

American Legion Auxiliary

2026-2027 Program Engagement Plan

Welcome to a new year of service, patriotism, and purpose through the American Legion Auxiliary Americanism Program.

Americanism is at the heart of who we are as an organization. It is an opportunity for every American Legion Auxiliary Unit to make a meaningful impact while proudly celebrating our nation's values, history, and heritage. As your Department Americanism Chairman, I am honored to serve alongside each of you as we work to promote patriotism, responsible citizenship, and a deeper appreciation for the freedoms we enjoy. My goal this year is to inspire greater participation and foster a renewed passion for all things American as we embrace our Department President's theme and the Americanism mission to **"Bring Back Her Glory."**

The future of our nation begins with our youth. By teaching respect for the American flag and proper flag etiquette, encouraging Constitution education, honoring our veterans, and sharing the traditions and values that unite us, we help develop future generations of proud, engaged, and patriotic Americans.

I encourage every Unit to make Americanism part of everything you do throughout the year. Whether you present flags at community events, invite Junior members to lead the Pledge of Allegiance, recognize businesses that proudly display the American flag, or incorporate patriotic activities into your programs, every effort helps strengthen the spirit of Americanism in your community.

This Program Engagement Plan has been created to provide ideas, resources, and tools to help your Unit succeed. I hope it inspires new opportunities to serve, encourages participation at every level, and reminds us that Americanism is more than a program—it is a commitment we demonstrate through our actions every day.

Thank you for your dedication to our veterans, our communities, and our country. Together, through service, education, and patriotism, we will continue to honor America's legacy and ensure its values are preserved for generations to come.

In Service,

Mary Fish

Department Americanism Chairman
American Legion Auxiliary, Department of Florida

Program Purpose

Americanism is more than a program—it is a promise.

It is our commitment to honoring the sacrifices of those who have defended our freedoms, preserving the values that unite us as Americans, and inspiring future generations to become responsible, engaged, and patriotic citizens.

As members of the American Legion Auxiliary, we proudly fulfill our mission of **M.A.S.H. – Mission Auxiliary Serving Heroes** by educating our communities, supporting our veterans, promoting patriotism, and strengthening respect for our nation's history, symbols, and ideals.

Every lesson we teach, every flag we present, every student we inspire, and every veteran we honor helps **Bring Back Her Glory** by renewing pride in American Flag and reminding our communities that **Success is the Only Option** when it comes to preserving the freedoms our heroes fought to protect.

Educate. Engage. Inspire.

Every Unit has the ability to strengthen Americanism within its community. Whether through classroom presentations, patriotic ceremonies, youth programs, or community partnerships, every effort contributes to preserving our nation's ideals.

Ways Your Unit Can Make an Impact

Every Unit is different, but every Unit can make a difference. Consider these ideas throughout the year:

- Host a Flag Etiquette presentation.
- Sponsor an Essay Contest participant.
- Visit elementary schools with the Flags for First Graders program.
- Participate in patriotic parades and ceremonies.
- Conduct a Flag retirement ceremony.
- Present classroom American Flags.
- Invite veterans to speak with students.
- Recognize businesses displaying the American Flag.
- Encourage members to proudly fly the American Flag at home.
- Share patriotic educational posts on social media.
- Work with your Unit Treasurer to budget for Americanism projects and awards.
- Track and report all Americanism activities throughout the year.

Measuring Success

Success is measured not only by reports, but by the lives we touch.
This year we hope to see:

- Increased Essay Contest participation.
- More schools participating in Americanism education.
- More Flag Etiquette presentations.
- Greater Junior member involvement.
- Increased community partnerships.
- More Americanism activities reported by Units.
- Increased participation in patriotic events across the Department.

Together We Can...

- ✓ Inspire patriotism.
- ✓ Educate future generations.
- ✓ Honor our veterans.
- ✓ Strengthen our communities.
- ✓ Preserve America's traditions.

Together, we will bring Americanism to life—not just on patriotic holidays, but every day through our actions, our service, and our commitment to our country.

Chairman's 6 Focus Initiatives :

H.E.R.O.E.S.

- **H – Honor** our Veterans and Active-Duty Service Members
- **E – Educate** Youth in Patriotism and Citizenship
- **R – Respect** the American Flag and Our National Symbols
- **O – Outreach** Through Community Partnerships
- **E – Engage** Every Unit in Meaningful Americanism Activities
- **S – Serve** with Purpose Every Day

2026–2027 Americanism Priorities

This year, I encourage every Unit to focus on five key priorities that support both the National Americanism Program and our Department mission.

Honor Our Heroes

Honor the service and sacrifice of our veterans, active-duty military, military families, and those who gave their lives defending our nation.

Objectives

- Support veterans through community recognition programs.
- Participate in Memorial Day, Veterans Day, Patriot Day, Flag Day, and Independence Day observances.
- Share stories of local veterans with schools and community organizations.
- Partner with the American Legion Family on patriotic events.

Educate Our Youth

Our future begins in today's classrooms.

Teach the next generation the importance of patriotism, responsible citizenship, respect for our nation's symbols, and appreciation for the freedoms they enjoy.

Objectives

- Increase participation in the Americanism Essay Contest.
- Visit local schools to teach Flag etiquette.
- Promote Constitution education.
- Utilize the Flags for First Graders and F.L.A.G. programs.
- Encourage Junior members to actively participate in Americanism projects.
- Partner with Scouts, JROTC, Young Marines, Boys & Girls Clubs, and other youth organizations.

Respect Our Flag

The American Flag represents the sacrifices of generations of Americans.

Let our communities look to the American Legion Auxiliary as the trusted source for proper Flag etiquette, display, history, and retirement.

Objectives

- Conduct Flag etiquette presentations.
- Promote proper Flag retirement ceremonies.
- Encourage businesses, schools, and families to proudly display the American Flag.
- Present classroom flags whenever possible.
- Observe patriotic holidays with dignity and respect.

Strengthen Our Communities

Americanism should be visible every day—not only during patriotic holidays.

Objectives

- Partner with schools, libraries, civic organizations, municipalities, and businesses.
- Participate in community events.
- Encourage civic engagement and responsible citizenship.
- Promote Constitution Week and patriotic education throughout the year.
- Recognize businesses and citizens who demonstrate outstanding patriotism.



Chairman's Challenge

One Unit • One New Project • One Lasting Impact

This year I challenge every American Legion Auxiliary Unit to complete at least **one new Americanism project** that reaches beyond your membership and into your community.

Your project may include:

- Hosting a Flag Etiquette presentation.
- Visiting a classroom.
- Sponsoring Essay Contest participants.
- Presenting classroom Flags.
- Honoring local veterans.
- Conducting a Flag retirement ceremony.
- Partnering with a community organization.
- Creating a new patriotic tradition unique to your town.

No project is too small.

Every effort honors our heroes.

Every project strengthens our communities.

Every member makes a difference.

Together, through **Mission Auxiliary Serving Heroes**, we will educate our youth, honor our veterans, strengthen our communities, and proudly **Bring Back Her Glory Through Americanism**.

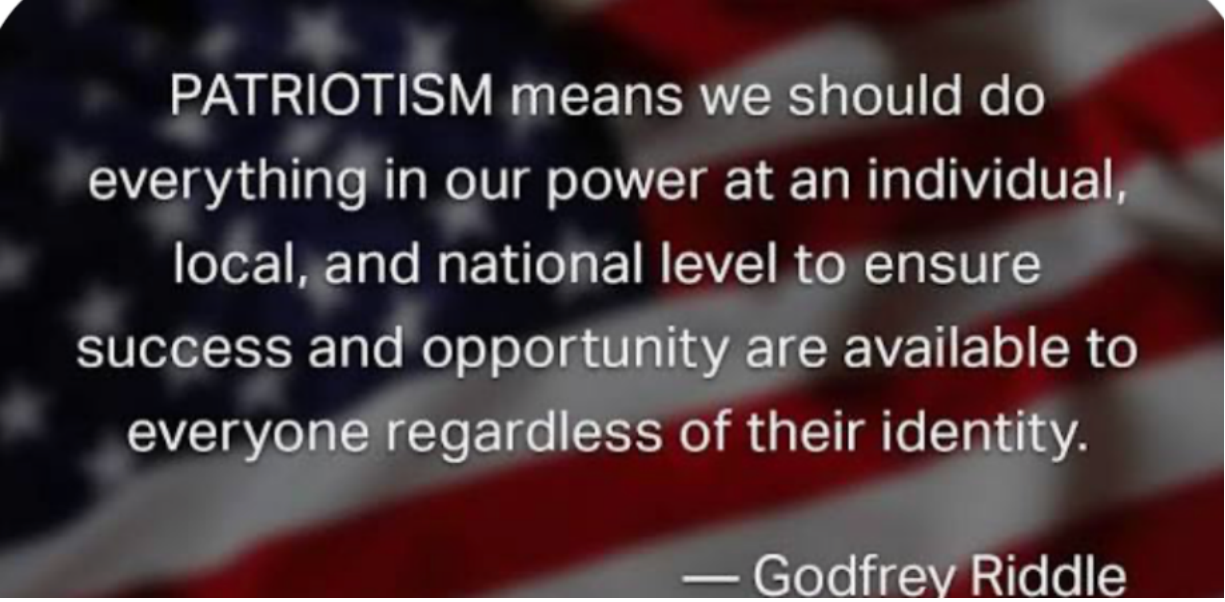
Because preserving our nation's heritage is too important to leave to someone else...

Failure Is Not an Option!!



Ways Your Unit Can Support the Mission

- Track and report all Americanism activities throughout the year.
- Develop an annual Americanism budget to support educational materials, classroom flags, essay awards, and patriotic programs.
- Visit schools to promote the Americanism Essay Contest and provide Flag etiquette education.
- Support Constitution Week activities and civic education.
- Participate in patriotic ceremonies throughout your community.
- Encourage voter participation through nonpartisan civic engagement.
- Subscribe to the American Legion Flag Alerts and Legislative Action Alerts.
- Recognize businesses that proudly display the American Flag.
- Encourage Legion Family members to display the American Flag at home.
- Support American Legion Baseball, the Oratorical Contest, Boys State, Girls State, and other American Legion Americanism programs.
- Utilize the **Flags for First Graders** and **F.L.A.G. Program** resources to educate young Americans.
- Share your Unit's accomplishments with your District and Department to inspire others and showcase the impact of Americanism across Florida.



PATRIOTISM means we should do everything in our power at an individual, local, and national level to ensure success and opportunity are available to everyone regardless of their identity.

— Godfrey Riddle

CHAIRMANS AWARD: “Bring Back Her Glory”

Department of Florida American Legion Auxiliary

Americanism Chairman's Special Contest 2026–2027

"Dear Old Glory..."

Bring Back Her Glory Through Americanism

Throughout our nation's history, the American Flag has stood proudly as a symbol of freedom, sacrifice, hope, and unity. She has flown over battlefields, schools, homes, memorials, and communities—witnessing both our greatest triumphs and our greatest challenges.

This year, I invite every American Legion Auxiliary member to pause and reflect on what Old Glory means to you.

Contest Prompt

Imagine the American Flag is one of your oldest and dearest friends.

Write her a heartfelt letter.

Share your memories, your gratitude, your hopes, and your encouragement. Acknowledge the challenges she has witnessed, but remind her why she still inspires millions of Americans today.

Most importantly, encourage her and others to "**Bring Back Her Glory.**"

Your letter should reflect the values of patriotism, service, faith, unity, and hope while honoring the sacrifices of the veterans who have defended everything she represents.

Whether your letter is inspiring, heartfelt, reflective, or deeply personal, let it come from your heart.

Ask yourself:

- What would you thank Old Glory for?
- What memories would you share?
- What would you tell her about today's America?
- How can each of us help restore the pride, respect, and unity she deserves?
- What gives you hope for America's future?

There are no right or wrong answers—only sincere expressions of patriotism and love of country.

Contest Guidelines

- Open to all American Legion Auxiliary members in the Department of Florida.
- Letter must be original work.
- Maximum length: **750–1,000 words**.
- Hand written and snail mailed.
- Include your name, Unit number, District, and contact information on a separate cover page.
- Entries will be judged on originality, creativity, sincerity, connection to the theme, and overall impact.

Judging Criteria

- Creativity and originality
- Emotional impact
- Patriotism and respect for the American Flag
- Connection to the theme "**Bring Back Her Glory**"
- Overall quality of writing

Chairman's Reflection

Old Glory has never given up on America.

Now it's our turn to remind her why America has never given up on her.

Through our service, our patriotism, and our commitment to **Mission Auxiliary Serving Heroes (M.A.S.H.)**, we can help restore the pride, respect, and unity that make our Flag a symbol recognized around the world.

I look forward to reading your letters and seeing the many unique ways our members choose to encourage our oldest friend.

Together, we will continue to **Bring Back Her Glory**.