



**AMERICAN
LEGION
AUXILIARY**



2nd District Newsletter-February 2024
President Sandy Mack

2nd District Officers

President: Sandy Mack
262-388-9816 smack0555@gmail.com
1st Vice: Donna Maly
920-210-3318 aladmaly@gmail.com
2nd Vice: Tammy Feller
262-685-7895 tfeller@mtlcraft.com
Secretary: Mary Montag
262-355-6467 thumpermon50@gmail.com
Treasurer: Mary Montag
262-355-6467 thumpermon50@gmail.com
Historian: Donna Auchue
920-520-0144 auchue.donna@gmail.com
Chaplain: Carol Stein
414-626-2408 caroljeannestein54@gmail.com
Parliamentarian: Amy Luft
414-651-7300 amyjluft@gmail.com
Sgt @ Arms: Eunice Seering
920-382-5776 euniceserring@gmail.com
Asst Sgt @ Arms: Shirley Krier
262-377-5026 shirleykrier43@gmail.com

Program Chairs

Americanism: Mary Petrie
920-261-8161 mmrtpetrie@charter.net
Community Service: Danie Wilson
920-207-3487 danie.wilson@gmail.com
Constitution/ByLaws/Standing Rules: Mary Montag
262-355-6467 thumpermon50@gmail.com Leadership:
Membership: Donna Maly
920-210-3318 aladmaly@gmail.com
National Security: Carol Szudrowitz
414-640-3176 carol43szud@gmail.com
Poppy: Cathy Brunnquell
262-377-0718 cathyb65@gmail.com
Public Relations: Pat Bruss
414-303-3834 patriciabruess@gmail.com
VA&R Shirley Krier
262-377-5026 shirleykrier43@gmail.com
Ways & Means: Dawn Rudey
920-485-0925 dawnrudey@yahoo.com
FB Administrator: Kristy Waksman
920-210-2356 kareuter19@gmail.com
C&Y: Tammy Feller
262-685-7895 tfeller@mtlcraft.com

.....**Sandy's Corner**.....

By now all units should have received their reporting forms. If not, visit the Department website www.amlegionauxwi.org, and open the tab for annual reports. These reports are due to Department Headquarters by April 15, 2024. I also need to receive each unit's year-end impact numbers report by April 15, 2024, so I can complete my reports.

2nd District is in 7th place in Membership. Our pup Sloane is slowing down and needs us to build his energy level back up. Every new member we bring in, builds his strength up. How can we get new members? Wearing our logo, ask friends, aunts, cousins, the clerk at the store, your Legion members, gatherings outside of your post, post articles in your newspaper showing your activities, advertise your events showing our logo, hold a new member drive, programs for kids which requires parents to also attend, fundraisers, blood drives and the list goes on. By now all units should be at 80% or higher. Contact Donna Maly if you need assistance.

2nd District Spring Conference invite has been sent out to all County and Unit Presidents.

March Madness out of the box mentoring. Let's change it up for our March meetings with an officer's position swap. Swap places with one officer at your meeting. Example: Vice President takes the Presidents position, maybe your secretary takes your Treasurer position and so on. I am asking that all current officers have reports or agenda's ready for whomever takes their position for the meeting. This is a great way to mentor.

**REMEMBER the fallen... HONOR those who serve...
TEACH our children the value of freedom.
For God and Country-God Bless America
"Together We Can Make a Difference."**

2nd District Public Relations

Congratulations to Madison Marsh, our new Miss America

Madison is an active-duty Air Force Officer (pilot), and student in the Harvard Public Policy program. How Inspiring! Her Patriotic Service to Country, Community, and her Foundation advocating research for Pancreatic Cancer portray her spirit of love and determination. She spreads positive messages through her actions, communications, and commitment to learning and leading “With passion”. What a great role model for all of us! Our goal with the Auxiliary Public Relations Program is to accomplish similar success as stated in the purpose of Public Relations on the Department Auxiliary Program website page.

Public Relations now has modern resources to aid our purpose such as social media and QR Codes. All of us can learn from the resources and guides on the amlegionauxwi.org Department of Wisconsin website. Under Programs, click the Public Relations tab. Our Department Chairman, Bob Shappell, has shared Resources and Information. This includes “How to Use a QR Code”. If you add a QR Code to flyers, posters, business cards, etc. it will send people scanning it directly to your Post or Unit’s website or the Department website as needed.

Other Resources listed include a Public Relations Checklist which outlines the process of Planning an Event. The last step in the process is to “Submit the Auxiliary Report” for the Event. If this is done throughout the year, doing the Annual Reporting (which is coming up), will be much easier. The Department Program Tab also alerts Units of some National Awards for which submission is due June 1st. They are:

- . Unit with the most Outstanding Unit Public Relations Program for Central Division
- . Unit Award for ALA Mission Focused Social Media Account

These are required to be submitted electronically on the National website with photos, documentation, PDF attachments, etc. You will need to use your Membership # to create a login to access them if you do not currently use the National website to pay dues or just to stay in the know.

I have seen several units in our District who have excelled in Projects that were publicized in newspapers, on Facebook, with flyers and signage, and had community involvement so why not share this to achieve recognition!

Start planning your submission now!

Pat Bruss
2nd District Public Relations Chairman



PUBLIC RELATIONS CHECKLIST

Name of Event _____

Date of Event _____

Chairperson(s): _____

8-10 Weeks Prior to Event:

- Finalize Date and Time
- Set advertising budget.
- Select and Book Event Venue
- Select and Secure Speakers
- Develop Media List
 - Newspaper
 - Radio
 - Television
- Develop Participant List
- Write Press Release
- Develop Posters/Flyers
- Add Event to Website
- Create Informational Email/Constant Contact
- Create Post for Facebook/Twitter

6 Weeks Prior to Event:

- Forward Press Release to Media Contacts
- Distribute Flyers
- Send Email Blast/Constant Contact
- Review Website Information
- Re-Post on Facebook/Twitter
- Secure Date for Pre-Event Photo Op
- Create Ad for Newspaper

4 Weeks Prior to Event:

- Invite Media to Event
- Draft Talking Points for Speakers
- Secure Photographer for Event
- Create Photo Shot List and Forward
- Place Ad in Local Newspapers
- Conduct Photo Op
- Conduct Live Radio/Television Interviews
- Re-Post on Facebook/Twitter

2 Weeks Prior to Event:

- Re-Post on Facebook/Twitter
- Send Final Email Blast/Constant Contact

1 Week Prior to Event:

- Confirm Media Invite

After Event:

- Submit Letter to Editor
- Send Thank You to Sponsor(s)
- Post Thank You on Facebook/Twitter
- Send Thank You to Media Contacts
- Review Advertising Budget
- Meet with Committee to Evaluate Event

MIDWINTER CONFERENCE

The Midwinter Conference was held January 20th, 2024, in LaCrosse. Department of Wisconsin President Maggie had wonderful projects for everyone to do in honor of our veterans. We did blanket tying, made Valentines Day cards, trinkets for food trays, socks of love and great conversations with members from different units. There were guest speakers, great information and a great conference. Focus was on VA&R, Membership & Reporting. Past National Commander Denise Rohan also spoke about the opportunity to Volunteer with the Selective Service System. View the site www.sss.gov and find out how you can help. When you register with the SSS, you're helping ensure a secure future for your community and the United States of America.





American Legion Auxiliary
2nd District-Facebook Administrator

What's Happening in your Unit?

The members of 2nd District would like to know what events are happening in your Unit. Send your flyers/articles/events to Kristy Wakeman at kareuter19@gmail.com. She will post them to the 2nd District Facebook page, after approval.

FB Administrator-Kristy Wakeman

American Legion Auxiliary
2nd District-Historian

Information Requested

Help us put together the award-winning 2nd District Historian book. 2nd District is always doing fundraisers for both the community and our Veterans. Let's share this information with others. I am asking that you mail or e-mail me, pictures of your event, newspaper articles, name of the event and where will the proceeds go. It's getting close to reporting time so forward this information while documenting your hours & donation amounts. Send to Donna Auchue at auchue.donna@gmail.com or call me with any questions.

Historian-Donna Auchue

2nd District
Community Service-Danie Wilson

What is community service?

There are many different ways to define community service.

Community service is work done by a person or a group of people that benefits others. It is often done near where you live. You do not get paid to perform community service.

Community services assist and aides communities through beneficial actions.

A few other words for community service are social work, public services, humanitarian aid, volunteer work and fundraising.

Community service can take many different forms whether that's collecting, teaching, volunteering, or recycling. Something that will inspire you to action.

Services are often divided into four different types of service.

Direct: action that happens in the presence of the people or place you want to impact.

Indirect: Service may be in the form of fundraising or collections for the person or thing to be impacted

Advocacy: we use our voices to speak up for or against an issue or solution.

Research: we collect data or survey groups to gather new information that requires action or informs.

Why is community service important?

- The importance of community service is that it connects us to the community by improving it, making it a better place to live.
- Community service raises, social awareness by helping us understand the needs of society and the population we are trying to help.
- Community service establishes contacts and friendships while having fun.

Ideas for community service.

Volunteer:

At a local animal shelter

At a food pantry

Read to veterans in rehabilitation homes.

Bake cookies and snacks for food pantries and homeless shelters.

Make birthday cards, valentines and fourth of July cards for kids in shelters.

Host a CPR class.

Help at the voting polls.

Help at schools for English second language children, practice conversation.

Indirect services:

Collect and donate school supplies, nonperishable food items.

Collect unused make-up and donate to domestic violence shelters.

Hold fundraisers for community needs, participate in community clean-up projects, organize the drives for food, clothing and school supply collection.

The dedicated American Legion Auxiliary units of the Mighty Second District have provided many services, direct and indirect, to their communities for the betterment of all.

Thank you for all your hard work and effort you dedicated to others in the name of this great organization.