



AMERICAN LEGION AUXILIARY DEPARTMENT OF WISCONSIN

2023-2024 Americanism Program Engagement Plan

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PURPOSE

The Americanism Program is to promote patriotism and responsibility citizenship.

DEADLINES/IMPORTANT DATES

- March 15th: Units select one winning Americanism Essay for each class and forward them to the Department Chairman.
- April 1st: Submit Americanism Award Cover Sheet with narrative for judging as Most Outstanding Unit Americanism Program to the Department Chairman.
- To be considered for a national award, the unit must submit their entry with a National Award Cover sheet to the Department Chairman. The National Award Cover sheet is included in this packet.

GET INVOLVED

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.
 - Work with The American Legion to increase respect for the flag in your community, including the proper way the American flag should be flown.
 - At schools and organization, teach proper handling, displaying, and respect for the American flag, as well as our National Anthem, and the Pledge of Allegiance.
 - Organize a patriotic holiday event or volunteer for local patriotic events in Auxiliary attire and network with prospective members.
 - To receive notifications on when to display the flag at half-staff, sign up at: [\[www.legion.org/sign-american-legion-flag-alerts\]](http://www.legion.org/sign-american-legion-flag-alerts).
 - Contact state and federal government representatives and ask them to support the flag amendment. To find your representatives, visit [\[www.usa.gov/elected-officials\]](http://www.usa.gov/elected-officials).
 - Recruit others to support the flag amendment by explaining what it is and why it is important. Sign up for The American Legion's legislative action alerts and follow the flag issues. [\[www.amlegionauxwi.org/legislative\]](http://www.amlegionauxwi.org/legislative).
 - Work with schools and organizations to promote Star Spangled Kids. For more information and resources, visit [\[member.legion-aux.org/How-to-Promote-Star-Spangled-Kids\]](http://member.legion-aux.org/How-to-Promote-Star-Spangled-Kids).

2. Increase participation in the Americanism Essay Contest.
 - 2023-2024 Topic is “What Does Freedom Mean to Me?”
 - Encourage Junior members and family members to participate in the essay contest.
 - Work with school administrations to identify guidance counselors and English and history teachers whose students would be interested in participating.
 - Contact youth organizations to identify potential youth for participation in the contest.
 - Provide all interested students, including home schoolers, with information packets explaining contest rules, deadlines, topics and award opportunities.
 - For details on the Americanism Essay Contest, visit [www.amlegionauxwi.org/americanism].

3. Promote The American Legion’s Americanism Programs:
 - a. American Legion Baseball (boys) and American Legion Softball (girls)
 - Support, sponsor, or donate to an American Legion Baseball and/or Softball Team.
 - Assist with concessions for the teams.
 - Assist with fundraisers to purchase needed items.
 - Attend events in Auxiliary attire and network with prospective Legion Family members.
 - For more information and resources, visit [www.wilegion.org].
 - b. Oratorical Contest
 - Help sponsor a local or district contest.
 - Volunteer as a judge or timekeeper.
 - Provide refreshments.
 - Help recruit candidates at local schools, including home schoolers, and other organizations.
 - Attend events in Auxiliary attire and network with prospective Legion Family members.
 - For more information and resources, visit [www.wilegion.org].
 - c. Shooting Sports
 - Volunteer to help.
 - Assist with fundraisers.
 - Help recruit candidates at local schools, including home schoolers, and other organizations.
 - Attend events in Auxiliary attire and network with prospective Legion Family members.
 - For more information and resources, visit [www.wilegion.org].

Resources:

- For suggestions on how to implement this program, please contact the Department Chairman listed at the beginning of this Program Engagement Plan.
- How to promote Star Spangled Kids [member.legion-aux.org/Americanism/How-to-Promote-Star-Spangled-Kids].
- Let’s Be Right on Flag Etiquette [www.amlegionauxwi.org/americanism].
- The American Legion Flag Advocacy [www.legion.org/flag].
- Citizen’s Flag Alliance [www.citizensflagalliance.org].
- Emblem Sales (comic books, bookmarks, etc.) [www.emblem.legion.org].
- ALA’s Americanism Facebook Group [www.facebook.com/groups/alaamericanism].



**American Legion Auxiliary
Department of Wisconsin
2023-2024 Americanism Award Cover Sheet for Units**

Send completed form to:

Diane Burkhalter, Department Chairman
409 briarwood Lane, Port Washington WI 53074
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burkhalterdl@gmail.com

Committee sponsoring award: **AMERICANISM**

Please fill out the information as completely and accurately as possible. Unit award certificates will be completed using the information given on this sheet, so please print legibly. **Due April 1, 2024.**

Provide the following, including the complete name of your unit, if you are applying for a Unit award at the Department and/or National level:

Unit # _____ District # _____ City Location: _____

Full official unit name: _____

Unit president/chairman (circle one) name: _____

Phone number: _____ ALA member ID#: _____

Email address: _____