AMERICAN LEGION AUXILIARY

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

October 2024 Issue #2

WATCH WHAT YOU POST

From a recent blog on the National ALA website:

The American Legion Family is nonpartisan -
Everyone is entitled to their political opinions, and The American Legion Family respects everyone's right to have their voice heard. But be careful not to mix your personal opinions with your affiliation in these organizations.

The American Legion Family does not support, oppose, or provide aid to any candidate or political party. Here are tips to stay nonpartisan:
• Don't endorse candidates as the American Legion Auxiliary, The American Legion, Sons of The American Legion, or American Legion Riders.
• Think before you post about politics on social media. If you are posting on an American Legion Auxiliary-related account, political posts are not allowed. We advise you to use caution on your personal account.
• If attending a political event, don't wear American Legion Family branded items that connects you to our organizations.
• If backing a particular candidate or party, do not use any American Legion Family organizations in connection to your endorsement.
• If hosting a Meet the Candidate night, invite all candidates of all parties.

Upcoming Events

Happy Birthday U.S. Navy
On October 13, 2024, the United States Navy will be 249 years old! The Navy birthday is celebrated with bell ringing, cake cutting, reading of the Chief of Naval Operations (CNO) and Secretary of the Navy (SECNAV) Birthday messages and singing of Anchors Aweigh.
Please, don't forget to share your American Legion Family's Navy Birthday Celebrations. #navybirthday

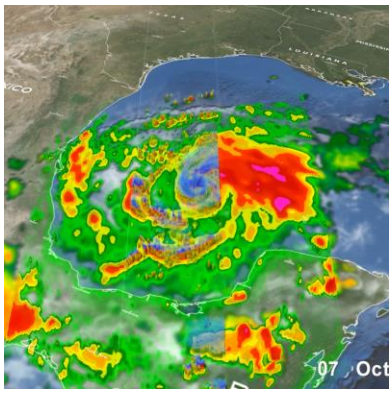
October 26 is the Day of the Deployed
A day to bring awareness and encourage others to support deployed service members and their families. #dayofthedeployed

Public Relations Top 3

1. Looking for inspiration or ideas, check out some hashtags on social media (two used above to get you started).
2. Use our hashtags when posting: #AmericanLegionAuxiliary #ALA Juniors #LegionFamily
3. Always proofread before posting.

When disaster strikes . . .
Remember the Auxiliary Emergency Fund

The Auxiliary Emergency Fund (AEF) is a national grant assistance program that provides hardship and disaster emergency assistance to eligible members of the American Legion Auxiliary of up to $3,000 as the result of an act of nature or other personal crisis. Get the word out to your members now.



The application can be found under the COMMITTEES tab and AEF after you sign into www.alaforveterans.org.

PUNCTUATION SAVES LIVES!
(AND SOMETIMES RELATIONSHIPS)

I like cooking my family and my pets.
I don't, I promise.

This should be corrected to:
I like cooking, my family, and my pets.
See the difference?

Let's eat children.
Let's eat, children.

What a difference a comma makes!
We are surely not eating children, are we??

This brings us to another topic we should be careful of - one question, one question mark, it can also apply when using exclamation points. Either may demonstrate irritation or unneeded urgency, and we don't want to sound inflammatory or offensive, NOR DO WE WANT TO YELL, do we?

Before submitting anything to the media, proofread your work. If you would like extra help, there are several free grammar checkers available, just ask Google.

Program Updates

- Our first Public Relations Quarterly Zoom meeting for Public Relations is October 16, 2024, at 7:30 pm EST we hope to see you there.
- Did you know that you can sign into www.alaforveterans.org and under the **Resources** tab, click on **Templates** section that you can use for your unit, county, or department's announcements? There are media, flyer & newsletter, and even stationery templates. If you need something, you can probably find it there – check it out next time you're scrolling! It will be worth your time!
- Under the same Resources tab, but this time under the Recruitment Tools section, you'll find the Public Relations Toolkit.

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Eastern Division – Sharon Knight, PR Chairman

Unit 102 Linden, NJ President Carolyn Frees presenting a certificate of appreciation to Pinho's Bakery for their continued support.

Public Relations is?

As we all know, Public Relations is to maintain a perception of our organization by always promoting all the amazing programs and events that the American Legion Auxiliary does regularly.

Something to never forget is that it's also expressing gratitude. Remember always to thank your supporters, and as you can see in the picture to the left, what's a better way to do that than with a certificate that they can proudly hang on their wall for everyone to see?

There are some certificates available online at:
www.legion-aux.org/Member/Certificates
or a CD is available for purchase at https://emblem.legion.org

Guitars For Vets

The American Legion Auxiliary Rumford, Maine Unit 24 is excited to support their President's project ~ Guitars For Vets ~ to harness the power of music and community to help ease the struggles of daily life for many men and women who have served our country so bravely.

American Legion Auxiliary Unit 24 at Musicians 1st Choice purchasing their first 5 guitars and cases. Left to right: Lynn McAloney, Steve Beaulieu, Owner Steve Jones, Dennis Moro. and Brenda Iames