



AMERICAN LEGION AUXILIARY DEPARTMENT OF IOWA

SERVING VETERANS, THEIR FAMILIES AND THEIR COMMUNITIES

Auxiliary Communique - Summer 2017

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Leadership

Vickie Klinkhammer, Department Vice President

With Unit, County, and District elections over, I know many stepped up to take on a Leadership role, some for the first time, some repeaters. A **Big Shout Out and Thank You** to all who took on this challenge for 2017-2018. As we all should know by now, Goal#3 of the American Legion Auxiliary Centennial Strategic Plan is to Develop Leadership at All Levels.

What has your unit, county, or district done to achieve this goal? Have you encouraged individuals to step forward and take on a leadership role? Have our seasoned leaders been mentoring our new and upcoming leaders? Have we been rewarding these

leaders for a job well done through recognition at your unit, county, district, and department levels? If not, why not? Many times that is all that is needed, a pat on the back for a job well done. Sure, there may be glitches here and there, but we are all human, mistakes can be made but we go on, that is Leadership. We need to continue to encourage members to come forward and take on a Leadership role so that we can attain our one million member goal by our 100th Anniversary in 2019. Will you become a leader and be a part of this goal? I hope your answer is YES, when asked to take on a Position or Leadership role for the American Legion Auxiliary.



Chaplain's Corner

Mary L. Sebben, Department Auxiliary Chaplain
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Lest we Forget...

I hope everyone remembered our veterans, our military and their families on one of America's most cherished patriotic observances, Memorial Day. This remains a day of honoring those who died defending our freedoms. We must never forget their service and sacrifice. We must also give thanks and honor to those who continue to service in our military here and around the world. Let us pray every day for their safety and well-being.

John 15:13 says "Greater love has no one than this, that one lay down his life for his friends."

As we go into the summer months and enjoy all the freedoms this great country provides us, let us remember that it was because of the service and sacrifice of many and the ultimate sacrifice of many in defense of those freedoms.

American Legion Auxiliary 2019-20 Centennial Strategic Plan

Vision		Enduring Core Values and Mission				
<p>In the spirit of Service, not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families; both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace and security.</p> <p>Core Values</p> <ul style="list-style-type: none"> Our statement of values is predicated on our founding purposes: <ul style="list-style-type: none"> Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty. Service to God, our country, its veterans and their families. Tradition of patriotism and citizenship. Personal integrity and family values. Respect for the uniqueness of individual members. Truthful, open communication in dealing with the public and our members. Adherence to adopted policies and rules. 		<p>Mission</p> <p>Our statement of values is predicated on our founding purposes:</p> <ul style="list-style-type: none"> Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty. Service to God, our country, its veterans and their families. Tradition of patriotism and citizenship. Personal integrity and family values. Respect for the uniqueness of individual members. Truthful, open communication in dealing with the public and our members. Adherence to adopted policies and rules. 				
Goal 5	Goal 4	Goal 3	Goal 2	Goal 1	Goal 1	
With The American Legion, Build Brand Loyalty	Strengthen Departments and Units	Develop Leadership at All Levels	Create an Internal Culture of Goodwill	Enhance Membership Strength	Enhance Membership Strength	
Strategies	Strategies	Strategies	Strategies	Strategies	Strategies	
<ul style="list-style-type: none"> A. Define our brand identity and promise B. Build awareness and preference for the ALA brand C. Recognize brand loyalty and excellence in promotion of The American Legion Family Brand D. Invest in internal and external marketing communications 	<ul style="list-style-type: none"> A. Build capacity of all Departments B. Collaborate with Departments in developing innovative ways to improve organizational and financial performance C. Support the Departments in the development of their Strategic Plans D. Optimize mission delivery 	<ul style="list-style-type: none"> A. Remove barriers for considering and selecting leadership B. Define expectations and build leadership capacity C. Invest resources in identifying and developing leadership D. Reward innovative leadership recruitment and development practices -- Complete & Ongoing 	<ul style="list-style-type: none"> A. Enable members at all levels to demonstrate goodwill to internal and external audiences. B. Define, cultivate, sustain, and implement best practices to fulfill the ALA's Core Values C. Build trust within the American Legion Auxiliary and with The American Legion D. Excel at communication -- Complete & Ongoing 	<ul style="list-style-type: none"> A. Invest in opportunities to attract, engage, and retain members B. Engage and strengthen membership that represents the diversity of our U.S. military C. Expand alliances to create multiple pathways to serve D. Excel at communication -- Complete & Ongoing 	<ul style="list-style-type: none"> A. Invest in opportunities to attract, engage, and retain members B. Engage and strengthen membership that represents the diversity of our U.S. military C. Expand alliances to create multiple pathways to serve D. Excel at communication -- Complete & Ongoing 	

Achieving Goals 5, 4, 3, and 2 will lead to success in achieving Goal 1

ALA Foundation awards grant to Des Moines VAMC's Creative Arts Festival program

By Mary Sebben

ALA Representative, Des Moines VAMC
On April 24, 2017, the ALA Foundation contacted the Department of Iowa that they had approved a VCAF grant award in the amount of \$2,500 to the Des Moines VAMC local veterans' creative arts festival program.

The mission of the American Legion Auxiliary Foundation is to positively impact the lives of our veterans, military, and their families by funding programs of the American Legion Auxiliary today and for future generations.

Nationwide, Department of Veterans Affairs Medical facilities use the creative arts as one form of rehabilitative treatment to help veterans recover from and cope with physical and emotional disabilities. Veterans from across the country who are

treated at VA facilities compete in a local creative arts competition which includes 53 categories in the visual arts division covering oil painting to leatherwork to paint-by-number kits; and, in addition, there are 120 categories in the performing arts pertaining to music, dance, drama, and creative writing. Nationally, a select number of winners then go on to attend the National Veterans Creative Arts Festival held each year.

The American Legion Auxiliary has played a key role since 2000 in the NVCAF as a co-sponsor of the event along with the Department of Veterans Affairs.

The Department of Iowa is proud to have played a part in obtaining the grant for the Des Moines VAMC veterans' creative arts festival program.

Promote and Brand your ALA Foundation Grant-Funded Project

Congratulations on receiving a grant from the American Legion Auxiliary Foundation! Now that you have the funds for your great project, let's be sure your community knows who provided this valuable service.

Why bother?

Because our mission matters. The American Legion Auxiliary can either get credit for the things our members do, or we can continue to work our mission of serving veterans, the military and their families and go unnoticed. Taking credit for our great work isn't bragging. Gaining recognition for the American Legion Auxiliary allows us to do even more mission outreach service.

What tools do we have to promote a positive ALA brand?

We have our name, our mission, initiatives and values, our visual identifiers (the emblem, official colors, etc.), and the talents, understanding, and hard work of the people who carry out all that we do – you, the dedicated members of the American Legion Auxiliary.

Ways to promote the ALA brand through your grant-funded project:

- If you are dedicating a structure, equipment or something else visible, hold a ceremony to officially present the gift to the receiving location/organization. If applicable, hold a ribbon-cutting ceremony to officially open and dedicate the structure/building/room. Take pictures, and invite the media. If the media fail to attend, write the story yourself and send it to news stations and newspaper offices.

- Write a news release to send to your local media announcing your project. Having trouble writing? American Legion Auxiliary National Headquarters can help (see contact information below).

- Use the labels and/or emblem sent by the ALA Foundation to affix to the donated item/structure so future users will know who provided it.

- Share your great news on social media through the personal accounts of ALA members and any official ALA accounts.

- Share information on your grant project with your department's Public Relations Committee chairman and newsletter editor.

- In all communications, be sure to fully spell out the official name of your unit on first reference: American Legion Auxiliary [Name, town] Unit [Number]. It is OK to shorten "American Legion Auxiliary" to "ALA" in subsequent references.

- Refer to the *ALA Public Relations Toolkit* and *ALA Branding Guide* found on the Marketing & Promotional Materials page at www.ALAforVeterans.org.

For help with any of these ideas, or to brainstorm others, we encourage you to contact the ALA NHQ Communications Division at 317-569-4500.

www.iowaala.org