



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

Greetings, Fellow American Legion Auxiliary Members:

I am honored to welcome you to your 2024 American Legion Auxiliary Fall Conference! What a great opportunity to get together as we collectively work hard to serve our veterans, military, and their families.

This conference is always the right time to continue the forward momentum that began at the start of our 2024-2025 ALA administrative year.

As you continue working the mission at the grassroots level, we want to invest back in you — our units and departments — to help you be more successful in growing this organization. You are the fabric of America as an ALA member.

I'm excited to share with you the Department Excellence Initiative, which is divided into two parts. The first includes national president visits to departments to deliver content to help members have greater awareness, knowledge, and understanding on how we can impact our organization at the grassroots level.

The second part is the Department Merit Medallion. There are five established areas of focus:

- Achieve 85% membership benchmark goal by March 15, 2025.
- Submit department impact report.
- Governance excellence (Constitution & Bylaws annual review, board responsibilities, disciplinary process, meeting and voting authority).
- Financial policies and process (990 compliance, audit standards).
- Financial donation (American Legion Auxiliary Foundation Veteran Projects Fund, Auxiliary Emergency Fund).

If a department achieves all five, that department will be recognized. This content is all about our members and helping *you* in any way possible! I look forward to working with your department to invest back in our organization.

I hope you all have a wonderful Fall Conference!

A handwritten signature in black ink that reads "Trish Ward". The signature is written in a cursive, flowing style.

Trish Ward
2024-2025 National President