



**AMERICAN LEGION AUXILIARY**  
**DEPARTMENT OF WISCONSIN**  
**2018-2019 Americanism Program Action Plan**

Linda Coppock, Department Chairman  
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Americanism and the 2014-2019 Centennial Strategic Plan – Promoting patriotism and responsible citizenship—help fulfill Goal 5’s brand promise by giving U.S. citizens a chance to participate in the American Legion Auxiliary mission by feeling patriotic and demonstrating support in an active, visible way.

**What is this program, and why does the Auxiliary have it?**

The Americanism Program promotes patriotism and responsible citizenship.

**What can units and members do?**

1. Be knowledgeable on flag history, etiquette and proper disposal methods and promote the observance of patriotic holidays so communities will look to the ALA for information.

**Ideas:**

- Publish flag etiquette tips in the newspaper and on social media.
- Communicate information regarding flag etiquette to members.
- Educate others on how to respect the flag.
- Model respect for the American flag at public events, such as parades and sporting events.
- Compile a list of patriotic holidays and events and share with members and the community.
- Walk/participate in parades as an American Legion Auxiliary unit.
- Volunteer for a local patriotic event.
- Sign up to receive notifications on when to display the flag at half-staff at [www.legion.org](http://www.legion.org).
- Assemble pocket flags to be distributed to deployed troops.
- Conduct or assist a flag disposal ceremony.
- Host flag awareness events and communicate information:
  - In schools
  - At the post home
  - At public functions
- Participate in local patriotic holiday events.
- Organize a patriotic holiday event.
- Encourage local businesses to fly a flag, especially on patriotic holidays.
- Encourage members to fly a flag.

2. Encourage members to vote and to support the amendment to protect the United States flag from desecration. The amendment currently reads, “The Congress shall have power to prohibit the physical desecration of the flag of the United States.”

**Ideas:**

- Vote and encourage others to vote.
- Take children/grandchildren when voting – many places have kid-related voting.
- Attend the annual ALA Washington DC Conference (see [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for details).
- Encourage members to contact state and federal representatives, asking them to support the flag amendment.
- Encourage members to participate in Get Out the Vote and Kids Voting USA campaigns.  
Guidelines: [www.legion.org/vote](http://www.legion.org/vote) and [www.kidsvotingusa.org](http://www.kidsvotingusa.org)

3. Increase participation in the Americanism Essay Contest. This year's theme is: **"How can we address and prevent veteran homelessness in our communities?"**

**Student Award:** Americanism Essay Contest

**Type of award:** Cash awards presented to six (6) students - one from each class.

**Materials and Guidelines:** The contest shall include six classes.

| <b>Class</b> | <b>Grade Level</b>          | <b>Word Requirement</b>                                  |
|--------------|-----------------------------|--|
| I            | 3 and 4                     | 150-250  |
| II           | 5 and 6                     | 250-300  |
| III          | 7 and 8                     | 350-400  |
| IV           | 9 and 10                    | 450-500  |
| V            | 11 and 12                   | 450-500  |
| VI           | Students with special needs | Word count should correspond with student's grade level. |

4. **Participate in the promotion of The American Legion Americanism programs.**

**Ideas:**

- Work with the Post, County and/or District Americanism Chairman.
- Support The American Legion Baseball program.
  - Help with statistics.
  - Work the concession booth.
  - Donate to a team.
  - Contact local sports shops and ask if they would be willing to make donations toward a fundraiser or offer a discounted price to purchase needed items.
- Support the Oratorical Contest.
  - Help prepare Post home to sponsor Post, County or District contest.
  - Offer to be a judge or timekeeper.
  - Offer to help out with refreshments.
  - Provide transportation for candidates.
  - Help recruit candidates at local schools and other organizations.
  - Contact history/speech teachers or debate coaches for possible speakers and/or assistance.
- Support the Junior Shooting Sports, which promotes gun safety and marksmanship training for youth.
  - Volunteer to help out with scoring, supervising or transportation.
  - Help recruit candidates at local schools and other organizations.
  - Contact JROTC at local schools.

### **Americanism Reporting**

#### **Mid-Year Reports**

Mid-Year reports reflect unit program work for the first half of the ALA year. Each Unit is asked to submit a narrative report to Department Americanism Chairman by **December 1, 2018**.

#### **Annual Reports**

Annual reports reflect the unit and members' Americanism work for the year. Photos of Americanism projects are encouraged to accompany the unit's annual narrative report due by **April 15, 2019**, to the Department Americanism Chairman.

**As part of the Americanism narrative report, please include answers to the following questions:**

#### **How did members/Unit**

- Promote the Americanism essays contest?
- Encourage support of the flag amendment?
- Promote the flag program?
- Promote patriotic holidays?
- Support The American Legion Americanism programs?
- Promote Americanism in the community?

## AMERICANISM AWARDS

**NOTE:** Please be sure each award entry includes a Cover Sheet and make arrangements for the return of materials in advance, if desired.

**Award:** Dorothy Pearl Most Outstanding Americanism Program

**Type of award:** Citation (National, a Plaque)

**Presented to:** One Unit Americanism Chairman who reports the most outstanding Americanism program targeted to children and youth

**Materials and Guidelines:**

- Entries must include the Award Cover Sheet located in this program plan.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- The entry may include no more than five pictures and five news articles.
- **Deadline: April 15, 2019**
- Send/email to Department Americanism Chairman, Linda Coppock, 608 Division St., New London WI 54961 or [beatrice2554@gmail.com](mailto:beatrice2554@gmail.com).

**Award:** Most Outstanding Overall Americanism Program

**Type of award:** Citation (National, a Plaque)

**Presented to:** One Unit Americanism Chairman

**Materials and Guidelines:**

- Entries must include the Award Cover Sheet located in this program plan.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
- **Deadline: May 1, 2019**
- Send/email to Department Americanism Chairman, Linda Coppock, 608 Division St., New London WI 54961 or [beatrice2554@gmail.com](mailto:beatrice2554@gmail.com).

## Additional Resources

### National Americanism Contact Information:

Beth McGinn, National Chairman  
Department of Delaware  
[beth1011@msn.com](mailto:beth1011@msn.com) ♦ 302-947-2984

Ann Buchanan, National Central Division Chrm  
Department of West Virginia  
[annbuch@aol.com](mailto:annbuch@aol.com) ♦ 304-654-9932

### National Americanism Committee Contact Information

[Americanism@ALAforVeterans.org](mailto:Americanism@ALAforVeterans.org)

1. Emblem Sales: [www.emblem.legion.org](http://www.emblem.legion.org) - flag education DVD: explains the history, significance, meaning, proper display and treatment of the U.S. flag. *Let's Be Right on Flag Etiquette* – a “question and answer” booklet on proper flag etiquette.
2. The American Legion Flag Advocacy: [www.legion.org/flag](http://www.legion.org/flag)
3. The American Legion's *Action Programs of Americanism* brochure: [www.legion.org/publications](http://www.legion.org/publications)
4. Capitol Building flags: To order flags flown over the Capitol, contact your congressional representative or senator or visit his/her website. Flags are available for a nominal fee; four to six weeks should be allowed for delivery.
5. The National ALA Americanism Program Plan ([alaforveterans.org](http://alaforveterans.org))
6. The Pocket Flag Project. [www.pocketflagproject.com](http://www.pocketflagproject.com). *At time of publication of the Programs Action Plan the pocket flags are \$90.00 per 300 flags (includes shipping).*

# AMERICANISM ESSAY CONTEST

**Essay Title:** " How can we address and prevent veteran homelessness in our communities?"

**Department:** 1st place winning entry in each class will receive \$50 from Department and will be forwarded to Central Division for further competition. 2nd place winning entry in each class will receive \$25 from Department and 3rd thru 5th place winning entries in each class will receive \$10.

**National:** One award in each of the six classes will be presented in each division. Winners will receive \$50 and a \$50 donation in the student's name will be made to the Children of Warriors National Presidents' Scholarship fund. National winners will be posted at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) at the start of September.

**Materials and Guidelines:** The contest shall include six classes.

| Class | Grade Level                 | Word Requirement   |
|-------|-----------------------------|--|
| I     | 3 and 4                     | 150-250  |
| II    | 5 and 6                     | 250-300  |
| III   | 7 and 8                     | 350-400  |
| IV    | 9 and 10                    | 450-500  |
| V     | 11 and 12                   | 450-500  |
| VI    | Students with special needs | Word count should correspond with student's grade level. |

**To Be Completed by the Student/Parent:**

**Student name:** \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Email address: \_\_\_\_\_

Phone: \_\_\_\_\_

School name: \_\_\_\_\_

School city/state: \_\_\_\_\_

Teacher's name: \_\_\_\_\_

**Teacher's signature:** \_\_\_\_\_

**Auxiliary Use Only (Must be completed for entry to be considered.):**

Sponsoring Unit Name/Number: \_\_\_\_\_

Signature of Unit Americanism Chairman: \_\_\_\_\_

**Unit winner due to Department on April 1, 2019**

**Department:** \_\_\_\_\_ **Signature of Department Chairman:** \_\_\_\_\_

**Department winner due to National Americanism Division Chairman by April 15, 2019**

Send to Linda Coppock, 608 Division St., New London, WI 54961 or email [beatrice2554@gmail.com](mailto:beatrice2554@gmail.com)



**American Legion Auxiliary  
Department of Wisconsin  
2018-2019 Americanism Award Cover Sheet**

*Send completed form to:*

**Linda Coppock, Department Chairman  
608 Division St., New London WI 54961  
Email: [beatrice2554@gmail.com](mailto:beatrice2554@gmail.com) ♦ Ph: 920-851-5811**

This cover sheet should be attached to each narrative submitted for a national award. 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 write carefully. All awards will be mailed to the Department office after national convention.

National committee sponsoring award: **AMERICANISM**

Type of Award:     District                       Unit

Name of the award you are applying for: \_\_\_\_\_

**Complete the following if you are applying for a District award:**

District # \_\_\_\_\_ Name of Department: \_\_\_\_\_

Name of District chairman: \_\_\_\_\_

Chairman's phone number: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Chairman's email address: \_\_\_\_\_

**Please complete the following if you are applying for a Unit award.** Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit # \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Unit president/chairman (circle one) name: \_\_\_\_\_

Phone number: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Email address: \_\_\_\_\_