



AMERICAN LEGION AUXILIARY

Department of Texas Program Engagement Plan AMERICANISM 2024-2025

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.
- Visit The American Legion's Flag Advocacy page at www.legion.org/flag for resources on flag etiquette and display questions.
- Contact and ask state and federal government representatives to support the flag amendment. To find your representatives, visit <https://www.usa.gov/elected-officials>.
- Encourage members to participate in and utilize Wreaths Across America patriotic curriculum. For more information, visit <https://learn.wreathscrossamerica.org/teach>.
- Recruit others to support the flag amendment by explaining what it is and why it is important. Sign up for The American Legion's legislative action alerts at <https://www.voterve.net/AmericanLegion/home> and follow the flag issues.
- Work with schools and organizations to promote Star Spangled Kids. For more information and resources, visit <https://member.legion-aux.org/Member/Committees/Americanism/How-to-Promote-Star-Spangled-Kids>.

Increase participation in the Americanism Essay Contest.

The Americanism Essay Contest topic for 2024-2025: "What Does America the Beautiful Mean to Me?"

- Encourage Junior members and family members to participate in the essay contest.
- Work with school administrations to identify guidance counselors, and English and history teachers whose students would be interested in participating.
- Contact youth organizations to identify potential youth for participation in the contest.
- Provide all interested students with information packets explaining contest rules, deadlines, topics, and award opportunities.
- For details on the Americanism Essay Contest, visit <https://www.legion-aux.org/americanism-essay-contest>.

Participate in the promotion of The American Legion Americanism programs.

Support American Legion Baseball:

- Support, sponsor, or donate to an American Legion Baseball team.
- Assist with the logistics of transportation, concession, and statistics for the teams.
- Contact local sports shops and ask if they would be willing to make donations toward a fundraiser or offer a discounted price to purchase needed items.
- Attend events in Auxiliary attire and network with prospective Legion Family members.
- For more information and resources, visit www.legion.org/baseball.

Support the Oratorical Contest:

- Help prepare your post home to sponsor a local or district contest.
- Volunteer to assist as a judge or timekeeper.
- Offer to help with refreshments.
- Provide transportation for candidates.
- Help recruit candidates at local schools and community organizations.
- Attend events in Auxiliary attire and network with prospective Legion Family members.
- For more information and resources, visit www.legion.org/oratorical.

Support Junior Shooting Sports, which promotes gun safety and marksmanship training for youth:

- Volunteer to help out with scoring, supervision, or transportation.
- Assist in fundraising for events.
- Help recruit candidates at local schools and other organizations.
 - Contact JROTC.
 - Contact Civil Air Patrol Cadets.
- Attend events in Auxiliary branded attire and network with prospective Legion Family members.

- For more information and resources, visit www.legion.org/shooting.

Department Awards:

An award for the best overall Unit report. Report due to Department Chairman Sandra Ramirez by May 1, 2025.

Every Unit that submits a report will get a Certificate of Appreciation.

Deadlines/Important Dates

- Americanism Essay Contest: Winning essays are due to national division chairman by April 15.
- Unit Award: Most Outstanding Unit Americanism Program (per division) – submitted by 5 p.m. ET on June 1.
- Department Award: Best Department Americanism Program (per division) – submitted by 5 p.m. ET on June 1.
- Department Chairman Report due to National Committee: May 15.

2024-2025 Committee:

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