

**AMERICAN LEGION AUXILIARY NATIONAL HEADQUARTERS
8945 NORTH MERIDIAN ST., INDIANAPOLIS, IN 46260
www.ALAforVeterans.org**

**WEEKLY MAILING CONTENTS
SERIES 2010-2011**

DATE: May 13, 2011

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- | | |
|--|--|
| SECTION 1: Update Bulletin | Anita McCoy |
| SECTION 2: National Security: Joining Forces
With special additions from | Janet Jefford
Dubbie Buckler and Carlene Ashworth |
| SECTION 3: Membership: My Perception, My Reality
National & Division Membership Reports | Marcia Wheatley
Membership Committee |
| SECTION 4: Past Presidents Parley:
Send Your Award Nominations To... | PPP Committee |

AMERICAN LEGION AUXILIARY NATIONAL HEADQUARTERS
8945 NORTH MERIDIAN ST., INDIANAPOLIS, IN 46260

SPECIAL MEMORANDUM
SERIES 2010-2011

DATE: May 13, 2011

SUBJECT: Updates

RED BOOK UPDATES:

Page 111-128 - Please change the email address for Anita Biggs to reflect acjbiggs@aol.com

DISTRIBUTION:

National Officers
Past National Presidents
National & Vice Chairmen
Department Presidents
Department Secretaries
National Executive Committeewomen
Alternate Executive Committeewomen
Daniel Wheeler, National Adjutant, TAL
Brad Pryor, IT Director, TAL

**SPECIAL MEMORANDUM
SERIES 2010-2011**

Date: May 13, 2011
From: Janet Jefford, National Chairman, National Security Committee
Subject: Endorsement of *Joining Forces* and Auxiliary Call to Action

PURPOSE SUMMARY

The purpose of this special memorandum is to urge all Department National Security Chairmen to mobilize Units to organize service projects for military servicemembers and their families as part of the national *Joining Forces* initiative.

BACKGROUND ON JOINING FORCES

Since their husbands took office in 2009, First Lady Michelle Obama and Dr. Jill Biden have met with military families around the country, learned about their successes and challenges, and made it their priority to support them.

One outcome of their outreach efforts is the recent launch of *Joining Forces*, a national initiative to mobilize all sectors of society to give our servicemembers and their families the opportunities and support they have earned! *Joining Forces* aims to:

- Bring attention to the unique needs and strength of America's military families.
- Inspire, educate, and spark action from all sectors of our society to ensure veterans and military families have the opportunities, resources, and support they have earned.
- Showcase the skills, experience, and dedication of America's veterans and military spouses to strengthen our nation's communities.
- Create greater connections between the American public and the military.

For more information on *Joining Forces*, please visit www.joiningforces.gov.

AUXILIARY RESPONSE TO JOINING FORCES

In a May 2011 letter to the First Lady and Dr. Biden, National President Carlene Ashworth communicated the Auxiliary's support of *Joining Forces*. It was an easy pledge for the Auxiliary to make, as the subject matter of the initiative is aligned with the current National Security Plan of Action and consistent with the Auxiliary's support to military families throughout our long history. A copy of the Auxiliary's pledge of support letter is attached.

As its contribution to *Joining Forces*, the American Legion Auxiliary pledged that we would urge each of our local Units across the nation to organize service projects for military servicemembers and families in their communities, and further to publicize those service opportunities to the general public so that not only Auxiliary members, but also general community members, may have the opportunity to serve the military community.

AUXILIARY CALL TO ACTION TO SUPPORT JOINING FORCES

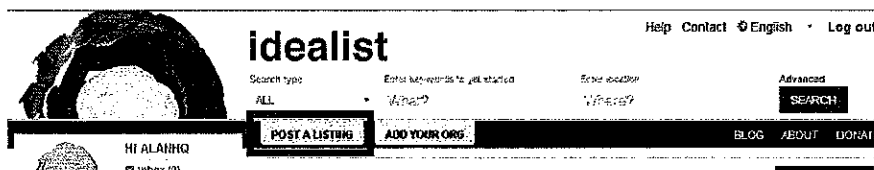
1. Auxiliary Units Urged to Organize Service Projects for the Military Community

Auxiliary Units are urged to continue to organize and implement service projects for military servicemembers and families. You are highly encouraged to design the service projects to include participation from community members in addition to Legion Family members.

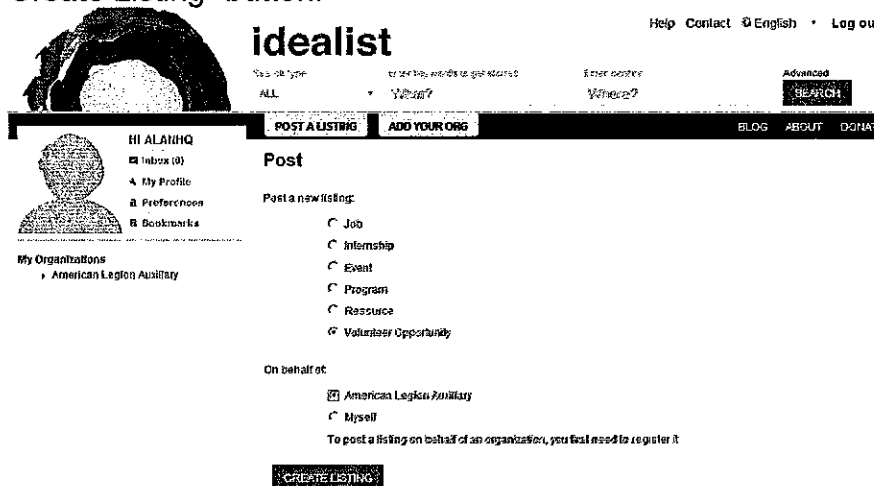
An easy and effective way to reach out to the general community is to list service project opportunities on www.serve.gov, a master listing of service opportunities across the nation.

In order for Units' volunteer opportunities to appear on the Serve.gov website, the opportunities need to be posted to www.idealists.org. Here are the directions for posting:

1. Login to your account¹. In order to post a listing on behalf of a department/unit, you first need to register it at www.idealists.org/create/org.
2. Select "Post a Listing" in the middle of the page.



3. Select "Volunteer Opportunity" under *Post a new listing*; and your unit's title under *On behalf of*: (Remember, your unit will have to be registered first.)
4. Click on the "Create Listing" button.



5. For the listing, you will need to provide a description of the position and project, how volunteers can apply, the volunteer location, and information regarding the time commitment (i.e. expected time commitment, duration of the opportunity, time of day, etc.).
6. Be sure to reread the listing before clicking on "Publish Now" button.

¹ A login is required for this website; it is free and will only take a few minutes to create an account.

2. Celebrate Your Success through the Media

I highly encourage Units organizing service projects for the military community to publicize their activities to their local media both in advance of the project taking place (to generate excitement and recruit volunteers and military service member and family recipients of service) and immediately after the project has concluded (to report outcomes to the community).

Attached is the news release the Auxiliary issued in connection with its support of *Joining Forces*. Take the text of this release, combine it with details of your local service project, provide a local point of contact (such as the Unit President or the service project organizer), place on Department or Unit letterhead, and distribute it to news media in your community. Voila!

3. Report Successful Projects to National Headquarters

We plan to provide to the First Lady and Dr. Biden a report of the Auxiliary's activities connected with *Joining Forces*. Therefore, as a reminder, Department National Security Chairmen, when reaching out to Units should remind them to include the number of military families served through *Joining Forces* service projects on the Units' consolidated reports, so that we can capture that numeric data.

In addition, I encourage each Department National Security Chairman to collect and send brief summaries (two paragraphs recommended) of at least two *Joining Forces* service projects undertaken in your state/territory. Try to collect photos of the projects in action! Also send any news clippings or links to online media coverage of the project.

As most of these reports are near completion, if any projects are undertaken between now and August 1, please send the brief summaries directly to me at jjefford@goodwin.edu or 19 Leo J Lane, Manchester, CT, 06042. After that, please be sure to send them to 2011-2012 National National Security Chairman Vickie Koutz via the consolidated report and throughout the year.

CONTACT FOR FURTHER INFORMATION

Please contact nationalsecurity@legion-aux.org to report Unit successes in *Joining Forces*, or if you have questions about the initiative. A member of the national security committee or staff will contact any of you desiring additional information.

National President Carlene Ashworth and I are excited about the opportunity that *Joining Forces* provides to showcase to the military community and to the American people Auxiliary members' spirit of service, not self. We hope you will mobilize Units in your Department to join their forces with *Joining Forces*.

Attachments:

Auxiliary Pledge of Support Letter of Joining Forces
Auxiliary News Release on Joining Forces

Distribution:

National Officers
Past National Presidents
National Chairmen/Vice Chairmen
National National Security Committee
Department Presidents & Secretaries
Department National Security Committee Chairmen



American Legion Auxiliary

Media Release

NATIONAL HEADQUARTERS

8945 N. Meridian St., Indianapolis, IN 46260

www.ALAforVeterans.org

Contact: Tabitha Rhoda, (317) 569-4565; trhoda@legion-aux.org
for Mary "Dubbie" Buckler, National Executive Director

May 13, 2011

FOR IMMEDIATE RELEASE:

American Legion Auxiliary Supports National Initiative to Help Service members and their Families through Acts of Service

INDIANAPOLIS- The American Legion Auxiliary announced today their support of Joining Forces, the national initiative launched by President Obama and First Lady Michelle Obama to mobilize all Americans to honor the sacrifices of our service members and their families through service.

In its communication to the First Lady, the American Legion Auxiliary expressed its deep appreciation to the Obama Administration for recognizing the special needs and challenges facing our nation's military families.

"With our 91-year history of service to veterans and their families, we are well prepared to provide programming that will contribute to the success of the Joining Forces initiative. The Auxiliary has always strived to assist in keeping military families strong and healthy," said National Executive Director Mary "Dubbie" Buckler.

As its contribution to Joining Forces, the American Legion Auxiliary pledged to mobilize its 9,500 local chapters across the nation to organize service projects for military families in their communities, and further to publicize those service opportunities to the general public so that not only Auxiliary members, but any community member, may have the opportunity to serve and support the troops and their families.

Founded in 1919, the American Legion Auxiliary is the world's largest patriotic women's service organization. With a membership of nearly 850,000, local ALA units have a strong presence in more than 9,500 communities nationwide. The ALA's mission to *serve veterans, their families and their communities* is carried out through its hundreds of outreach programs delivered by its members, volunteers and National Headquarters.

Joining Forces provides ways for all Americans to step up and show their gratitude to our servicemembers and their families. Through this effort, First Lady Michelle Obama and Dr. Jill Biden ask Americans to do more for those who have done so much for us. They are highlighting outstanding American citizens, communities, and businesses that are supporting our troops and making commitments to serve our nation's military families. For more information, visit www.joiningforces.gov.

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AMERICAN LEGION AUXILIARY

Serving veterans, their families and their communities

May 9, 2011

Mrs. Michelle Obama
The White House
Washington DC 20500

Dr. Jill Biden
The White House
Washington DC 20500

Dear Mrs. Obama and Dr. Biden:

The American Legion Auxiliary, the world's largest women's patriotic service organization, is pleased to pledge our support for Joining Forces, the national initiative you have launched to mobilize all Americans to honor the sacrifices of our servicemembers and their families through service.

The American Legion Auxiliary is comprised of women who are either themselves veterans or relatives of veterans who served during times of declared wars or conflicts. Our mission has remained relevant and vibrant throughout our 91 years of Service Not Self for Veterans, God and Country. With our rich history of volunteer service to our veterans and active duty military families, the American Legion Auxiliary appreciates the Obama Administration's recognition of the special needs and challenges facing our nation's military families. Many of our members have firsthand experience with the hardships of military life. All of our members honor our military and veterans through our millions of hours of volunteer service to benefit them and millions of dollars raised and spent to provide care, support, and scholarships to our veterans and military families. Our organization understand the goals you have espoused, and we are grateful knowing that concentrated efforts are being made today to support the current generation of military families serving our great nation.

American Legion Auxiliary members responded enthusiastically to your announcement of Joining Forces for we have been answering your call to action, steadfastly and unassumingly, for over 90 years. With a membership of nearly 850,000, the American Legion Auxiliary has continually supported military families since our founding following World War I. Among the Auxiliary's current military family support programs and initiatives:

- American Legion Auxiliary Departments organize and lead campaigns to encourage state legislatures to enact the Interstate Compact on Educational Opportunity for Military Children to remove barriers to educational success due to frequent moves of military children.
- American Legion Auxiliary members, individually and collectively, identify military families in need of social, emotional, and daily living support then provide assistance, comfort and compassion, and opportunities to participate in Legion family activities.
- The American Legion Auxiliary has uniquely developed ALA KIDDS (Kids in Danger of Depression and Suicide), building referral networks of public and private support at the community level for the social and mental well-being of military children.



AMERICAN LEGION AUXILIARY

Serving veterans, their families and their communities

- American Legion Auxiliary local units present Blue Star banners to military families to honor their service and commitment.
- The Auxiliary is a leader organization in the national Community Blueprint initiative to strengthen community-level resources and services for military families.
- The American Legion Auxiliary is a national AmeriCorps/VISTA sponsoring organization. Through our Call to Service Corps Consortium, the ALA provides VISTA and AmeriCorps resources to over a dozen other national organizations doing something to assist military families and veterans.

As you said when launching Joining Forces, “every single American can do something.” I could not agree more. In fact, I use the motto, “The Power of One,” to motivate Auxiliary members to serve our military servicemembers, veterans, and their families.

With our heritage of service and history of action, the American Legion Auxiliary pledges that our contribution to Joining Forces will be to urge each of our 9,500 local units across the nation to organize service projects for military families in their communities, and further, we pledge to publicize those service opportunities to the general public so that any “one” in the community can join with our members to do the “something” we all believe every single American can and should do.

The American Legion Auxiliary strives to assist in keeping military families strong and healthy. With your leadership and with our American Legion Auxiliary members’ enhanced volunteer service efforts, together we will indeed Join Forces to make our shared vision for military family well-being a reality.

For God and Country,

Carlene Ashworth
National President



**SPECIAL MEMORANDUM
SERIES 2010-2011**

FROM: National Membership Committee
DATE: May 13, 2011
SUBJ: My Perception, My Reality

My Perception, My Reality

By Marcia Wheatley, Membership Vice Chairman

Perceptions can vary from one person to another. People can look at the exact same thing but see two different things. My perception is my reality until you successfully change the perception or change the meaning I assign to that perception.

How do we change those perceptions that the American Legion Family has been fighting against for many years? How can we prove those perceptions are erroneous? By proving the perception to be wrong consistently.

Perception—The American Legion Family is all about bingo and cheap beer.

- Publicity is one of the keys to changing this perception. Educate your community by using facts and literature to create a different awareness. Keep your community informed of the mission of the American Legion Auxiliary and what your Unit is doing to support that mission.
- Let your actions speak louder than words. Invite the community to participate in events where they can see what you really do.
- Participate in non-Auxiliary events in your community. Wear your Auxiliary pin, shirt, or other attire so that you are a walking promotion. Take opportunities to speak about your membership while working alongside non-members.

Perception—The American Legion Auxiliary is only for older members.

- Make sure your meetings and your events are warm and inviting for younger members.
- Use social media to announce your events and to solicit volunteers.
- Connect with younger members and show that being an active member does not require attendance at monthly meetings but that support of the mission is more valuable.
- Make sure your Unit is open to new ideas and new volunteers.

Perception—The American Legion Auxiliary is concerned about numbers for membership.

While in a sense, this perception is true, it is important to show others the value their membership holds.

- Numbers do count when presenting the legislative agenda to members of Congress and other leaders.
- Numbers do count when negotiating for benefits from vendors. Offering to partner with a vendor of eye care or travel can be easier when showing numbers of hundreds or thousands versus just thousands.
- Numbers do count when gathering volunteers to work the programs.

Work hard to make sure the first impression you give is the right one. That first impression could quickly become the other person's perception and their reality. Make the first impression the way you and your Unit want to be perceived. Make sure you are also building a relationship with others and your community based on trust. If there is no trust, then it doesn't matter how hard you try to change the perception, others will not believe it.

Remember, you cannot change everyone's perception overnight but you can be consistent in changing the awareness of the Auxiliary and its mission, one perception at a time. The Power of One Perception....



An Auxiliary Member who recruits **25 or more new Senior Members** will qualify for enrollment in the **Silver Brigade** of the American Legion Auxiliary.

Anyone — ALA, TAL, SAL members — are eligible for this award.

Each Silver Brigade Award winner will receive a Pandora bracelet with the 2011 National President Charm.

For enrollment form, go to www.alaforveterans.org and click on "For Members" and go to "Forms"

Completed entry forms must be submitted to National Headquarters by **June 1, 2011**



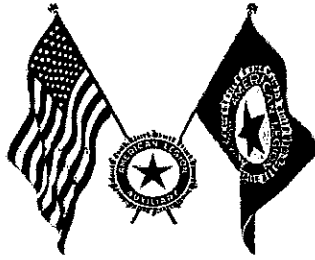
2010-2011 Membership Year
 Central Division
 Wednesday, May 11, 2011

Department of	2011 Num. Obj	Total Membership	% of Num. Obj.
Wisconsin	28,764	26,582	92.414%
Iowa	33,024	30,236	91.558%
Ohio	50,038	45,605	91.141%
Indiana	58,212	51,836	89.047%
Michigan	32,058	28,519	88.961%
Kansas	19,002	16,858	88.717%
West Virginia	9,222	8,164	88.527%
Illinois	41,494	36,557	88.102%
Missouri	17,148	14,758	86.063%
	288,962	259,115	89.671%



2010-2011 Membership Year
 Southern Division
 Wednesday, May 11, 2011

Department of	2010-2011 Numeric Obj.	Total Membership	% of Num Obj
North Carolina	8,631	8,032	93.060%
Florida	39,111	36,154	92.439%
Tennessee	6,386	5,783	90.557%
Kentucky	8,371	7,578	90.527%
Virginia	9,098	8,066	88.657%
Georgia	10,926	9,637	88.202%
Mississippi	5,021	4,354	86.716%
Texas	24,374	21,125	86.670%
South Carolina	4,998	4,326	86.555%
Arkansas	4,591	3,966	86.386%
Louisiana	9,826	8,488	86.383%
Alabama	6,919	5,859	84.680%
Oklahoma	7,684	5,920	77.043%
Puerto Rico	1,983	1,328	66.969%
	147,919	130,616	88.302%



2010-2011 Membership Year
 Eastern Division
 Wednesday, May 11, 2011

	Department of	2011 Num Obj.	Total Membership	% of Num Obj.
	Pennsylvania	68,000	64,427	94.746%
	Rhode Island	1,184	1,082	91.385%
	Delaware	4,548	4,137	90.963%
	New Hampshire	9,250	8,382	90.616%
	Vermont	9,145	8,253	90.246%
	New York	49,994	45,050	90.111%
	New Jersey	11,916	10,632	89.225%
	Connecticut	4,700	4,146	88.213%
	Maryland	26,059	22,924	87.970%
	Massachusetts	8,009	6,880	85.903%
	Maine	10,048	8,255	82.156%
	District of Columbia	236	148	62.712%
		203,089	184,316	90.756%



2010-2011 Membership Year
 Western Division
 Wednesday, May 11, 2011

Department of	2010-2011 Num Objective	Total Membership	% of Num Obj.
Arizona	15,235	14,218	93.325%
California	27,160	25,085	92.360%
Oregon	7,705	6,861	89.046%
Washington	9,579	8,266	86.293%
New Mexico	4,954	4,273	86.254%
Hawaii	333	287	86.186%
Alaska	3,949	3,328	84.274%
Idaho	3,162	2,641	83.523%
Utah	3,008	2,507	83.344%
Nevada	2,223	1,195	53.756%
	77,308	68,661	88.815%



2010-2011
 Northwestern Division
 Wednesday, May 11, 2011

Department of	2011 Num. Obj.	Total Membership	% of Num. Obj.
Minnesota	47,793	44,385	92.869%
Nebraska	26,357	24,192	91.786%
North Dakota	14,860	13,363	89.926%
Colorado	6,448	5,793	89.842%
South Dakota	15,583	13,940	89.456%
Montana	4,651	4,157	89.379%
Wyoming	4,047	3,562	88.016%
	119,739	109,392	91.359%

**American Legion Auxiliary
2011 Membership Year**

	2011 Numeric Objective	Total Membership as of 5.11.2011	% of Num. Obj. as of 5.11.2011	
1	Pennsylvania	68,000	64,427	94.75%
2	Arizona	15,235	14,218	93.32%
3	North Carolina	8,631	8,032	93.06%
4	Minnesota	47,793	44,385	92.87%
5	Florida	39,111	36,154	92.44%
6	Wisconsin	28,764	26,582	92.41%
7	California	27,160	25,085	92.36%
8	Nebraska	26,357	24,192	91.79%
9	Iowa	33,024	30,236	91.56%
10	Rhode Island	1,184	1,082	91.39%
11	Ohio	50,038	45,605	91.14%
12	Delaware	4,548	4,137	90.96%
13	New Hampshire	9,250	8,382	90.62%
14	Tennessee	6,386	5,783	90.56%
15	Kentucky	8,371	7,578	90.53%
16	Vermont	9,145	8,253	90.25%
17	New York	49,994	45,050	90.11%
18	North Dakota	14,860	13,363	89.93%
19	Colorado	6,448	5,793	89.84%
20	South Dakota	15,583	13,940	89.46%
21	Montana	4,651	4,157	89.38%
22	New Jersey	11,916	10,632	89.22%
23	Indiana	58,212	51,836	89.05%
24	Oregon	7,705	6,861	89.05%
25	Michigan	32,058	28,519	88.96%
26	Kansas	19,002	16,858	88.72%
27	Virginia	9,098	8,066	88.66%
28	West Virginia	9,222	8,164	88.53%
29	Connecticut	4,700	4,146	88.21%
30	Georgia	10,926	9,637	88.20%
31	Illinois	41,494	36,557	88.10%
32	Wyoming	4,047	3,562	88.02%
33	Maryland	26,059	22,924	87.97%
34	Mississippi	5,021	4,354	86.72%
35	Texas	24,374	21,125	86.67%
36	South Carolina	4,998	4,326	86.55%
37	Arkansas	4,591	3,966	86.39%
38	Louisiana	9,826	8,488	86.38%
39	Washington	9,579	8,266	86.29%
40	New Mexico	4,954	4,273	86.25%
41	Hawaii	333	287	86.19%
42	Missouri	17,148	14,758	86.06%
43	Massachusetts	8,009	6,880	85.90%
44	Alabama	6,919	5,859	84.68%
45	Alaska	3,949	3,328	84.27%
46	Idaho	3,162	2,641	83.52%
47	Utah	3,008	2,507	83.34%
48	Maine	10,048	8,255	82.16%
49	Oklahoma	7,684	5,920	77.04%
50	Puerto Rico	1,983	1,328	66.97%
51	Dist of Col	236	148	62.71%
52	Nevada	2,223	1,195	53.76%
Totals:	837,017	752,100	89.855%	

AMERICAN LEGION AUXILIARY NATIONAL HEADQUARTERS
8945 NORTH MERIDIAN ST., INDIANAPOLIS, IN 46260

SPECIAL MEMORANDUM
SERIES 2010-2011

DATE: May 10, 2011
FROM: Past Presidents Parley Committee
SUBJECT: Send Your Award Nominations To...

Unit Member of the Year: Submit report to National Chairman as stated on the form. Rita Navarrete, 328 Greenwich Rd. SW, Albuquerque, NM 87105 or can be emailed as an attachment to rnavarr@comcast.net.

Honoring Active Duty Servicewomen: Submit report form, with information to JoAnn Cronin, Vice Chairman, 925 Windsor Harbor Rd., Imperial, MO 63052 or be emailed as an attachment to croninjo@aol.com. *Clarification of Active Duty: Any servicewoman who is serving on active duty (including National Guard/Reserve) may be nominated.*

Nursing Scholarships Awarded: Number awarded and amount. Information to National Chairman Rita Navarrete, 328 Greenwich Rd. SW, Albuquerque, NM 87105 or can be emailed as an attachment to rnavarr@comcast.net.
Department Secretaries can email information.

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