

May 2021 eNews & eBulletin



American Legion Auxiliary

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



ALA Academy Live

Using Poppy Funds
to
Serve Our Mission

Thursday, May 20
8 p.m. Eastern

National Poppy Day® is May 28! Learn more about using poppy funds

How can we do more to help those who serve? This question has been asked by our dedicated American Legion Auxiliary members since the organization's founding. Take part in this FREE upcoming webinar on poppy funds to see how you can be part of moving the mission forward:

Using Poppy Funds to Serve Our Mission **Thursday, May 20, at 8 p.m. Eastern**

Often, American Legion Auxiliary units wonder if their use of poppy funds falls within the revised guidelines set forth by The American Legion National Executive Committee in 2013 and 2014. This ALA webinar will raise awareness about [food insecurity in the military](#), as well as teach attendees how poppy funds can be used to lessen this urgent problem.

This webinar will help ALA members connect with pre-existing military food pantries nationwide, illustrate other necessities that poppy funds can be used for when working with active-duty military families, and share ways to connect with the military — even if you don't live near a military installation.

Snapshot view of what participants will learn in this webinar:

- Develop an understanding of how poppy funds can't and can be used (in that order).
- Develop an understanding of the prevalence and impact of food insecurity within military ranks.
- Develop an understanding on how poppy funds can be used for this problem of food insecurity.
- Share ways to connect with pre-existing “military” food pantries nationwide.
- Illustrate other necessities that poppy funds can be used for when working with active-duty military families.
- Share ways to connect with the military even if you don't live near a military installation.

Poppy funds don't have to be complicated. Sign up today for this webinar and see why. [Register today!](#)

Miss a previous course in the ALA Academy Live webinars? Log in with your member ID at www.ALAforVeterans.org/ALA-Academy to watch the recordings.

While you are waiting for the webinars, take the self-paced courses on [ALA Academy](#).

ALA Academy self-paced courses currently available:

- ALA 101
 - ALA Branding and Why it Matters to Me
 - ALA Communication Methods
 - Establishing an ALA Culture of Goodwill
 - ALA Fundraising
 - How to Deal with Conflict
 - ALA Leadership: Living Our Motto of *Service Not Self*
 - ALA Juniors eLearning Course
-



National Poppy Day Resources

We kicked off May with a Virtual National Poppy Day program. If you missed it, we will have an encore presentation of the program on Friday, May 28, at 2 p.m. Eastern on [Facebook](#). You can also watch it now on [Facebook](#) or on [YouTube](#). We invite you to share this video on your social media accounts, play it at your unit meetings, host viewing parties at your post home, etc.

Draw attention to your National Poppy Day events. We have new banners and posters available for download. Visit www.ALForVeterans.org for:

- [Banners](#)
- [Posters](#)

Get kids involved with National Poppy Day by distributing poppy coloring books, which can be [downloaded](#) or [purchased](#) from American Legion Flag & Emblem Sales starting at just 30 cents a book.



Help us spread poppy awareness on social media

We want to see how far we can get this poppy to go! Head to Facebook, Instagram, or Twitter and share, like, and comment on the Pass the Poppy posts. The more this poppy gets shared, the more awareness we can bring to our longstanding mission of serving veterans, military, and their families. Be sure to use [#NationalPoppyDay](#) [#AmericanLegionAuxiliary](#) and tag [American Legion Auxiliary National Headquarters](#).



Pay tribute to fallen warriors on Memorial Day

On Memorial Day, May 31, American Legion Auxiliary members will honor the men and women who fought for our freedoms. Please take a moment this Memorial Day to honor their sacrifices, pray for their families, and bow your head in recognition of their service. Wear a poppy on National Poppy Day®.



AMERICAN LEGION AUXILIARY
FOUNDATION

Help us reach our goal!

200 monthly donors
by
National Convention
2021!

Become a monthly donor and boost mission support

Help us reach our goal of 200 monthly donors by National Convention 2021! The life-changing impact on veterans, military, and their families with 200 monthly donors is unimaginable. Your monthly gift might put a roof over the heads of a veteran's family, provide a scholarship to an American Legion Auxiliary Junior member, or give a veteran the tools they need to heal from their physical and mental wounds through artistic expression. Please, start your [monthly gift](#) now, and change the lives of our nation's heroes forever!

[Start your monthly gift](#)



2020-2021 ALA scholarship winners announced

The 2020-2021 American Legion Auxiliary scholarship recipients have been announced for the Children of Warriors National Presidents' Scholarship, the Spirit of Youth Scholarship, the Non-Traditional Student Scholarship, and the Junior Member Loyalty Scholarship. For a detailed list, [click here](#).

Spirit of Youth

Madelyn Wynveen, Wisconsin
Rianna Garlic , New York
Rachel K. Johnson, South Dakota
Marley A. Rokas, Texas
Harlow Thomas, Hawaii

Children of Warriors

Mattigan Haller, Wisconsin
Alexis Marie Dorrell-Ruhl , Missouri
Taylor Thomas, Michigan
James Conner, New York
Benjamin Thomson, Pennsylvania
Benjamin Michael Sala, Jr., Delaware
Audrey Parrott, Minnesota
Rachel Herr, North Dakota
Grace Williamson, Colorado
Skylar Purdy, Arizona
Danielle Miller, Florida
River-Allen P. Carroll-Wilson, North Carolina
Lauren C. McClintock, Washington
Koen Ethan Overberger, New Mexico
William Sandy, Arizona

Non-Traditional

Lesa Jo Dingman, Michigan
Danette Smith, Washington, DC
Michelle Knecht, South Dakota
Janie Wilson, Alabama
Elizabeth A. Hunt, Washington

Junior Member Loyalty

Mica Allen, Indiana
Haley Christine Hills, Michigan
Alicyn Gormley, Massachusetts
Victoria Gorgoglione, New York
Kennedy Grover, Minnesota
Taylor Wagner, Nevada
Alyce Keys, Texas
Leah Boskovich, California
Isabella Couture, Arizona

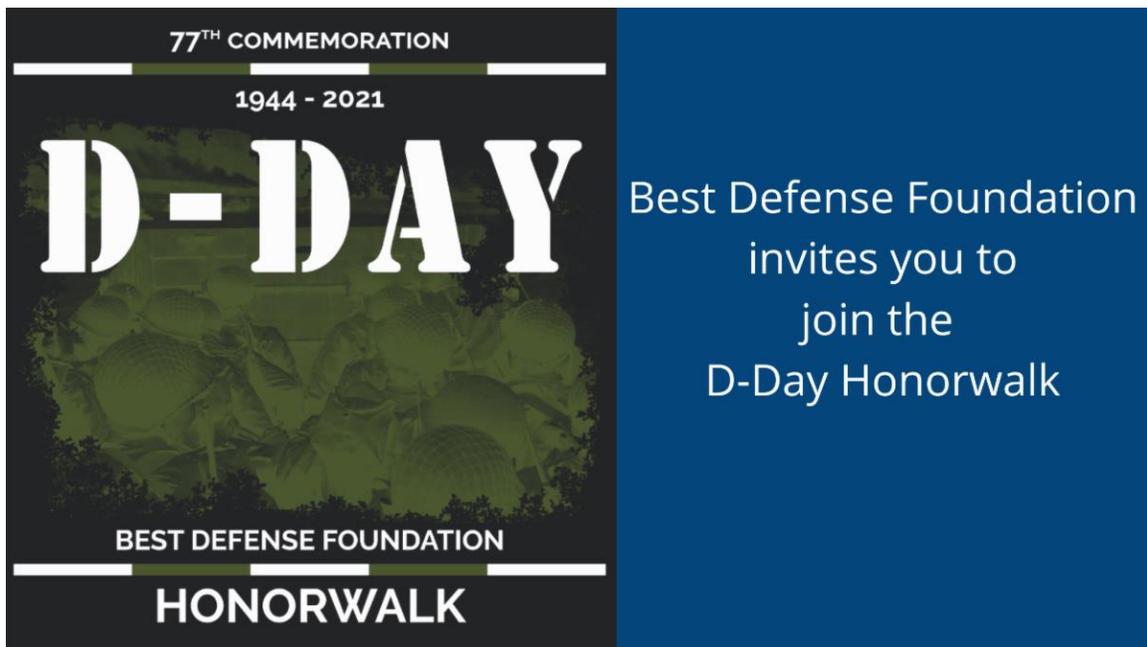


Exciting
Opportunities
for
Businesses!

BECOME A
SPONSOR

ALA sponsorship opportunities available

Are you a business owner looking for new customers and wanting to make a difference in the lives of our veterans, military, and their families? The American Legion Auxiliary would love to learn more about you and your business and discuss sponsorship opportunities with you! Sponsorships can benefit your company as well as the ALA through company mentions, podium time at events, networking opportunities, and company logo advertisements. [Learn more today!](#)

The graphic is split into two main sections. The left section has a dark background with a green, textured map of Normandy. At the top, it says '77TH COMMEMORATION' in white, followed by '1944 - 2021'. The words 'D-DAY' are written in large, bold, white letters across the middle. At the bottom, it says 'BEST DEFENSE FOUNDATION' and 'HONORWALK' in white. The right section is a solid blue background with white text that reads: 'Best Defense Foundation invites you to join the D-Day Honorwalk'.

D-Day Honorwalk

Join the Best Defense Foundation to mark the 77th Anniversary of D-Day in Normandy. On June 6, walk or run a 5K to pay tribute. The suggested distance is 5K (3.1 miles) because that is distance from Omaha Beach to Pointe Du Hoc. However, you may walk whatever distance you would like. [Sign up today!](#) ALA members will receive 15% off when they enter promo code: **ALA15**

Good to know

The May issue of **Auxiliary** magazine is arriving in mailboxes and is available online. In this issue, you'll learn about recruiting for the entire American Legion Family, how to get creative with poppy distribution, and much more. Did an article stand out to you, or did you learn something new from this issue? [Let us know!](#)



Flag Day is June 14. Government and businesses can buy flags/equipment from [American Legion Flag & Emblem Sales](#), an approved entity that can sell flags and flag display equipment to government agencies at the federal, state, and local levels. American Legion Family members can help raise awareness about the American Legion Auxiliary and generate revenue for the Legion Family by encouraging government and businesses to buy USA-made flags and flag equipment from Emblem Sales. Any VA facility, company, church, civic organization, or the public can buy flags and flag items from [Emblem Sales](#).

Learn about branding The American Legion Family. Our branding game has been adapted to make it American Legion Family friendly, adding in the Family emblems and changing the wording and logos used throughout to be more encompassing. The senior member version includes 22 logos of well-known company/organization brands, while the Juniors/Sons version has 22 logos but with brands that appeal to a younger target audience. [Download](#) the documents to play. Everyone walks away from this game as winners!

Does your ALA unit host a regular carry-out dinner night? Consider inserting these flyers in the takeout boxes! They're convenient, fillable PDFs with an efficient 3-up design for easy printing on a home computer. You can also take them to your local print shop so you'll always have extras on hand. [Log in to download the FREE file from the MyAuxiliary member portal.](#)



Need to renew your Auxiliary membership? Take care of your membership for 2021 in three easy ways: by phone, online, or mail. Go to www.ALAforVeterans.org, call (317) 569-4570, or mail in your renewal notice.

If you shop on Amazon, make sure you're using AmazonSmile. Through Amazon's charitable program, AmazonSmile, you can support the American

Legion Auxiliary Foundation. Simply sign in through this [special link](#) and select the American Legion Auxiliary. Amazon will donate 0.5% of every purchase you make to the ALA Foundation. It may seem small, but a little can add up to a lot.

New ALA Unit Guide Book now available for purchase and download. The revised version of the ALA Unit Guide Book is now in stock and ready to [order from American Legion Flag & Emblem Sales](#), where a portion of your purchase goes back to American Legion Family programs. The new Unit Guide is also available for [free download](#) in the MyAuxiliary member portal (log-in required).

The ALA in Numbers.

Facebook continues to be our top social media channel with more than 25,960 followers.

Instagram continues to grow. We currently have more than 2,165 followers.

ALA In the Know eBulletin

ALA In the Know eBulletin

Click [here](#) to stay updated with May reports and timely articles from ALA national committees, programs, and activities: ALA 100th Anniversary Committee, Americanism, Children & Youth, Legislative, Membership, and Public Relations.

Find our groups on Facebook

ALA Committee Facebook

Groups Discover what your fellow ALA members are saying in the committee Facebook groups! These easy-to-access forums provide an arena for organic discussion about your local programs or services and present the opportunity to cultivate brand awareness. [Find the list of groups here.](#)

On the ALA Blog



Using poppy funds to help our military families

Many of us go to the grocery store each week with our list in hand, buying all the food and drink essentials we need. We grab items off the shelf and put them in our cart without a second thought, going up and down the aisles until we have everything we need.

We easily swipe our card at the register without wondering how much money may be in our bank account and then head home to unload our groceries, well stocked for another week.

This isn't the scenario for everyone though.

Food insecurity is a major issue in our country, and sadly, it has worsened due to the COVID-19 global pandemic.



Junior Member Loyalty Scholarship recipient pursues career of service in physical therapy

Anisa Cornett, 20, a sophomore at Texas A&M University and an ALA

'It takes a strong person'

The life of a caregiver — whether for a spouse, parent, child, friend, or anyone — is hard.

Caregivers tend to not identify themselves as such. They are just doing the things that need to be done. Somewhere along the way, they tend to lose themselves in the process of spending all of their waking time caring for another.

May is Month of the Military Caregiver. Although this month is set aside to honor those taking care of others, caregivers know: There is no month off from what they do. In May, the American Legion Auxiliary honors our military caregivers, as well as others who are in a caretaking role.

Janine DeGusto Dougherty takes care of her 96-year-old mother, Pauline.



A closer look at life as a military spouse

National Military Spouse Appreciation Day honors the contributions, sacrifices, and support made by military

Junior Member Loyalty Scholarship recipient, has been an active member of the American Legion Auxiliary since she was a toddler. She began by participating in her unit's flag ceremony on Veterans Day and Memorial Day each year at age 5 and would only get more involved.

Upon attending the ALA Texas State Convention, Cornett would run and succeed in becoming the honorary department Junior secretary, honorary vice president, and eventually honorary president.

spouses. Always the Friday before Mother's Day, this day is set aside to recognize the impact military spouses have on our lives and our military communities. These silent heroes are essential to the strength of our great nation and their commitment helps keep our country safe and supported.

Meet American Legion Auxiliary member Amanda Ginter, member of Indiana Auxiliary eUnit 438, and military spouse to Sgt. 1st Class Adam W. Ginter.

Don't miss out on ALA member benefits!



ScriptSave® WellRx
Premier

The American Legion Auxiliary has partnered with [ScriptSave WellRx Premier](https://www.wellrxpremier.com/417) to give members and their families prescription discounts, medication management tools and nutrition guidance. With ScriptSave WellRx Premier, you receive an average discount of 65% with potential savings of up to 80% or more on brand-name and generic prescription medications* at more than 65,000 pharmacies nationwide. Prescription discounts are available for your entire family, including pets! Tools, such as pill and refill reminders, and medication interaction alerts are available on the website and free mobile app. The Grocery Guidance feature identifies foods aligned with your health goals and provides personalized food recommendations and allergy alerts, even if you are not using the program for prescription medication. Enjoy all the features of ScriptSave WellRx Premier at www.wellrxpremier.com/417 or log in to the WellRx premier app using Invite Code 417.

DISCOUNT ONLY – NOT INSURANCE Customer Care 800-407-8156

*Based on 2020 national program savings data

Save the date!



May – National Military Appreciation Month

May – Month of the Military Caregiver

May 15 – Armed Forces Day

May 20 – ALA Academy Live: Using Poppy Funds to Serve Our Mission

May 28 – National Poppy Day®

May 31 – Memorial Day

June – PTSD Awareness Month

June 6 – D-Day Anniversary

In honor of Mother's Day, tell us something special about your mom

“My mother taught me about poppies and what they represented. After Memorial Day, she would change out purses (white after Memorial Day) and she had many poppies on the strap of her purse—old and new from past Poppy Days of the American Legion Auxiliary in our hometown.”

-Jane McKnight, Kentucky

Legion Family News

Have you joined 100 Miles for Hope? If not, there is still time. The second annual American Legion 100 Miles for Hope runs through Sept. 6. The challenge encourages American Legion Family members and friends to regularly engage in wellness and fitness activities of at least 30 minutes in length. [Register today!](#)



On the Sunday of Memorial Day weekend (May 30) The American Legion will have a presence at the Indianapolis 500. Tony Kanaan will drive the No. 48 Indy Car for Chip Ganassi Racing and the car's paint scheme will feature The American Legion. [Learn more](#) about this partnership and how you can watch.



ALA Membership
Where does your department stand in Auxiliary membership? [Click here to log in and view the latest reports.](#)



Legion Family Merchandise
Show your support by buying from American Legion Flag & Emblem Sales. [Shop now](#)



The American Legion Legislative Alerts
The ALA supports the legislative agenda of The American Legion. [Get involved.](#)

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.

[Visit Our Website](#)