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Serving this year as Committee Members are Robin Burk & Sandie Eck

This years program is to promote our visibility within our communities through our commitment to Lighting the Way for Veterans at the community, state and national level.

We are going to do this by using the 5W's to work our way through this 2014-2015 community service program

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Our W's - Who we are, What we do, When we do it, Where to find us and Why we matter

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Our 1st W – **Who we are** – Well yes, we are the American Legion Auxiliary and next we add the world's largest patriotic women's organization. But! we still have people that say YEAH I think I've heard that name before. So this year we must work on BECOME VISIBLE by working with and inviting other organizations to join in our service projects. Promote the Auxiliary by always wearing our Auxiliary apparel and emblem pins when volunteering.

Wear shirts that include our name (American Legion Auxiliary) Unit identity, emblem and your name if you wish, hats, etc when volunteering.

National calls this our branding and there is a new Branding booklet on the National website. This branding booklet includes Emblem usage, the correct emblem colors, trademarks and copyright guidelines. Along with Photography and Video guidelines, Website design & Social Media guidelines. Be very careful and have everything approved through the appropriate channels to prevent embarrassment to our organization.

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What we Do – organize, deliver, and participate in service projects for veterans, service members their families and local community programs. See the Plan of Action for ideas.

2 things I would like to see us focus on this year would be:

organizing a Job Hiring event or a Health Fair activity

Make a Difference Day or Martin Luther King Day of Service would be a great time to present one of these or any time during this administrative year.

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When we do it – Any day, time or place but here is a list of suggested days. Please see the Plan of Action for a list of dates.

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Where to find us – Where else but out there volunteering in service projects, serving as a member on a local board, in walks for a cause, special event, celebration events, holiday parades, community ceremonies

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Our Final W – Why we matter? This question I leave to each of you to answer. I look forward to seeing those yearend reports where you answer this question.

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Let's talk about those very important Reports –

This year Community Service will have 2 reports request for information

Mid Year due by 12-1-14 These may be e-mailed to communityservice@alafll.org or mailed to my home address list in the POA

Year-End Unit reports due to District Chairmen on 4-15-15 & District reports due to Department Chairman on 5-1-15

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Department Awards – 3 this year

JAN C t H t h – multiple projects in the community -guidelines are in the ALA Dept of FL Unit Guide

My Personal Awards for this year:

h L ht A d- Plaque to District with most outstanding Health Fair or Job Hiring Event

Community Service Award – Plaque to the Unit with the most Outstanding overall Community Service program. The winner of this award will be forwarded to national

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National Awards – 5 this year

Community Service Award –

Community Service Award – recognition in a eBulletin on increase brand awareness- drawing

Community Service Award – best demonstration on how working the mission engaged, retained and attracted new members

Community Service Award – Best for the Year

Community Service Award – Best for the Year