

2026 – 2027 AMERICANISM PROGRAM ENGAGEMENT PLAN

Serving:

DEPARTMENT OF TEXAS

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Facebook page: [ALA Americanism in Texas](#)

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

As a member of the American Legion Auxiliary, you should be knowledgeable on:

- Flag history
- Flag etiquette and proper disposal methods
- Promote observation of patriotic holidays in your community
- Encourage your community to look to the ALA for patriotic & Americanism information
 - Work with The American Legion to increase respect for the flag & how it should be flown
 - At schools and organizations, teach proper handling, displaying and respect for
 - The American Flag
 - Our National Anthem
 - The Pledge of Allegiance
 - Organize a patriotic holiday event or volunteer for local patriotic events wearing ALA 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.wreathsasscrossamerica.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.votervoic.net/AmericanLegion/home> and follow 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>
- Recognize and share important days & dates in our Country's history and our government.

Increase participation in the AMERICANISM ESSAY CONTEST

The Americanism Essay Contest topic for 2026-2027:

“How can you be a beacon of light for our veterans?”

- 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
 - TOPIC
 - AWARD OPPORTUNITIES



For details on the AMERICANISM ESSAY CONTEST visit <https://www.legion-aux.org/americanism-essay-contest>

Your Texas Education Committee is preparing a “packet” and/or brochure to use in promoting the Americanism Essay Contest. As soon as the details are made available from National, we will complete it and send it out to assist you in creating interest and excitement for this Essay Contest. It will be customizable specifically for your Unit and your community.

Participate in the promotion of The American Legion Americanism programs by SUPPORTING:



**AMERICAN LEGION BASEBALL
ORATORICAL CONTEST
JUNIOR SHOOTING SPORTS**

[Watch for timely details on these programs in bulletins]

DEADLINES & IMPORTANT DATES:

AMERICANISM ESSAY:

See Essay FLOW-CHART



END OF YEAR NARRATIVES due to PROGRAM CHAIRMAN on or before **MAY 15**

Remember: **Photos are WELCOMED & ENCOURAGED. They must be sent as separate pdf items**

AWARDS [UNDER REVIEW BY COMMITTEE]

All Units submitting a year-end narrative will receive a Certificate

Award will be issued for the Unit with the best year-long overall Flag program

Award will be issued for the best use of Facebook in promoting the Americanism program
(report with dated screenshots required with results)

Award will be issued for best “FAMILY” efforts as reported and submitted

Award for the District with the most Unit Essay submissions (report required)

Award for the UNIT with the best Essay plan and success reported

Award for the best overall Americanism Program by a Unit

Special Prize for Unit with best participation in Constitution Day September 17

National President Focus

[waiting to receive from National]

***My Country tis of Thee, Sweet Land of Liberty, of thee I sing;
Land where my fathers died, Land of the pilgrims' pride
From ev'ry mountainside Let freedom ring!***

***Our fathers' God, to thee, Author of liberty, to thee we sing;
Long may our land be bright with freedom's holy light;
Protect us by Thy might, Great God, our King.***

Reminder: Every unit can't do everything in every program. Each unit should choose what program(s) they will focus on and what activities within that program will be their goals for this year. With a large unit and many active members, you may pick several and be successful.

We wish you great success sharing the Americanism program with your community. Our committee is available to you with any information or assistance we can provide.

Please watch the bulletins and join our Facebook page for inspiration and for ideas and perhaps for last minute activities your unit can participate in for fun!



AMERICANISM KEY RESOURCES

- [Americanism Essay Contest Cover Sheet](#) *
- [Americanism Essay Contest Deadline Flow Chart](#) *
- [How to Promote Star Spangled Kids](#) *
- [Star-Spangled Kids Kits](#)
- [Let's Be Right on Flag Etiquette](#)
- [The American Legion's Flag Advocacy](#)
- [Citizens' Flag Alliance](#)
- [The American Legion's Action Programs of Americanism](#)
- [ALA's Americanism Facebook Group](#)
- [Wreaths Across America Educational Resources](#)
- [America the Beautiful Coloring Book](#)

**GIMME A "U"
GIMME AN "S"
GIMME AN "A"
'IT'S OUR USA'
GIMME AN "A"
GIMME AN "L"
GIMME AN "A"
'IT'S OUR ALA'
"TOGETHER WE ALL
WE ALL SAY:
ALA WAVES OUR FLAGS
ALA SHARES OUR LOVE
FOR THE USA
IT'S AMERICANISM
Y'AI I!"**

Our Mission: In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad.

For God and country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.

*attachments to this 4 page document



2026-2027 TEXAS AMERICANISM ESSAY CONTEST FLOW CHART

See rules and REQUIRED COVER SHEET

UNITS to schools

**Distribute essay COVER SHEET and INSTRUCTIONS
with Your REQUESTED RETURN DATE**

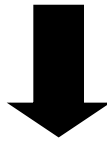


UNITS judge and select from

SUBMITTED ESSAYS – BUT SEND THEM ALL

Scan & Email to marty54@sbcglobal.net

On or before March 15, 2027



Department Americanism Committee

Selects from submitted UNIT essays

SENDS winners to National Divisional Chairman

On or before April 15, 2027



AMERICANISM ESSAY CONTEST

2027 CONTEST RULES

The American Legion Auxiliary's Americanism Essay Contest is for students in grades 3-12, including students with special needs, divided into six classes. One award in each class will be presented in each division. Winners will receive a \$50 check, and a \$50 donation in the student's name will be made to the Spirit of Youth Scholarship Fund.

Essay Title:

How can you be a beacon of light for our veterans?

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

1. The Americanism Essay Contest cover sheet must be filled out legibly and completely. Failure to do so will result in disqualification.
2. Departments (states) will determine the deadline for the local unit contests.
3. Essays will be due from the state department chairs to the Americanism Division chairs by April 15.
4. Essays received after the contest deadline will not be accepted.
5. Submissions become property of the American Legion Auxiliary. Through submission of an essay, contestants and their legal guardians grant non-exclusive reproduction and publication rights to the works submitted and agree to have their names and writing published for commercial use without additional compensation or permission.
6. The essay shall be the work of only one individual.
7. Use of AI in writing essays is not allowed. Essays will be checked for use of AI. Any essay determined to be 30% or more AI written will be disqualified.
8. Essays will be scored using the following rubric:
 - Word Count: 5pts.
 - Cover Sheet: 5pts.
 - Topic/Theme — Does the Essay Answer the Topic Question?: 25pts.
 - Content — Original Thought: 25pts.
 - Grammar: 10pts.
 - Clarity/Coherence: 10pts.
 - Organization — Introduction, Body, and Conclusion: 10pts.
 - Correct Word Usage: 10pts.

THE DECISION OF THE JUDGES SHALL BE FINAL.



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2027 COVER SHEET

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Essay Checklist:

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

To be completed by the student and parent/guardian:

* Please write legibly in ink.

Student Name: _____

Parent/Guardian Name: _____

Address (Street, City, State, ZIP): _____

Student or Parent/Guardian Email Address: _____

Phone: _____

Parent/Guardian Name and Signature: _____

School Name: _____

Teacher Name: _____

School City/State: _____

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

Sponsoring Unit Name/Number: _____

Signature of Unit Americanism Chair: _____

Unit Winner Due to Department on: March 15, 2027 Department: Texas

Signature of Department Chair: _____

Department Winner Due to National Americanism Division Chair by

April 15, 2027

Star Spangled Kids

Educating our children about American history is extremely important to our country's civic health. "Star Spangled Kids" is the American Legion Auxiliary initiative to educate our youth about United States history, Americanism, and the U.S. Constitution.

ALA Units sponsor Star Spangled Kids activities in conjunction with local schools and youth groups. Some activities include:

- [Americanism Essay Contest](#)
- Unit Citizenship Awards presented to children and youth who have demonstrated the ideals of the U.S. Constitution.
- Bringing Veterans or servicemembers to local schools and youth groups to talk about what their service means to defending the ideals of the Constitution.
- Distributing patriotic coloring books for children in primary grades.
- Celebrating Constitution Day (also known as Citizenship Day) on September 17, the day set aside each year to commemorate the signing of the U.S. Constitution.
- Distributing pocket copies of the U.S. Constitution for school children and/or ALA Junior Members.
- Encouraging high school-aged students to use their knowledge of the U.S. Constitution by participating in [The American Legion Oratorical Contest](#).