

# AMERICANISM

## 2017-2018 American Legion Auxiliary Programs Action Plan

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### Reports due;

Mid-Year Report due – December 10, 2016

Americanism Essay due – March 15, 2017

End of the Year Report due – May 1, 2017

**Purpose: To promote patriotism and responsible citizenship.**

**OBJECTIVE:** Promote the ALA's value of Americanism through community education about flag etiquette and respect by demonstrating leadership in support of our country and our military.

### ACTION STEPS

- A. Be knowledgeable on flag history, etiquette and proper disposal so your community will look to the ALA for information.
- B. Promote community awareness of the yellow ribbon reintegration programs, deployment of troops and welcome-home events.
- C. Be active in observing patriotic holidays. Encourage flying the flag every day but especially on patriotic holidays. Hold community-wide special events significant to the individual holiday.
- D. Participate in the Pocket Flag project by providing flags for deploying troops.
- E. Participate in the Get Out The Vote and Kids Voting USA campaigns. Follow the guidelines here : [www.legion.org/vote](http://www.legion.org/vote) and [www.kidsvotingusa.org](http://www.kidsvotingusa.org).
- F. Support the amendment to protect the United States flag from desecration. The amendment currently reads, " The Congress shall have the power to prohibit the physical desecration of the flag of the United States."

**OBJECTIVE:** Increase awareness of and participation in youth activities that support proper respect for our flag and to our country.

**ACTION STEPS**

- A. Encourage participation in the Americanism Essay Contest by increasing awareness through stronger networking in schools, youth groups ( i.e., 4-H, YMCA, Big Brothers/ Big Sisters, FFA, Girls Scouts of American) and home school associations. The Americanism Essay Contest encourages participants to learn about fundamental rights and freedoms we enjoy today. This year's theme is “  
“ WHAT CAN I PERSONALLY DO TO PROMOTE AMERICANISM IN MY SCHOOL OR COMMUNITY “

**OBJECTIVE:** Promote Auxiliary participation in the American Legion Americanism programs

**ACTION STEPS**

- A. Support American Legion Baseball – sponsor a team, help with statistics, man the concession booth, hold fundraiser or drive the team to games. Contact your local American Legion chairman to see what their needs are.
- B. Oratorical Contest – A speaking contest to help students develop a deeper understanding of the U.S. Constitution. Support your local chairman by offering to locate interested students or be an escort, timekeeper or judge.
- C. Junior Shooting Sports – promotes gun safety and marksmanship training for youth. Offer your local chairman help with scoring, supervision or transportation.

**OBJECTIVE:** Show PRIDE in belonging to the world's largest patriotic women's organization, THE AMERICAN LEGION AUXILIARY.

**ACTION STEPS**

- A. Wear and display your name, unit or department identification badge.
- B. Wear and display your “Honoring Their Service” button (if you have one) depicting the veteran through whom you are eligible for Auxiliary membership. Use this tool as a way to discuss your appreciation for your family member and their service to our country. This discussion often leads to a conversation about the American Legion Auxiliary's mission and its programs.
- C. Write an elevator speech that explains the American Legion Auxiliary and its programs to potential members.

- **PLEASE BE SURE EACH AWARD ENTRY INCLUDES A COVER SHEET FOUND AT THE END OF THIS PLAN\***

#### **AMERICANISM AWARDS:**

##### **A. Americanism Essay Contest:**

One award in each of the FIVE classes will be recognized per district, so get them in on time. I'm looking forward to reading them. **ALL ENTRIES MUST BE POSTMARKED BY MARCH 15, 2017.** The Americanism essay cover sheet.

##### **B. Department Awards:**

A Citation will be presented to the unit chairman reporting the Most Outstanding Overall Americanism Program. The entry must be typewritten in narrative format, not to exceed 1000 words. Include pictures, clippings, scrapbooks, folders, etc. **ALL ENTRIES MUST BE POSTMARKED BY APRIL 15, 2017.**

##### **C. DOROTHY PEARL MOST OUTSTANDING AMERICANISM PROGRAM:**

Citation Plaque, announced at the National Convention for One unit Americanism chairman that reports the most outstanding Americanism program targeted to children and youth. The entry must be typewritten in narrative format, not to exceed 1000 words. The entry may include no more than five pictures and news articles and **MUST** include the award cover sheet located in this Plan. **ALL ENTRIES MUST BE POSTMARKED BY APRIL 5, 2017**

##### **D. MOST OUTSTANDING JUNIOR AMERICANISM PROGRAM:**

Citation Plaque to One Unit Americanism Chairman. . The entry must be typewritten in narrative format, not to exceed 1000 words. The entry may include no more than five pictures and news articles and **MUST** include the award cover sheet located in this Plan. **ALL ENTRIES MUST BE POSTMARKED BY APRIL 5, 2017. ALL ENTRIES MUST BE POSTMARKED BY APRIL 5, 2017.**

##### **E. MILLION MEMBER AWARD**

Citation Plaque to One Unit per division. The entry must be typewritten in narrative format, not to exceed 1000 words. The entry may include no more

than five pictures and news articles and MUST include the award cover sheet located in this Plan. They MUST demonstrate how working the mission of the Americanism Committee engaged, retained and attracted members to grow membership in the unit. ALL ENTRIES MUST BE POSTMARKED BY APRIL 5, 2017

**ADDITIONAL RESOURCES YOU CAN USE:**

- A. Emblem Sales; [www.emblem.legion.org](http://www.emblem.legion.org) - flag education DVD : explains the history, significance, meaning, proper display and treatment of the U.S. flag. Let's Be Right on Flag Etiquette – a “ question and answer” booklet on proper flag etiquette.
- B. The American Legion Flag Advocacy: [www.legion.org/flag](http://www.legion.org/flag)
- C. The American Legion's Action Program of Americanism brochure: [www.legion.org/publications](http://www.legion.org/publications)
- D. Capital Building flags: To order flags flown over the Capital, contact your congressional representative or senator or visit his/her website. Flags are available for a nominal fee; four to six weeks should be allowed for delivery.
- E. Promote the “Pocket Flag Project. [www.pocketflagproject.com](http://www.pocketflagproject.com) At the time of typing this the cost for pocket flags are \$85.00 for 300 flags.



**AMERICANISM ESSAY CONTEST  
2018 Cover Sheet**

Each year, the American Legion Auxiliary (ALA) sponsors an Americanism Essay Contest for students in grades 3-12, including students with special needs. Grade levels are divided into six classes. One award in each of the six classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) after convention.

**Essay Title:** *"What can I personally do to promote Americanism in my school or community?"*

**Essay Classes:**

Class	Grade Level	Word Requirement
I	3 and 4	150-250
II	5 and 6	250-300
III	7 and 8	350-400
IV	9 and 10	450-500
V	11 and 12	450-500
VI	Students with special needs	Word count should correspond with student's grade level.

**Essay Checklist:**

- Class competing in \_\_\_\_\_
- Sponsoring ALA unit \_\_\_\_\_
- Typed or neatly written essay conforming to the word requirement for class
- Completed essay coversheet as first page of essay
- Word count of essay \_\_\_\_\_
- Due date for student to return to ALA unit \_\_\_\_\_

**To Be Completed by the Student/Parent:**

Student Name: \_\_\_\_\_

Address (Street, City, State, Zip): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Phone: \_\_\_\_\_

School Name: \_\_\_\_\_

School City/State: \_\_\_\_\_

Teacher Name and Signature: \_\_\_\_\_

**Auxiliary Use Only (Must be completed for entry to be considered.):**

Sponsoring Unit Name/Number: \_\_\_\_\_

Signature of Unit Americanism Chairman: \_\_\_\_\_

Unit winner due to Department on: \_\_\_\_\_ Department: \_\_\_\_\_

Signature of Department Chairman: \_\_\_\_\_

*Department winner due to National Americanism Division Chairman by April 15, 2018*

Americanism