



## American Legion Auxiliary Department of Florida Community Service Program Engagement Plan (PEP) 2023 2024

American Legion Auxiliary – A Community of Volunteers Serving Veterans, Military, and their Families

The Community Service program promotes the American Legion Auxiliary's visibility within our localities through our commitment to community, state, and nation.

Making our communities better places in which to live is something Auxiliary members strive for each day across this country.

Community service is a very important role in what we do as a Unit to accomplish our goals for the American Legion Auxiliary. It helps get us noticed in our community.

Choose your projects carefully so that you can easily complete them in a timely fashion. And only take on as many projects your Unit can handle.

Become visible within your community as a link to the veteran community. Get involved in community service projects to bring awareness of our mission to support veterans, servicemembers, their families and the community #ringyourbell.

This year the American Legion has a new initiative which is Be the One

Community Outreach Examples: Be the One and be there with Bells on #ringyourbell

- ❖ Seek out veterans in need of basic housework / shopping /gardening
- ❖ Volunteer at your local library
- ❖ Volunteer at your local schools
- ❖ Volunteer at an animal shelter
- ❖ Volunteer to help with a community event
- ❖ Volunteer at a church food pantry
- ❖ Volunteer at your hospitals
- ❖ Volunteer at a food pantry
- ❖ Visit a local U.S. Department of Veterans Affairs facility
- ❖ Volunteer your Unit to participate in a stand down
- ❖ Represent your unit at a Veterans Day event or parade
- ❖ Partner with other local non-profit organizations (bring the ALA vision to them)
- ❖ Contact your local government on ways your unit can volunteer at local government community events



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### How to Partner with Organizations for Community Outreach

Many times, programs and projects held by the American Legion Auxiliary are held at the post with primarily members attending and volunteering. In an effort to promote patriotic community service activities and build community partnerships, units are encouraged to host events to raise community awareness of what we do while focusing on our national heroes. (It is encouraged not to use these events for membership recruitment purposes.) Always wear your American Legion Auxiliary apparel or pin while volunteering in the community; it reinforces our brand promise by telling people who we are, what we do, and why we matter.

### How to Partner:

- ❖ Reach out to local ministers and first responders to indicate your willingness to be a designated responder for veteran families in need
- ❖ Get involved with your neighbors and those outside our Legion family by volunteering at your local library, food pantry, domestic violence shelter, senior citizen centers, assisted living centers, nursing homes
- ❖ Represent the auxiliary as a member of local community boards and committees.
- ❖ Volunteer with your local Meals on Wheels to deliver meals on days when they are typically closed i.e. Christmas and Thanksgiving
- ❖ Contact Habitat for Humanity for volunteer opportunities.
- ❖ Volunteer at local hospitals
- ❖ Seek out and volunteer with your local community organizations

### Possible Local Partners/Volunteers:

- ❖ Local churches
- ❖ Neighborhood Community Websites
- ❖ Veteran Nursing Homes
- ❖ Non-profit Organizations
- ❖ Veterans of Foreign Wars (VFW)
- ❖ Amvets
- ❖ Local Veterans Council
- ❖ Vietnam Veterans Association (VVA)
- ❖ Military Officers Association of America
- ❖ Local schools
- ❖ Habitat for Humanity
- ❖ Library

Unit:



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- ❖ Volunteer to organize or assist with your community's Veterans Day observance
- ❖ Organize and participate in service projects for veterans, servicemembers their families and local community programs on ALA suggested days of service
- ❖ Register service projects on websites, community forums and social media to attract other community members to participate in your service projects.
- ❖ Volunteer for local service projects and causes (walks, special events etc) Work with your post home to offer space and their participation in local service projects and causes.
- ❖ Sponsor and participate in activities at local libraries,
- ❖ Organize a care package packing party
- ❖ Volunteer your ALA unit to participate in a stand down
- ❖ Invite a Veteran from your post or the community to accompany you to visit a local school to explain Veterans Day
- ❖ Support veteran-owned businesses
- ❖ Don't forget to always thank veterans for their service

#### How to Participate in the 9/11 National Day of Service

9/11 Day, known formally as "Patriot Day," has been designated by Congress as a National Day of Service and remembrance to pay tribute to the victims of 9/11 through charitable service and good deeds.

The American Legion Auxiliary urges its members to participate in 9/11 Day. We encourage members to make an official pledge of service on the 9/11 Day of Service website. We then invite members to "pass It on!" and share their pledge with others through Twitter, Facebook or other means. By sharing your pledges of service with others, ALA members serve as role models who motivate and challenge others to serve. Participating in national days of service, such as 9/11, is a suggested activity within the ALA community service Program Engagement Plan (PEP).

#### Make a 9/11 Day of Service Pledge

To get involved in the 9/11 Day of Service, make a pledge to serve others on or around 9/11. You can participate in a volunteer activity or project of which are already a part and encourage others to join you. Or, you can organize a service activity specifically for 9/11 Day. Your service pledge can be as broad or as specific as you'd like, so long as it is in the spirit of service and remembrance.

#### Share Your 9/11 Day of Service Pledge with Others

ALA encourages its members to share their 9/11 day of service pledge on social media sites. We recommend Twitter and Facebook.

##### A. Share your pledge on Twitter:



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1. Visit [911day.org](https://911day.org) and make your pledge.
2. On the same screen as the pledge, scroll down to the header, “Help Us Grow the 9/11 Day Movement.” Select the share option.
3. “Pass It On!” by sharing your pledge on Twitter. Be sure to include the #911day and #ALA tags in your message to make sure your pledge is seen by others.
4. Search #ALA throughout the day on 9/11 to see how other ALA members are pledging to serve.
5. Be sure to follow @ALAFORVeterans to keep up with ALA via Twitter on 9/11 Day and every day.

Example Tweet: “I will sign up as an eMentor to help military spouses gain meaningful employment. What good deed will you pledge? 911day.org #911day #ALA”

Example Tweet: “I will read to kids on my military base next week. What good deed will you pledge? 911day.org#911day #ALA”

B. Share your pledge on Facebook:

1. Visit [911day.org](https://911day.org) and make your pledge.
2. On the same screen as the pledge sign up, scroll down to the header, “Help Us Grow the 9/11 Day Movement.” Select the share option.
3. “Pass It On!” by sharing your pledge on Facebook. Be sure to tag us by including ‘@American Legion Auxiliary National Headquarters’ and ‘#ALA’ in your post to make sure your pledge is seen by others.
4. ‘Like’ the ALA National Headquarters Facebook page at [www.facebook.com/ALAFORVeterans](https://www.facebook.com/ALAFORVeterans).

Example: “I will read to military kids on base next week. What will you do today? 911day.org @American Legion Auxiliary National Headquarters #ALA”

Report Your Impact

Unit Chairman report your 9/11 Comm Service hours to the District Community Service Chairman



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Martin Luther King Jr Day of Service

History:

In 1994, Congress passed the King Holiday and Service Act, designating Martin Luther King, Jr., Day (observed on the third Monday of January) as a National Day of Volunteer service. Instead of a day off from work or school, Congress asked Americans of all backgrounds and ages to celebrate Dr. King's legacy by turning community concern into citizen action. This day is often called the MLK Day of Service

Participating on this Day:

The intention of the American Legion Auxiliary is to promote patriotic community service activities and to build community partnerships. Our service on this day elevates our presence in the community while focusing on the needs of our national heroes. It is encouraged not to use this day for membership recruitment purposes, but to approach this holiday as an opportunity to serve veterans in accordance with our mission.

Need More Ideas:

ALA Committee Facebook Groups are spaces on the social media network for ALA members to discuss or share about broad or narrow topics related to each committee. Groups provide an arena for organic discussion about your local programs or services and present the opportunity to cultivate brand awareness.

This is a place to share service activities and events, ask questions, obtain information, and network with those interested in the American Legion Auxiliary Community Service program

<https://www.facebook.com/groups/110203022459992/>

Contact Community Service Committee: [CommunityService@ALAforVeterans.org](mailto:CommunityService@ALAforVeterans.org)  
ALA FL Community Service (FB Page)  
Community Blueprint Network (FB page)

Networking via social media on attending community events is a great way to introduce the ALA brand and #ringyourbell



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Year End Reporting:

Unit Chairman Year End report and narrative to District Chairman by 4/1/2024.

District Chairman Year End report and narrative to Department Chairman by 4/15/2024

Awards:

National

Unit Award: Most Outstanding Unit Community Service Program (per division)

- ❖ All unit entries must be submitted to Department Chairman via [electronic form](#) by 5 p.m. EST on May 1, 2024.

Please fill out the information as completely and accurately as possible. Award certificates will be completed using the information given on this sheet, so please be sure to complete the [electronic form](#) in its entirety.

Please refer to the webpage for the specific criteria such as photographs, narrative length, submission deadline, and point of contact. All awards will be mailed to the department office after ALA National Convention. Department presidents may wish to recognize award recipients by presenting them with the award at a department function.

**National Awards Form Link:** <https://www.legion-aux.org/National-Awards-Form>

Department of Florida  
Jan Croft "Hometown Award"

1. Cover Page

a. Name of award

b. Unit Name and Number

c. Location

d. Population of Town or City

2. Entry to be in a narrative form: double spaced, 8.5" x 11" paper, not to exceed 1,500 words, bound in a folder.

3. List all activities, hours spent, number of members participated, total value of projects.

4. Newspaper clippings, pictures, and flyers may be included of the report. d at the end.

5. Entries must be signed at the end of the narrative by the Unit President and Community Service Chairman.

6. Entries to be received by the Department Chairman no later than thirty (30) days prior to convention

9/11 Pledge - Department of Florida Chairman Award



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A certificate will be given one per membership grouping for the units that sign up the most people for the 9/11 pledge