

How to Mobilize Community Support for Those Who Serve

The American Legion Auxiliary is well-positioned, due to our history and reputation, to mobilize our communities in support of veterans, servicemembers and their families. Units and departments should closely examine the needs of their communities and organize programs either of their own initiative or in cooperation with The American Legion or other organizations to cultivate a patriotic community. Cultivating patriotism in the community involves acknowledging our country's military history, saying "thank you" to veterans and servicemembers and supporting with practical and tangible services and supports the servicemembers, veterans and their families who have sacrificed for our freedom.

Blue Star Salute:

With history traced back to the World Wars, a Blue Star Service Banner signifies that a loved one is serving in the Armed Forces. Each blue star represents one family member serving. Banners are available with up to five stars. If the servicemember is killed or dies while deployed, a smaller golden star is placed over the blue star.

Blue Star Banners can be purchased through Emblem Sales. Blue Star Banners can be presented to family members with deployed loved ones year-round without ceremony, or you can hold a Blue Star Salute. The American Legion offers a comprehensive guide to planning a Blue Star Salute event as an Armed Forces Day Celebration (the third Saturday in May) on their website. This guide includes a sample timeline and schedule, talking points and remarks, as well as public relations samples. Certificates for servicemembers and family members also can be downloaded from the event planning page of The American Legion's website. Many of these certificate templates recognize the efforts of the entire Legion Family.

September 11th Commemoration:

The American Legion Family is dedicated to honoring the victims of the September 11 attacks. Members are encouraged to plan annual patriotic or memorial events in the community on that date so that the memories of the victims do not fade. For your ease, The American Legion offers a comprehensive guide to planning an "A Day to Remember" event to commemorate September 11, 2001, on its website. This guide includes a sample timeline and task schedule, talking points and remarks, ways to get local students and groups involved, and public relations samples.

