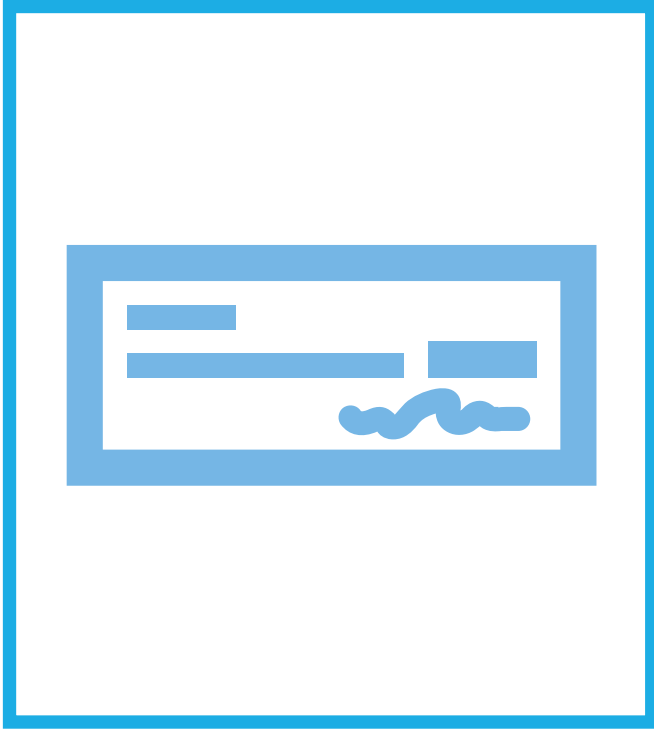
Sallie Rossman, PDP, Member

Pamela Elam-Lipscombe, PDP, Member

DEPARTMENT OF VIRGINIA

FALL CONFERENCE

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Best Practices for Units and Districts

The person writing the checks should *never* be the one to receive copies of the cancelled checks or the cancelled checks themselves.

Require receipts for *everything*. Consider requiring a Request for Reimbursement form for tracking purposes.

Provide receipts for payments or donations received.

The Treasurer is required to provide a report at every meeting.

For any event involving money, the money should be counted by two persons together, before turning it over to the Treasurer.

990-N

Form

Department of the Treasury
Internal Revenue Service

Electronic Notice (e-Postcard)

OMB No.
1545-2026

2019

Not Tax-Exempt Organizations not Required To File Form 990 or 990-EZ

Open to Public Inspection

A For the 2019 calendar year, or tax year beginning _____ and ending _____

B Check if applicable:
☐ Sole proprietor, Disb of business
☐ Gross receipts are normally \$50,000 or less

C Name of organization:
D/E: _____
F Name of Principal Officer: _____

D Employer Identification Number: _____

E If/State: _____

Privacy Act and Paperwork Reduction Act Notice. We ask for the information on this form to carry out the Internal Revenue laws of the United States. You are required to give us the information. We need it to ensure that you are complying with these laws.

The organization is not required to provide the information requested on a form that is subject to the Paperwork Reduction Act unless the form displays a valid OMB control number. Instructions relating to this form or its instructions must be retained as long as their contents may become material in the administration of any Internal Revenue law. The rules governing the confidentiality of the Form 990-N is covered in Code section 6104.

The time needed to complete and file this form and related schedules will vary depending on individual circumstances. The



SS-4

Application for Employer Identification Number

OMB No. 1545-0047

Form 990-SS-4

Department of the Treasury
Internal Revenue Service

1 Legal name of entity (or individual) for whom the EIN is being requested

2 Trade name of business (if different from name on line 1)

3a Mailing address (room, apt., suite no. and street, or P.O. box)

3b City, state, and ZIP code (if foreign, see instructions)

4a City, state, and ZIP code (if foreign, see instructions)

4b County and state where principal business is located

5a Name of responsible party

5b If this application is for a limited liability company (LLC) or a foreign equivalent, enter the number of LLC members

6a If this is "Yes," see the LLC instructions in the United States

6b Type of entity (check only one box). Caution: If this is "Yes," see the instructions for the correct box to check.

6c If a corporation, name the state or foreign country (if applicable) where incorporated

6d Reason for applying (check only one box)

6e Highest number of employees expected in the next 12 months (enter -0- if none). If no employees expected, skip line 14.

6f Date business started or acquired (month, day, year). See instructions.

6g Closing month of accounting year.

6h If you expect your employment tax liability to be \$1,000 or less in a full calendar year and want to file Form 944 annually instead of Forms 941 quarterly, check here. (Your employment tax liability generally will be \$1,000 or less if you expect to pay \$5,000 or less in new wages.) If you don't check this box, you must file Form 941 for every quarter.

6i First date wages or annuities were paid (month, day, year). Note: If applicant is a withholding agent, enter date income will first be paid to nonresident alien (month, day, year).

6j Check one box that best describes the principal activity of your business.

6k Indicate principal line of merchandise sold, specific construction work done, products produced, or services provided.

6l Has the applicant entity shown on line 1 ever applied for and received an EIN?

6m Complete this section only if you want to authorize the named individual to receive the entity's EIN and answer questions about the completion of the form.

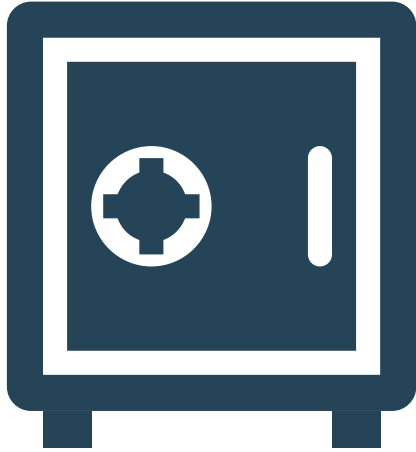
Requirements

Make sure your Unit is Bonded. This protects your unit! It is a Citation requirement so make sure it is done every year.

Have you filed your Tax Exemption documents? If not, please do so and send a copy to the Department Finance Chair.

Each Unit is required to file a 990 or 990-N annually, and a copy must be sent to the Department Secretary/Treasurer **and** the Department Finance Chair to verify compliance.

Make sure your Unit has a license to solicit donations. Provide a copy to the Department Secretary/Treasurer.



About the Books

Units and Districts should conduct an Audit annually, and whenever there is change to the office of Treasurer. You've heard about this from the Risk and Compliance Chair.

Remember, the money belongs to the members, and the books should be available at any time should questions arise about finances.

Restricted funds should be maintained as separate line items.

- Monies raised for a specific purpose can *only* be used for that purpose.
- That is the only way to demonstrate that disbursements are made specific to the purpose stated when the funds were raised.



And one more thing...

Non-profits are advised or keep no more than 3-6 months of operating funds as cash reserves.

Funds raised are to be used, not held.

Holding funds sends a red flag to the IRS.

Be sure your Unit is compliant with all organizational and legal requirements.

American Legion Auxiliary

Virginia

Girls State

Program Details

Cost and Dates

Cost: \$500

**Dates: Sunday, June 16 –
Saturday, June 22, 2024**

Selection

**Avoid having parents pay for
their child to attend**

**Review the schedule with
potential delegates--found on
website**



Important Dates

May 1, 2024 – All delegate fees must be received

May 15, 2024 – Online registration complete for
selected delegates

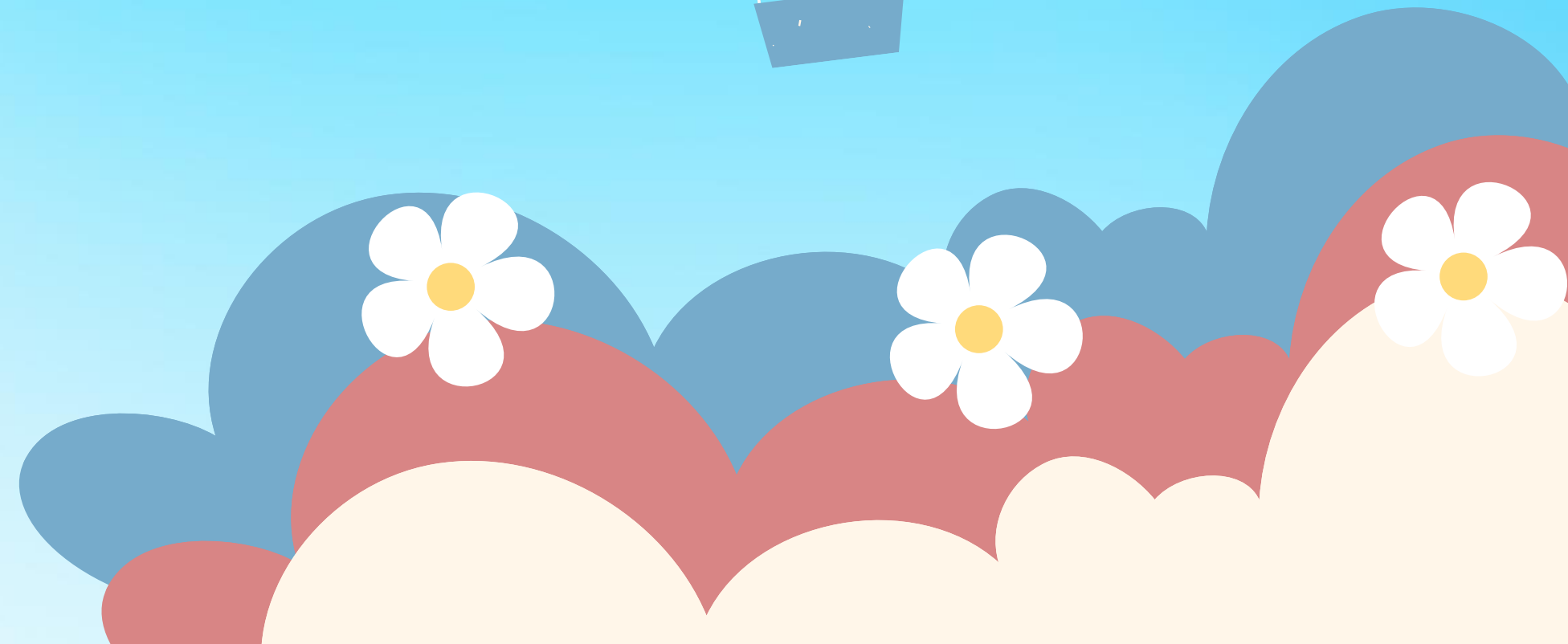
May 15, 2024 – Last day to request refund

June 1, 2024 – Delegate forms completed and
submitted online (will be sent via email)

Girls State Angels

We are seeking “sponsors” for different aspects of our program. This will help to alleviate extra costs we incur each year.

All angels will be recognized on the VA Girls State Facebook, website, and in our delegate handbook





Department of Virginia Fall Conference 2023

HISTORIAN

CARRIE PRICE



The Unit Historian's Role

Record the unit's activities throughout the year.

Things to include:

- Meeting minutes
- Correspondence
- Photos
- Newsletters
- Program information
- Account of mission-directed activities
- Reports
- Awards and accomplishments



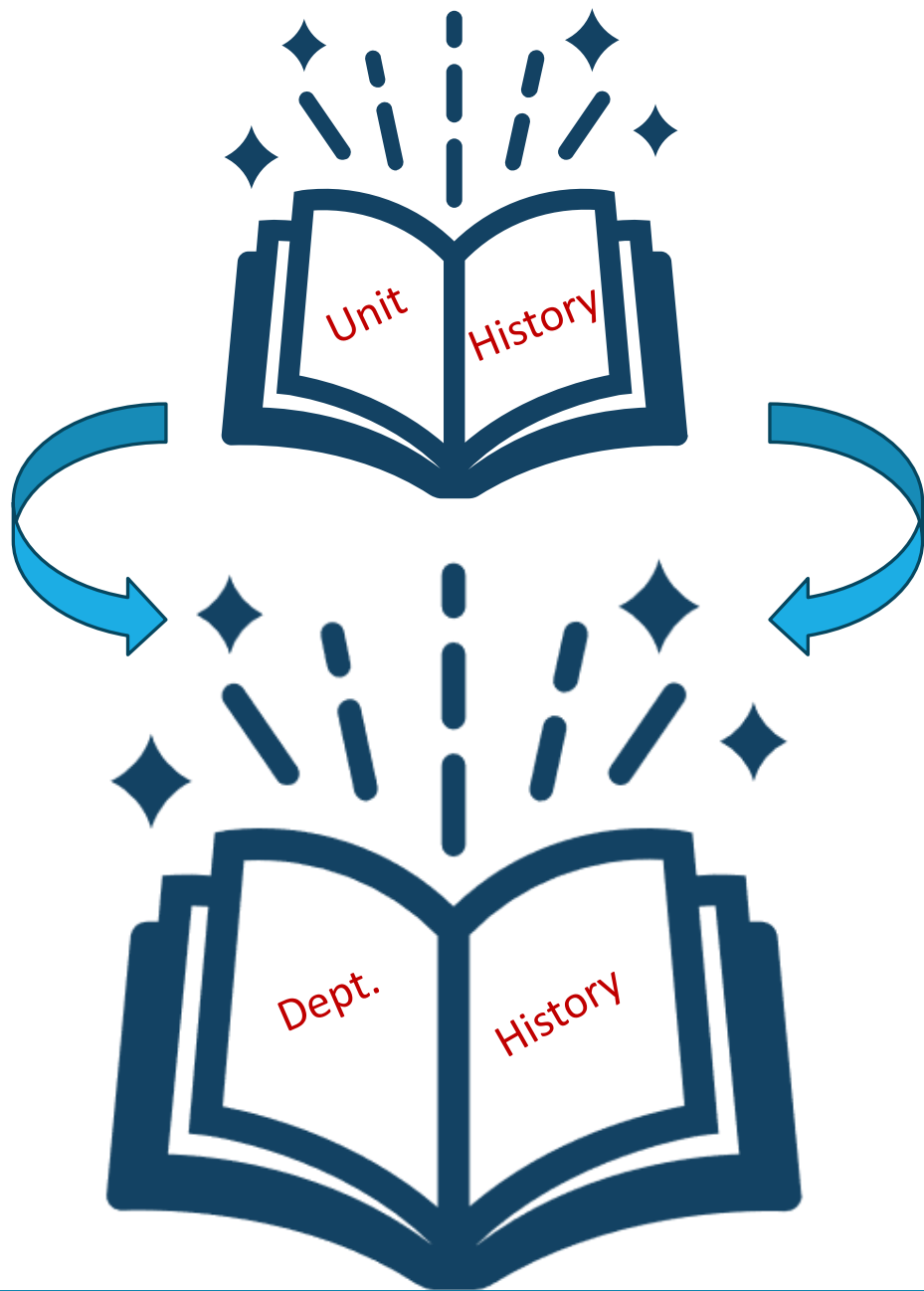
History Projects

Promote participation in the
“Members Remember” history
project

Collaborate with the Junior Activities
Chair

- Juniors and SAL youth in 9th -12th
grade can earn the History Patch

Participate in the Veterans History
Project



Reports

Mid-year reports are due December 1, 2023

Year-end reports are due April 15, 2024

A Department History will be presented to the Department President at the Convention in July.

Be sure your Unit's history is part of it.

Junior Activities 2023-2024

Unlock the Auxiliary Magic for
our Juniors



Let's encourage our Juniors to participate in service projects that help our veterans and our community.



Let's make it
fun and
informative!



Fundraising is
a great
opportunity
for Juniors to
earn the
National
President's
Patch...

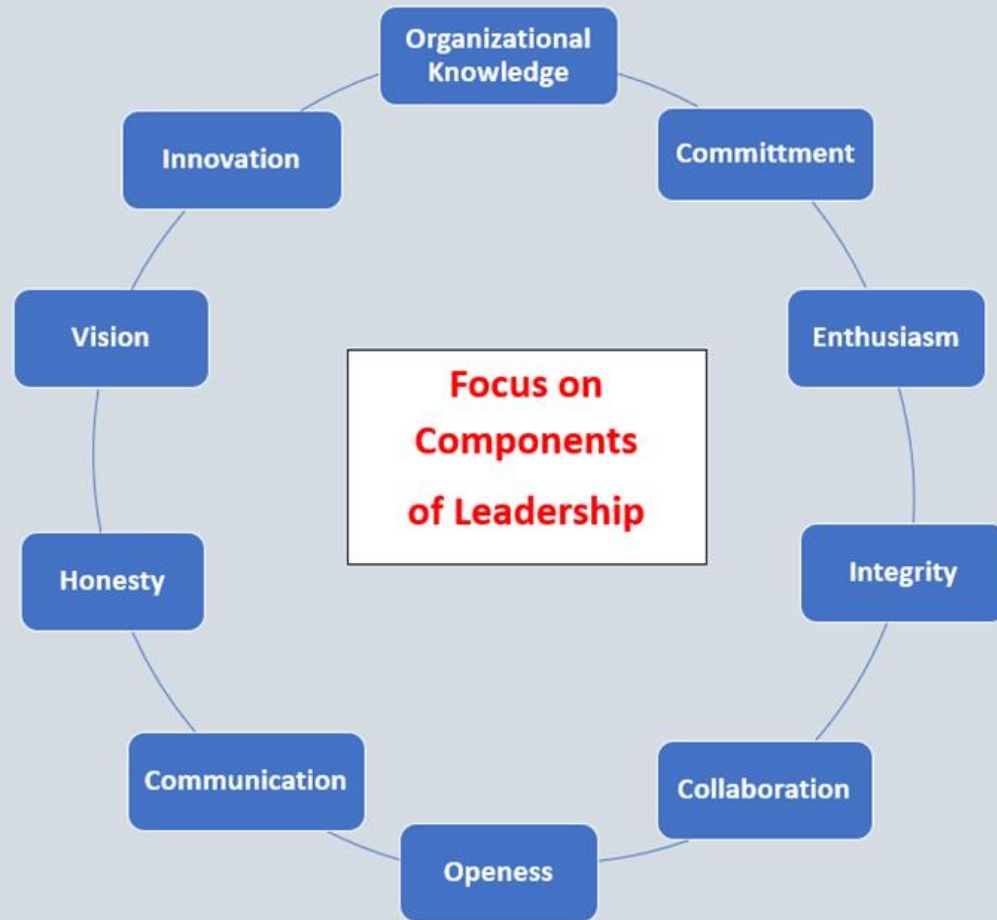


New this
year! Juniors
can receive a
patch for
attending a
National
Junior
meeting!



By involving
our Juniors in
the ALA
programs,
we will build
future
leaders.



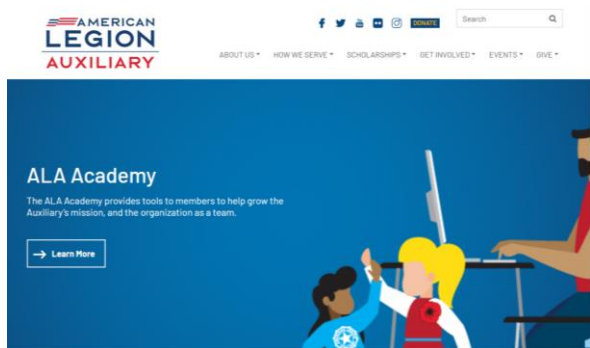
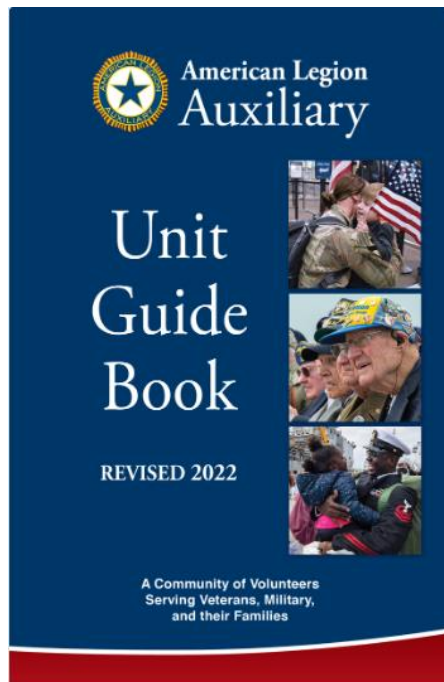
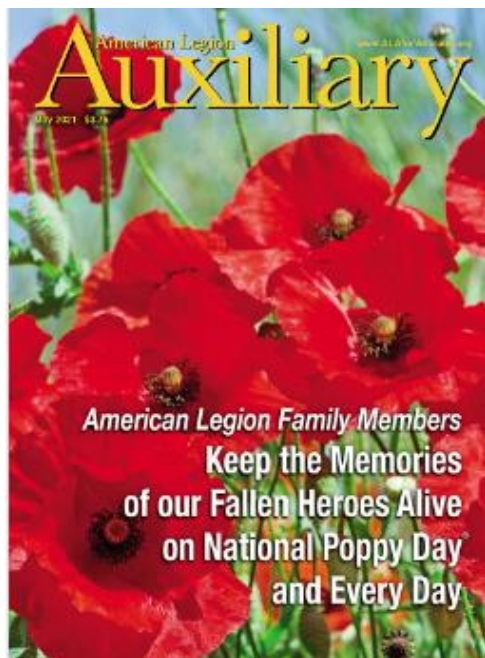


Fall Conference Leadership

WHAT IS LEADERSHIP!

MARGARET DELLINGER, PDP

COMMITTEE CHAIR



Fall Conference Leadership

Resources

National level www.legion-aux.org

Online ALA Academy courses

National Program Engagement Plans

Facebook Groups for each program

Mission training throughout the United States

Unit Handbook online or purchase from Emblem Sales

American Legion Auxiliary Magazine

Fall Conference Leadership

Department website www.vaauxiliary.org

Member Portal will have the 2023-24 Program Plans

Constant Contact Emails and Bulletin

In-person Leadership Workshops

- Fridays before Fall and Spring Conferences
- Department Leadership College in August 2024

Contact us at Leadership@vaauxiliary.org for zone, District or unit workshop



Fall Conference Leadership

Department Member of the Year Nomination

Senior member in good standing for three years.

Dues must be paid through current year.

Never held an elected or appointed position higher than unit President.

Member can receive this award only once.

Nominee's name and address and 1,000 word narrative of ALA Activities.



LEGISLATIVE PROGRAM 2023-2024

Key Legislative Program Statements:

The Legislative program provides information and assistance to American Legion Auxiliary members to advocate for the legislative agenda of The American Legion.

In fulfillment of our mission, the American Legion Auxiliary adheres to the following purposes:

- To support and advocate for veterans, military, and their families.
- To support the initiatives and programs of The American Legion.

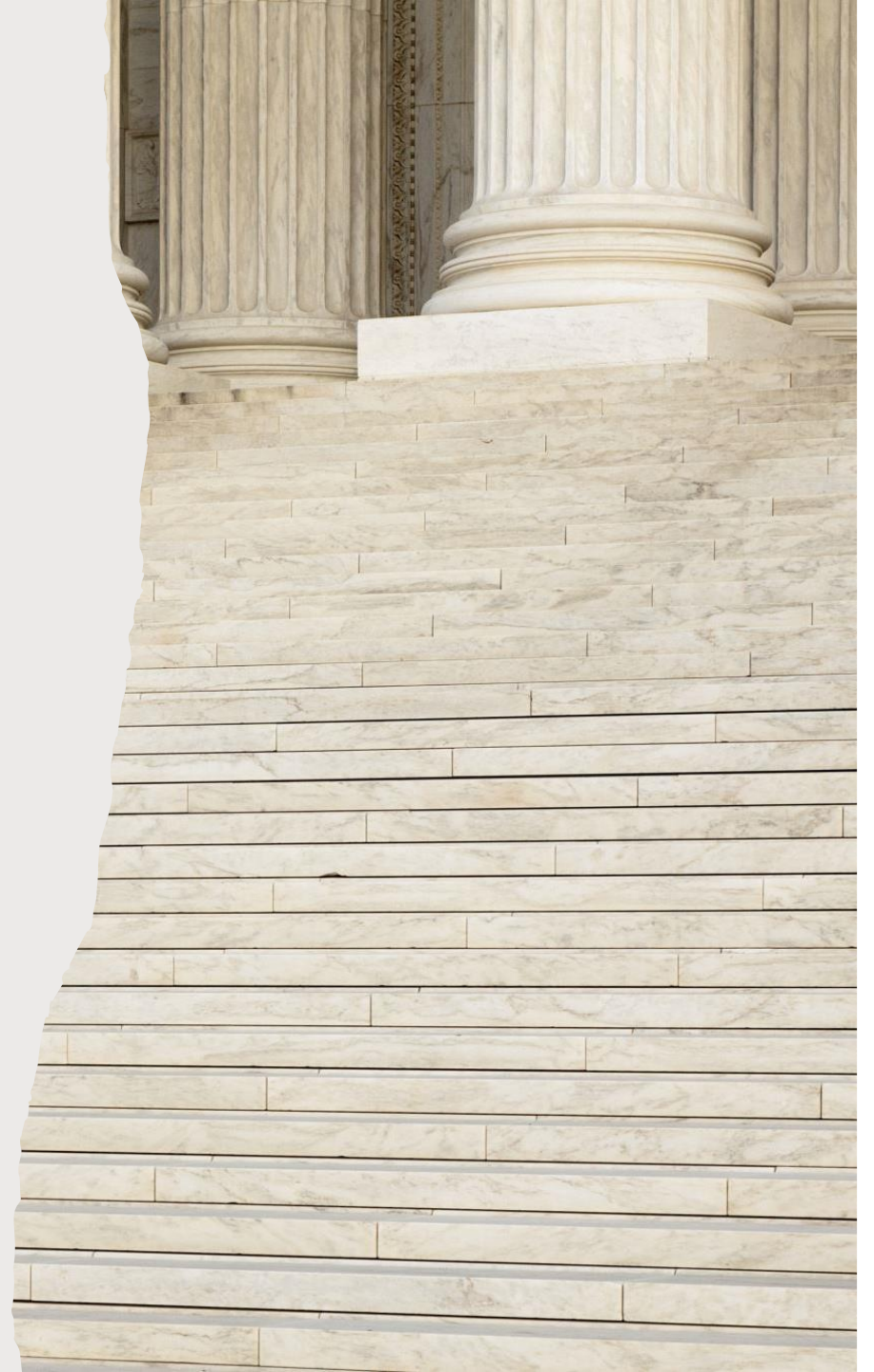
How Do We Advocate for our veterans, military and their families?

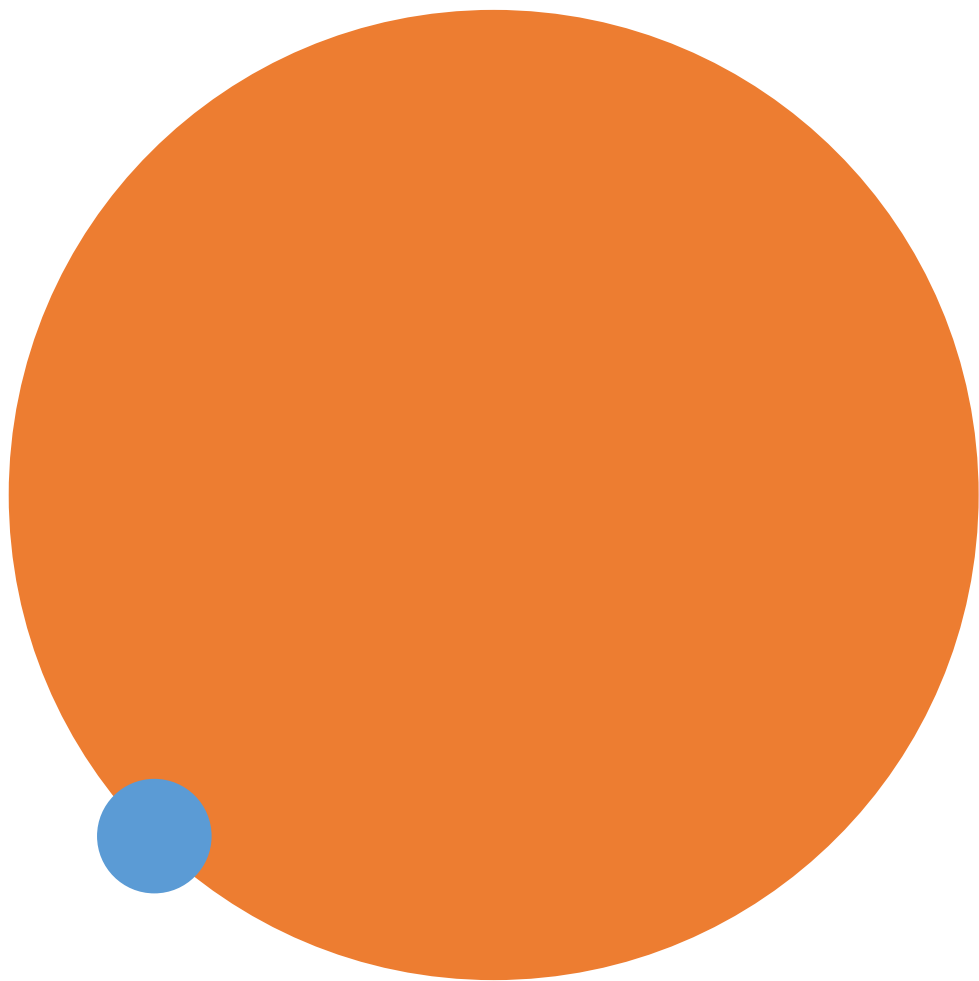
- By promoting and working our Legislative Program!
- The ALA Legislative Program follows the American Legion's Legislative Program. Please familiarize yourself with the Legion's Legislative Agenda and sign up for the following:
- The American Legion Website:
<https://www.legion.org/legislative>
- The American Legion Legislative Action Center:
<https://votervice.net/mobile/AmericanLegion/Register>
- The American Legion Dispatch
<https://www.legion.org/dispatch>
- The ALA Facebook Group



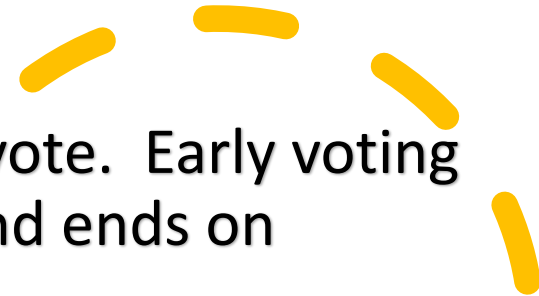
RESOURCES:

- To find contact information for your Representatives in the House and Senate, go to <https://www.votervoice.net/AmericanLegion/Address>
- To download a copy of the ALA Legislative Advocacy Guide, go to <https://www.legion-aux.org/Member/Guides/Advocacy-Guide>
- The American Legion Legislative Point Papers is available at <https://www.legion.org/legislative/point-papers>
- Join the ALA Legislative Facebook group and check the National ALA website frequently for updates.





- Get involved – Get out and vote. Early voting begins September 22, 2023 and ends on November 4, 2023.
- Let's "Be The One" who continues to advocate for our veterans, military, and their families.
- The American Legion Family is non-partisan and does not promote, support, or advance any party, candidate, or policy but rather advocates solely for the American Legion's position on legislative issues on behalf of veterans and the military.





LEGISLATIVE COMMITTEE

Ethel Carson

**Department Legislative Chair
2023-2024**

Sue Oertel

**Department Legislative Vice-Chair
2023-2024**

**Pamela Elam-Lipscombe, PDP
Advisor**



Membership

**“The Great Membership Race”
2023-2024**

Key Membership Resources



- Unit Guidebook
- Membership Guidelines and Procedures Manual
- ALA New Member Welcome Flyer
- ALA National Website
- ALA Department of Virginia Website and Member Portal
- ALA National Membership Facebook Page

Department Awards



75% Award – December 7, 2023, Pearl Harbor Day, Checkpoint Rainy Pass –\$75.00

85% Award – March 15, 2024, TAL Birthday – Checkpoint Ophir - \$85.00

95% Award – May 24, 2024, National Poppy Day – Checkpoint Unalakleet - \$95.00

100% Award – July 4, 2024, Independence Day – Checkpoint Nome, \$500.00

102% Award – July 24, 2024, 30 days before National Convention –\$500.00

The Department will receive the amounts shown to further the mission of the ALA

National Member and Unit Awards



Member Award – Recruit 10 – Members who recruit 10 NEW Senior and/or Junior Members will receive a special gift selected by the National Membership Chairperson.

Unit Award – 100% Unit Award – Units that reach 100% membership by January 31, 2024, and verified in ALAMIS will receive the 100% Unit Flag Ribbon from National Headquarters.

Unit Award – New Unit Award – \$25.00 Gift Card to Emblem Sales from National Headquarters.

Virginia Awards



- First member to turn in and have verified in ALAMIS the Recruit 10 form
- Unit with the highest percentage of membership as of October 28th (Fall Conference)
- First 5 New Paid up for Life (PUFL) Memberships between September 1, 2023, and June 30th, 2024
- All of the above will receive a gift from the Department Membership Chair

- Each Unit can have up to 2 members with ALAMIS Access
- Read access is \$10 per year for up to 2 members
- Membership Roster, Expired Members Roster, Members Paid on-line and other reports are available
- Opportunity to review current roster against transmittals and have the latest information

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NATIONAL SECURITY

PROMOTE A STRONG
NATIONAL DEFENSE

PDP Anne Starke, Chair
Carol Harlow, Vice Chair



- **Support our military and their families**
- **Raise awareness of POW/MIAs**
- **Support families whose service members made the ultimate sacrifice**
- **Salute to Service Member Award**



Resources available on the National website

NATIONAL SECURITY IS ONE OF OUR 4 PILLARS

Find 1 or 2 projects and do it to the best of your ability.



OUTSTANDING VIRGINIAN

Award Rules

Fall Conference

October 28, 2023

- The nominee should be someone who is a truly Outstanding Virginian. It is to be awarded at the Department Convention in July.
- The nominee must be a resident of Virginia but not necessarily a member of the American Legion Auxiliary.
- The nomination is open to men and women.
- The nominee should be well-known generally on a state-wide basis and must be highly respected in their field of endeavor and as a citizen.

- The nominee MUST NOT KNOW that the nomination is being made.
- Nominations should be in the form of a resume and letters of recommendation, sent to the Chair of this Committee.
- Nominations are due by April 1, 2024.
- The Department President will invite the recipient to attend the Department Convention to receive the award.

Dr. Lisa Chaplin, PDP, Chair

Nancy Harting, Member, PDP

Sallie Rossman, PDP, Member



POPPY

Poppy Chair – Karen Donais

Vice-Chair – Peggy Magahay

Advisor – Sallie Rossman, PDP

Poppy@vaauxiliary.org

PROMOTE THE POPPY
SUPPORT OUR VETERANS, ACTIVE-DUTY MILITARY,
AND THEIR FAMILIES

- **Distribute poppies on Veterans Day, National Poppy Day, Fourth of July, and everyday**
- **Send the poppy letter**
- **Go into the schools and educate**



Important Dates:

Nov. 11, 2023 – Suggested Distribution Day

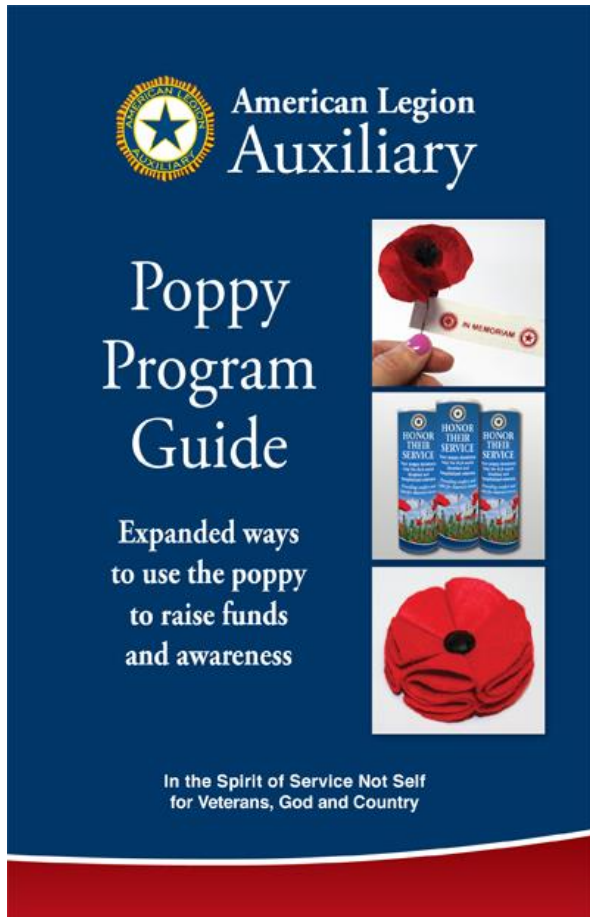
Dec. 1, 2023 – Citation due for funds received

Dec. 1, 2023 – Mid-Year Report

Feb. 1, 2024 – Purchase Poppy deadline

April 15, 2024 – Year-End Report

May 24, 2024 – National Poppy Day!



RESOURCES

Poppydayusa.org

Facebook.com/groups/ALAPoppy

ALAforVeterans.org/Programs/Poppy

IDEAS

“In Flanders Fields” Memorization Contest/Interpretation

Design Poppy from Water Bottles/Bake Spritz Cookies

Distribute to local politicianS/Present at a Nursing Home

Little Miss Poppy <https://www.legion-aux.org/Member/Awards/Little-Miss-Poppy->

Corsages for ALA Girls State Letter to family, friends, members

Poppy Poster Contest: <https://www.legion-aux.org/National-Poppy-Poster-Contest>

Public Relations

Ruthann Brown , Chair
Dr. Lisa Chaplin, PDP, Advisor

DEPARTMENT OF VIRGINIA

FALL CONFERENCE

OCTOBER 28, 2023





“Get Involved with Public Relations”

Establish and maintain social media accounts for your unit

Build relationships with local media

Contact your local government for Proclamations

Consider press releases, letters to the editor, and public service announcements

Have your “elevator speech” ready to share the ALA mission and why you value your membership

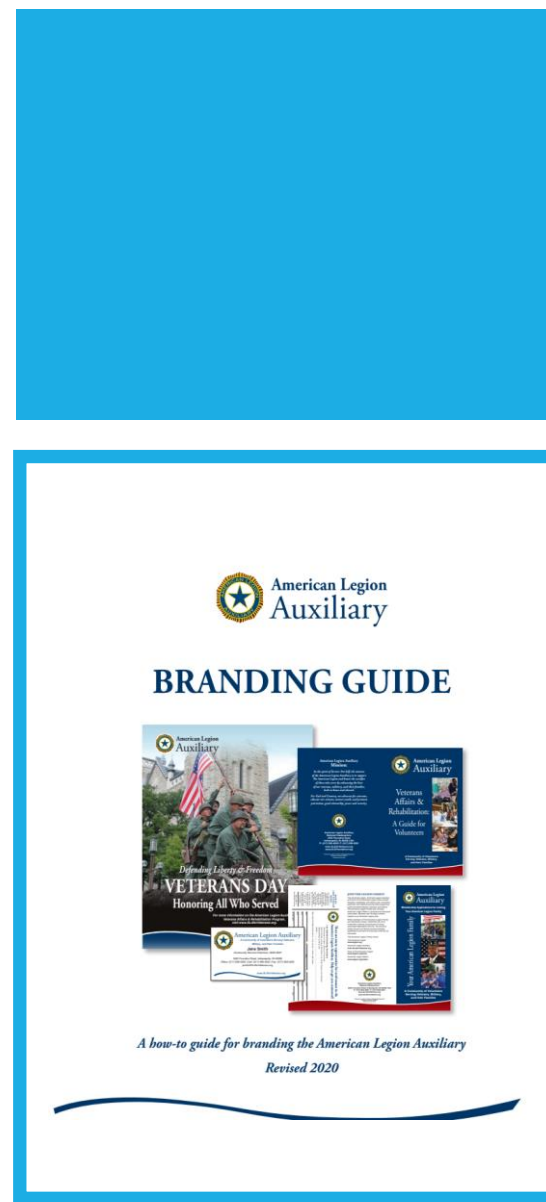
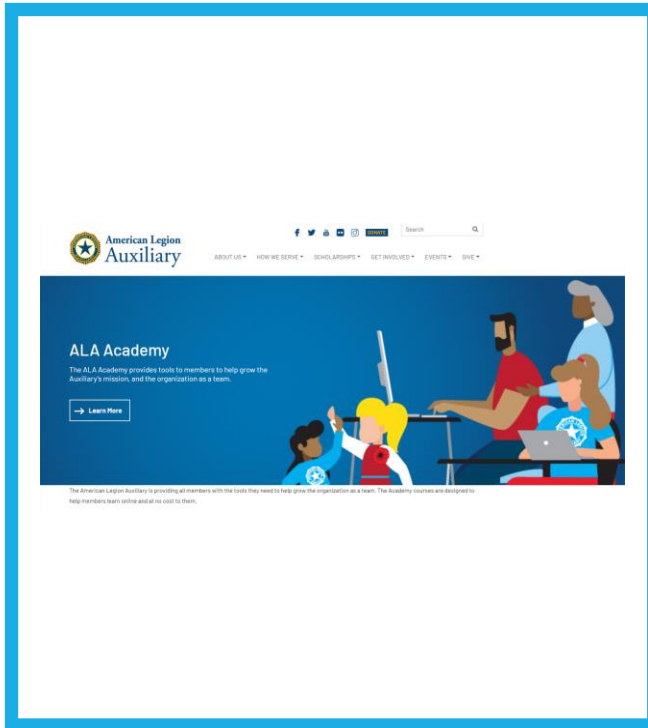
Join the National ALA Facebook group

PR Resources free to all members

The ALA Academy offers an online course call Branding and Using Social Media.

The ALA Branding Guide provides information about branding in general, when to use the Emblem, when to use the Brandmarks, when permission is required to use them, and how to obtain permission.

Check out the ALA PR Toolkit. It is a collection of several resources geared toward specific types of activities.



Reminders

Record your time spent on activities

Provide pictures of positive representation of the ALA and the Legion Family

- Submit .jpg or .png format
- Include the location, Unit number, and event

Collaborate with all Unit chairs so that you can help share their part of our story

National Awards

- Member Award: ALA Brand Ambassador
- Unit Award: ALA Mission Focused Social Media Account
- Unit Award: Most Outstanding Public Relations Program (one per Division)

Mid-year reports due December 1, 2023

Year-end reports due April 15, 2024



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ROAR 2023-2024 CHAIRPERSON KIMBERLY MARSH

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ROAR 2023-2024

Responsibilities, Obligations and Requirements

The Purpose of the ROAR committee is to tabulate Unit compliance with the responsibilities, obligations, and requirements as stated in the Department of Virginia Constitution and Bylaws, Standing Rule 31A and 31B in order to earn a Meritorious Citation.

Criteria to be met:

1. All required citation payments must be made to the ALA Department. A record of Required citation payment made is to be obtained from ALA Department Headquarters. Citations payments/assessments are the following:

Children & Youth	Entertainment of Veterans
VA & R	15% of all Poppy Donations Received
Bonding	Building Fund
2. Nine Monthly Reports Must be submitted to the Department President, Vice President, Strategic Planning, District President

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ROAR 2023-2024

Responsibilities, Obligations, and Requirements

Year End Reporting submission on time according to each category- minimum of 10

All Four Pillars

- Americanism Children and Youth
- National Security Veterans Affairs and Rehabilitation

Minimum of Four Mission Outreach

ALA Virginia Girls State	Poppy
Community Service	Education,
Juniors Activities	Legislative

Minimum of Two Member Support

Auxiliary Emergency Fund	Constitution and Bylaws
History	Leadership
Past Presidents Parley	Public Relations

**REMEMBER YOUR END OF YEAR FORM MUST BE FILLED OUT.
NOT FILLED OUT OR N/A OR NO REPORT WILL NOT BE ACCEPTED**

ROAR 2023-2024

Responsibilities, Obligations, and Requirements

- Submission of list of new officers to Department Headquarters and to the District President. A record of Units submitting lists is to be obtained from the Department Headquarters and District Presidents.
- In order for a Unit to receive a Meritorious Citation, their Unit must be represented to answer rollcall on each day of the Department Convention. Confer with the Department Secretary or designee calling roll.
- Excerpted from the ALA Department of Virginia Constitution and Bylaws and Standing Rules.



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American Legion Auxiliary Veterans Affairs and Rehabilitation

Carol Campbell
Department of Virginia
Veterans Affairs and Rehabilitation Chairman

Lynne Hawkins
Vice-Chairman

Peggy Thomas, PNP, Advisor



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2023 – 2024 Program Engagement Plan

- The Veterans Affairs & Rehabilitation (VA&R) program promotes the American Legion Auxiliary's (ALA) mission to enhance the lives of U. S. veterans, military, and their families, ensuring restoration and/or transition to normally functioning lives.
- The ALA will continue to support the American Legion's national initiative "Be The One" encouraging all posts, units, and squadrons across the nation to conduct activities to raise awareness of the ever-climbing number of veterans (currently 17-20 daily) who give in to their inner struggles and end their lives. Members are encouraged to wear the "Be the One" shirts or pins, conduct buddy checks, or any other small action that can help you "be the one to save one."

<https://member.legion-aux.org/member/committees/var>



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KEY PROGRAM STATEMENTS

- **Support veteran caregivers, family members and survivors.**
- **Enroll Auxiliary members as VA Voluntary Service (VAVS) volunteers at VA health care facilities.**
- **Help The American Legion, State Department of Veterans Affairs, and Chamber of Commerce promote job fairs for veterans and their families.**
- **There isn't a VA hospital close to your community? Find opportunities for Auxiliary members to serve veterans in your area such as serving the homeless.**
- **Support rehabilitation and healing of veterans through arts, crafts, and hobbies.**



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VAVS: Veterans Affairs Voluntary Service

- **Supports RECRUITMENT and RETENTION of a knowledgeable, diverse and encouraged supplemental workforce of volunteers to assist in the delivery of VA health care.**

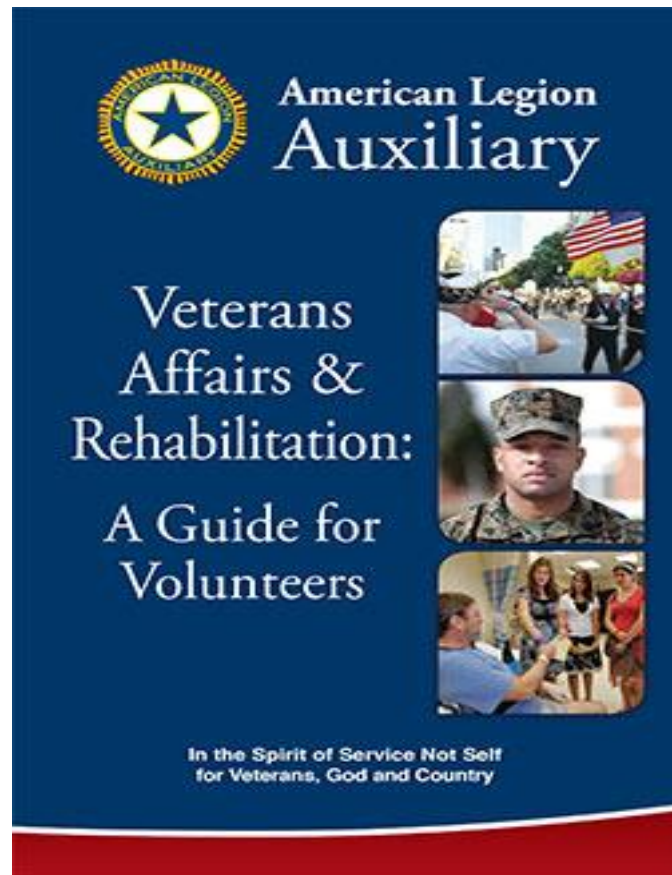


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A Guide for Volunteers

**Download from ALA
National website or
order from Flag and
Emblem**

alaforveterans.org





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What We Can Do:

AT YOUR POST/UNIT HOME; One on One

- Attend a Veterans Day event or parade representing your unit —find the closest one to you!
- **Organize a care package packing party for veterans**
- **Conduct a mission-oriented service project**
- **Volunteer your ALA unit to participate in a stand down**
- **Donate to a cause that helps veterans**
- **Don't forget to always thank veterans for their service**
- **Make it personal. If you know a veteran, ask them what they need.**