

Dear ALA Leaders,

June was another productive month across the organization as we prepared for National Convention, supported programs across the country, and continued advancing key operational priorities. With ALA Girls State season in full swing, convention planning entering its final stages, and preparations underway for the upcoming membership year, teams across National Headquarters remained focused on supporting members and delivering services that strengthen our mission.

One of the highlights of the month was the 2026 National Veterans Creative Arts Festival in Columbia, South Carolina. The festival brought together more than 120 veterans from across the country and served as a powerful reminder of the impact creative arts can have on healing, recovery, and connection. The Auxiliary is proud to support this program, and it was inspiring to see the talent and resilience of the veterans who participated.

June also marked the height of ALA Girls State season, with 46 programs completed by month's end. Across the country, thousands of young women gained firsthand experience in government, leadership, and civic engagement through one of the Auxiliary's most impactful programs.

At the same time, staff continued preparing convention materials, supporting membership services, advancing communications initiatives, and laying the groundwork for a successful start to the 2026–2027 administrative year.

Below are June's highlights and updates across the divisions.

Highlights

- **National Veterans Creative Arts Festival celebrates veteran resilience:** More than 120 veterans participated in the 2026 National Veterans Creative Arts Festival, showcasing the impact of creative arts programming in supporting recovery, growth, and community.
- **ALA Girls State season reaches its peak:** Forty-six ALA Girls State programs concluded by June 30, providing leadership and civic engagement opportunities for thousands of young women nationwide.
- **National Convention preparations continue:** Key convention deadlines are approaching, including July 20 for proposed Constitution and Bylaws amendments, Aug. 1 for delegate strength determination, and Aug. 11 for submission of proposed Constitution, Bylaw, and Standing Rules changes.

- **Strong digital engagement continues:** ALA Girls Nation social media platforms experienced exceptional growth, while National Headquarters social media and eNews channels maintained strong engagement across multiple campaigns and initiatives.
 - **Mission Training dates announced:** Locations and dates for the 2026–2027 Mission Training cycle have been finalized, with registration opening Sept. 2.
 - **ALAMIS upgrade nearing completion:** Membership staff continued work on a significant ALAMIS system upgrade designed to improve long-term functionality and member services.
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Programs

National Veterans Creative Arts Festival

The 2026 National Veterans Creative Arts Festival in Columbia, South Carolina, was a tremendous success, celebrating the resilience and creative journeys of more than 120 veterans from across the nation. Through performances, exhibits, and community engagement, the festival highlighted the impact of creative arts programming in supporting recovery, growth, and connection while reinforcing the Auxiliary's longstanding support of veterans and the Department of Veterans Affairs.

Program Activity

- 46 ALA Girls State programs completed as of June 30
- 7 Good Deed Awards and 9 Youth Hero Awards distributed
- 636 Junior Patch Program patches awarded
- 2 Spirit of Youth patches awarded totaling \$45 in donations
- 122 hour bars awarded representing 82,950 hours of service

Year-End Totals

- 2,015 Junior Patch Program patches awarded with participation from 33 departments
- 55 Spirit of Youth patches awarded totaling \$2,600 with participation from 12 departments
- 33 Children of Warriors National President patches awarded totaling \$1,788 with participation from 13 departments
- 615 total award submissions received

Membership

Membership staff continued work on a significant ALAMIS system upgrade designed to improve functionality and support member services. While portions of the system were temporarily unavailable during the transition, the upgrade is nearing completion and ALAMIS is expected to return to normal operations shortly.

The division also continued supporting departments and members while preparing for the upcoming membership year.

Events & Education

National Convention

National Convention is quickly approaching, and members are encouraged to regularly visit the convention webpage for the latest information, schedules, and updates.

Important Upcoming Deadlines

- Proposed amendments to the National Constitution and/or Bylaws must be submitted to the National Secretary at natlsecy@legion-aux.org no later than **July 20, 2026**, in accordance with Article VII of the Constitution and Article XIV of the Bylaws.
- Department States Dinner ticket orders and information due: **July 31**
- Department delegate strength determined: **Aug. 1**
- Proposed Constitution, Bylaw, and Standing Rules changes due: **Aug. 11**

Amendments submitted after July 20, including those proposed from the convention floor, require a two-thirds vote of convention delegates and must be read during a convention session prior to the vote.

Mission Training & National Junior Meetings

Dates and locations for the 2026–2027 Mission Training cycle have been announced. Registration opens Sept. 2.

Upcoming locations include:

- Nov. 14 – Omaha, Neb.*
- Jan. 30 – Albany, N.Y.*

- Jan. 30 – Springfield, Ill.
- Feb. 6 – Atlanta, Ga.
- Feb. 6 – Las Vegas, Nev.*

*Events held in conjunction with The American Legion National Information Conference and SAL Regional Meeting.

National Committee Training

National committee member training for the 2026–2027 administrative year will be held Aug. 5. Participation is required for all committee members, and registration information will be distributed using the email address provided in committee applications.

Communications & Marketing

June reflected continued strong engagement across the Auxiliary’s communications channels, particularly surrounding ALA Girls Nation, USA 250 initiatives, and membership communications.

Auxiliary Magazine

The August issue of *Auxiliary magazine* was delivered July 6–12. Work is already underway on the November issue. Members with story ideas are encouraged to contact the magazine staff.

Blog

Top-performing blog content included:

- Symbolism of the 13 Folds of the U.S. Flag
- Help the Next Leader in Line Succeed
- Shop with Purpose Fundraising
- Children of Warriors National Presidents’ Scholarship

Social Media

ALANHQ Facebook

- 380,100 views
- 11,638 content interactions

- 36,314 followers

Top-performing content included USA 250 promotions, ALAMIS updates, and National Veterans Creative Arts Festival content.

ALA Girls Nation Instagram

Growth remained exceptionally strong leading into the 2026 session:

- 538,020 views
- 702 new followers
- 5,629 total followers
- 11,200 interactions

Several state announcement posts exceeded 20,000 views, while participant-focused content continued to generate significant engagement and watch time.

ALA eNews

- 271,877 emails sent
- 114,168 opens (42% open rate)
- 1,334 clicks
- 286,471 subscribers

Website

The website recorded:

- 44,324 total users
- 162,909 total views

The public homepage and member portal remained the most visited content areas, with registration, scholarship information, ALA Girls State, and ALA Girls Nation pages also generating significant traffic.

Top downloads included the ALA Membership Application, Unit Guide Book, Family Membership Brochure, Manual of Ceremonies, and Constitution & Bylaws.

While website traffic declined compared to the previous reporting period, much of the decrease is attributable to elevated traffic associated with National Poppy Day and Memorial Day activities during May.

Development

Member Benefits & Strategic Partnerships

Development staff continued managing existing member benefit partnerships while exploring new opportunities that provide value to members and support long-term organizational sustainability.

Work this month included contract development and review involving Legal Resources, Consumer Cellular, and Hello by Grouper.

Fundraising & Donor Stewardship

Staff developed new online donation pages and donor messaging supporting ALA and ALA Foundation funds while also managing communications related to the organization's payment processor transition.

Human Resources

Human Resources continues to support organizational priorities through preparation of salary, benefits, and budget projections for the upcoming fiscal year.

Additional responsibilities include administration of the 401(k) retirement plan, recruiting and hiring efforts, coordination of required background checks, and collaboration with external HR consultants on strategic initiatives and compliance-related projects.

Closing Note

As we move closer to National Convention, I want to thank the NEC, department leaders, volunteers, and National Headquarters staff for the tremendous amount of work that goes into making our mission a reality.

June's updates reflect an organization that continues to invest in leadership development, strengthen member services, support veterans and military families, and prepare for the future. Whether through ALA Girls State, the National Veterans Creative Arts Festival, National Convention planning, or the many behind-the-scenes efforts taking place every day, the work of the Auxiliary continues to make a meaningful difference.

Thank you for your continued leadership, partnership, and support. I look forward to seeing many of you in Tampa as we celebrate another successful year and prepare for the opportunities ahead.

Please do not hesitate to reach out with any questions, comments, or feedback.

Ben Hendricks

Executive Director

American Legion Auxiliary National Headquarters

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A Community of Volunteers Serving Veterans, Military, and their Families.

Veterans Crisis Line Dial 988 and Press 1