

## 2017 – 2022 American Legion Auxiliary Programs Action Plan Community Service

The Community Service program promotes the American Legion Auxiliary's visibility within our localities through our commitment to community, state and nation.

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What can you do?

1. Become visible within your community as a link to the veteran community. Get involved in community service projects to bring awareness of our mission to support veterans, service members, their families and the community.

### **IDEAS:**

#### **Member**

- Always wear your American Legion Auxiliary apparel or pin while volunteering in the community; it reinforces our brand promise by telling people who we are, what we do, and why we matter.
  - Note: If you are ordering anything with the ALA name or emblem from a source other than Emblem Sales, remember that a request first must be submitted through your department headquarters to National Headquarters for approval by the national secretary. Contact your unit for more information on this process.
  - Reach out to local ministers and first responders to indicate your willingness to be a designated responder for veteran families in need. Be sure to keep a list of veteran resources handy so you will be ready.
  - Get involved with your neighbors and those outside our Legion family by volunteering at your local library, food pantry, domestic violence shelter, senior citizen centers, assisted living centers, nursing homes.
  - Represent the Auxiliary as a member of local community boards and committees.
  - Volunteer with your local Meals on Wheels to deliver meals on days when they are typically closed (i.e. Christmas and Thanksgiving).

#### **Unit**

- Volunteer to organize or assist with your community's Veterans Day observance.
- Organize and participate in service projects for veterans, service members, their families and local community programs on ALA suggested days of service.
- Register service projects on websites, community forums and social media to attract other community members to participate in your service projects.

- Volunteer for local service projects and causes (walks, special events, etc.). Work with your post home to offer space and their participation in local service projects and causes.
- Sponsor and participate in activities at local libraries, senior citizen centers, assisted living centers, nursing homes, service projects and causes (walks, special events, etc.).
- Attend and represent the Auxiliary at special celebration events in the community such as holiday parades, grand openings of community facilities and community leader recognition ceremonies.

### **Department**

- Assist units and members with specific idea plans outlined above.
- Encourage members of your department to be leaders in their communities by including photos and stories from unit events in your department newsletter.

### **Community Service Reporting\***

#### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department, and are intended as an opportunity for mid-year correction. Each department Community Service chairman is required to submit a narrative report to the division Community Service chairman, plus copy the national Community Service chairman.

#### Year-End Reports

Annual reports reflect the program work of units in the department, and may result in a national award for participants if award requirements are met. Each department Community Service chairman is required to submit a narrative report to the division Community Service chairman, plus copy the national Community Service chairman. Members and units should follow their department's protocol and deadlines.

\*For deadlines and contact information, please consult the Annual Supplement to the 2017- 2022 Programs Action Plan or visit the Community Service Committee page on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

### **As part of your narrative report, please include answers to the following questions:**

- Did members volunteer for or organize service projects for any of the ALA suggested days of service? If so, which days were most successful for offering service projects?  
Did you have any challenges?
- What types of community service activities and/or projects were done in your department?

## **Community Service Awards**

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the award's materials and guidelines section.
- 3) Submit as indicated in the Annual Supplement to the Programs Action Plan. National Report and Awards Cover Sheet, deadlines, and Community Service committee contact information may be found on the Community Service committee page on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
  - A. Unit Award Most Outstanding Unit Community Service Program
    - Award: Citation Plaque
    - Presented to: One unit in each division (5)
    - Materials and Guidelines:
      - Include pictures and newspaper articles.
  - B. Department Award: Best Department Community Service Program
    - Award: Citation
    - Presented to: One department in each division (5)
    - Materials and Guidelines:
      - Each entry must be typewritten in narrative form.
      - Include pictures and newspaper articles.

## **Additional Resources You Can Use**

1. See your national Community Service Committee page of the national website:
  - ALA Service Not Self Volunteer Toolbox
  - How to Partner with Organizations for Community Outreach
  - How to Mobilize Community Support for Those Who Serve
  - How to Serve on National Days of Service
2. ALA suggested days of service:
  - 9-11 National Day of Service and Remembrance (observed annually on Sept. 11)
  - Make a Difference Day (observed on the fourth Saturday of Oct.)
  - Veterans Day (observed annually on Nov. 11)
  - Martin Luther King Jr. Day of Service (observed on the third Monday of Jan.)
  - National Volunteer Week (usually the third week in April)
3. Your national Community Service committee members (see Community Service program page on the national website or Annual Supplement for contact information)
4. The national Community Service Committee Facebook group, search "ALA Community Service"