

# Plan of Action 2011-2012



Kris Nelson  
National President



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National Parliamentarian

National Finance

Cavalcade of Memories

Past Presidents Parley

National Historian



## **HOW TO SHEETS INCLUDED IN YOUR 2011-2012 PLAN OF ACTION**

### **Advisory Committee:**

- Be an advisor at Unit meetings
- How To - Mentorship

### **AEF:**

- How to familiarize each Unit and Department with Auxiliary Emergency Fund (AEF)
- How to develop Department resources for AEF
- How to increase AEF donations

### **Americanism:**

- How to be a patriot
- How to increase awareness and participation in youth activities that support proper respect for our flag and loyalty to our country
- How to promote Auxiliary participation in The American Legion Americanism programs

### **Cavalcade of Memories**

- How to preserve the history and traditions of our organization

### **Children & Youth**

- How to develop, implement, and monitor programs and activities that contribute to the physical, mental, and emotional health and wellness of children and youth of military families.
- Ideas for How to respond to an explicit unmet need among military children and youth
- How to support the implementation of Children & Youth programs of The American Legion

### **Community Service**

- How to develop, implement and monitor community service activities that aid veterans, active-duty service members and their families
- How to develop, implement, and monitor community service activities that promote economic security for veterans, active-duty service members, their families, and the homeless veteran
- How to Organize a Job Fair for Veterans

### **Constitution & Bylaws**

- How to exercise your rights and duties as a good member
- How to be an effective parliamentarian in the American Legion Auxiliary
- How to obtain copies of National Constitution & Bylaws
- Reviewing and interpreting Constitution & Bylaws
- How to writing Standing Rules
- How to write a Resolution
- Sample Resolution

### **Education**

- How to focus attention on educational and scholarship opportunities for military children
- How to educate school administrators about unique mental health issues facing children of our military
- How to enhance respect for the sacrifices of our military heroes among school children by scheduling Veterans in the Classroom programs at your local school



**Finance**

- How to provide for compliance with IRS regulations to maintain nonprofit tax exempt status annually
- How to provide for financial stability by setting goals through the annual budget process.
- How to provide support for the mission-based programs and activities of our National Organization

**Girls State**

- How to utilize the Internet and social networking sites to increase visibility and viability of the Girls State program
- How to instill in all Girls State citizens a commitment of volunteerism and an awareness of the American Legion Auxiliary's mission
- How to continue to attract participants and grow Girls State programs

**Historian**

- How to write a department history

**Junior Activities**

- How to encourage participation in service projects that serve our military, veterans and their families
- How to promote the Children of Warriors National Presidents' Scholarship peer-to-peer
- How to empower our Junior members by seeking their assistance to increase the use of technology

**Liaison to the Child Welfare Foundation**

- How to provide financial assistance to educate the public about the needs of children across the nation.

**Leadership**

- Ideas to help you on your journey
- Tips for leading small Units

**Legislative**

- How to promote support of The American Legion priorities/agenda

**Membership**

- How to engage to retain current members
- How to attract new members

**National Security**

- How to develop, implement and monitor programs and activities that contribute to the practical and emotional well-being of military service members and their families

**Past Presidents Parley**

- How to establish a Past Presidents Parley in your Department
- How to mentor a new member
- How to host a national-level visitor to your Department

**Poppy**

- How to promote/circulate the history of the poppy and its significance
- How to increase unit poppy revenues.
- How to Increase the number of poppy makers



**Public Relations**

- How to effectively communicate ALA program information and project a positive image to the general public
- How to write a letter to the editor or an op-ed (opinion editorial)

**Veterans Affairs & Rehabilitation**

- How to bring awareness to the plight and ever-increasing number of homeless veterans
- How to raise funds for the National Veterans Creative Arts Festival (NVCAF)
- How to increase participation in Ride 2 Recovery (R2R) events
- How to increase volunteer services within a VAMC or outpatient clinic



## Message from Kris Nelson, 2011-2012 National President

Dear Fellow Auxiliary Members,

"In the spirit of God and Country, we serve veterans, military and their families." This is what the Auxiliary was founded to do and the words that I am asking all members to use when asking our family, neighbors and community members to join us in service. The theme that we will be using throughout the year is "Honor Their Service," always remembering that we are Auxiliary members because of a veteran in our family. Everything we do is to honor the service of our veterans, America's heroes.

I will have one wildly important external goal (WIG) this year: *"Through mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase."* National chairmen were challenged to keep this WIG in mind when making their plans for the year. Everything we do should be mission-driven:



service to veterans, military and their families. While serving, we should be inclusive and inviting to community members, encouraging those who care about veterans to join us in service. This will not only assure success in our mission; it will stop the membership slide and increase both members and non-members who care about veterans and want to join us in service.

Units and grassroots members have asked us to simplify our programs, to have fewer objectives and to share information with them to assist them in mission delivery. You asked—we listened! You will notice that there are very minor changes in the Plan of Action this year; by leaving the Plan the same as it was last year, we are offering our members consistency. We have added a

section of How To sheets that are user friendly, giving step-by-step directions to assist you in meeting each of the program objectives.

We are offering an alternative to units who do not feel that they have the resources to work every program. This year, we are introducing "pods." These are groups of like programs:

**Veteran/Military Support and Advocacy** – Legislative, National Security, Poppy, Veterans Affairs & Rehabilitation

**Membership Development** – Membership, Auxiliary Emergency Fund, Leadership, Public Relations, Long Range Strategic Planning, American Legion Auxiliary Foundation, Advisory

**Organizational Support** – Constitution & Bylaws, Finance, Cavalcade, Past Presidents Parley, Audit, Parliamentarian, National Historian

**Youth Development** – Children & Youth, Child Welfare, Juniors, Girls State

**Family Support Programs** – Americanism, Education, Community Service, National Chaplain

There is a How To sheet for each of these five pods that will allow units to complete one activity that encompasses all of the programs in the pod. Additionally, each pod will be adopting one unit and working with its members on these How To activities. The pods will be writing monthly bulletins sharing how the adopted unit is progressing and encouraging units across the country to participate in the same activity, sharing what was successful and what changes may need to be made to assure success.

We also looked closely at the ALA Impact Numbers Report (formerly known as the Consolidated Report) and are asking only for answers and impact numbers that will be reported to Congress and used to share our story: how we support veterans, military and their families. You asked—we listened! You are encouraged to attach a sheet to the ALA Impact Numbers Report sharing what your unit has accomplished this year—share your successes with us, including pictures, flyers, new clippings and anything that will show us what you accomplished.

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I will also have one wildly important internal goal this year: *“The American Legion Auxiliary will become an employer of choice!”* The purpose of this WIG is to solidify the teamwork between our national staff and our membership—educating our members of the difference between governance and management and to assure that our national staff are treated with respect.

Many of our programs depend on the financial generosity of our members. When planning your unit budgets, please consider donating to the national programs that depend on your support:

- Children of Warriors National Presidents’ Scholarship
- Auxiliary Emergency Fund
- National Veterans Creative Arts Festival
- Spirit of Youth Fund
- American Legion Auxiliary Foundation

National Finance Committee Chairman Nicole Clapp has included a donation form for your convenience that can be found immediately following the Finance Committee Plan of Action. Thank you for considering financial support to these programs.

This year, the financial point of emphasis (National President Project) that I have chosen is the American Legion Auxiliary Foundation. At the 2012 Awareness Assembly, the parade of checks will be for donations to the ALA Foundation. A donation form is included in this Plan of Action to assist you when making your donation to the ALA Foundation. Department presidents may wish to present the donation during the parade of checks at the 2012 Awareness Assembly.

I’d like to share with you that when sending appointment letters to members for the 2011-2012 national committees, I asked that they too consider donating to the above programs. Your national committee members responded to this request with more than \$10,000 in donations. My personal thanks goes to each of them for their generosity and support of our programs.

I hope that we have met your needs with this newly formatted Plan of Action, and I look forward to hearing about your successes throughout the year. I encourage you to share your stories within your communities when you serve our veterans, military and their families. Let your communities know what you do, and invite them to join you. If we follow this Plan, have fun when serving, and invite others to join us, we will: *“Through mission delivery, the American Legion Auxiliary will become so appealing to people who care about veterans that our membership will increase.”*

Thank you for your dedication to our mission.

God Bless,

Kris Nelson  
American Legion Auxiliary 2011-2012 National President

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### Message from Peggy Thomas, 2011-2012 National Vice President

Dear Fellow Auxiliary Members,

As we begin another Auxiliary year, we must commit ourselves to following the American Legion Auxiliary's mission. In the spirit of God and country, our mission is to serve our veterans, their families, and the active-duty military.

The second part of our mission is to support our national president in all of her endeavors. Kris Nelson has spent endless hours listening to your concerns and then working to help you implement the Plan of



Action. As is apparent, everything she has planned for the year is mission-driven. Membership will be at the top of her list. Without members, there is no one to carry out our mission. We ask only that you take the initiative in inviting members to join our organization. You should be prepared to answer their questions and give them meaningful reasons why we are the largest women's patriotic service organization in the world, and why they should join us.

The membership theme that will be used throughout the year will be "Honoring Their Service." We are all eligible for membership through the sacrifice of a loved one. Some had to pay the supreme sacrifice, and the best way of honoring their service is to carry on the mission of serving both God and country.

Read the Plan of Action carefully, and be familiar with it. Each chairman has prepared a "How To" sheet which will be very helpful on the grassroots level.

Another "Wildly Important Goal" is to make the American Legion Auxiliary an employer of choice. We will strive to carry out this goal and at the same time promote teamwork between National Headquarters staff and Auxiliary volunteers. We should educate ourselves on the difference between governance and management, and treat everyone with courtesy and respect.

Each of you do what you do because of love of country and your dedication to our mission. We ask only that you continue to do so, and others will want to join you!

Thank you for all that you do, and if I can assist you, please let me know. I stand ready to help.

Peggy Thomas  
American Legion Auxiliary 2011-2012 National Vice President

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# American Legion Auxiliary ANNUAL IMPACT REPORT ~ ALA by the Numbers 2011- 2012

*(previously known as the ALA Consolidated Report)*

**Note:** This report captures numbers only. There are sections for Members, Units, Counties/Districts, and Departments. Please see the accompanying **“How to Use the ALA Impact Report Form”** for further instructions, information on program narrative reporting, and reporting by program groupings, aka **“Pods”**. Program activity reporting, stories and pictures are optional for members and will be submitted on a separate form, the **“ALA Annual Program Narrative Report”**, and submitted to the appropriate program chairman.

Please complete the section you are reporting: **Individual Member, Unit, District/County, or Department**

## REPORTING YOUR IMPACT ON DELIVERING THE ALA MISSION

### Why do this? What does it matter?

The simplified ALA Impact Report has only a few questions. It's quick and easy, and very important. As a member of the American Legion Auxiliary, it is important you report your contributions to support the efforts of our international organization, the nation's largest women's patriotic service organization, whose purpose 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. Our collective impact matters!

The impact numbers reported from each member will be combined into a unit report; where applicable, the unit reports will be compiled into district or county reports; all units or counties/districts reports will be compiled into a department report; and the department reports will be compiled into a national report of total numbers that show the cumulative impact of everyone's work supporting the Auxiliary's mission. The national totals become the *ALA Annual Impact Report* which National Headquarters uses to broadcast the powerful impact of the ALA to the public, and which The American Legion reports annually to Congress. Adding up the efforts of every member results in a big impact! Please...report!

If you are unsure of how many or where to count your hours, use your best judgment; just be sure to only report your numbers one time in one place. If you want to report an activity you performed for which there is no impact category listed and you believe the activity serves the mission, include the information as a narrative attachment or use the **“ALA Annual Program Narrative Report”** to describe what you did.

### DUE DATES

Please use this form for your **YEAR-END REPORT**. There are specific deadlines in April and May, established at the unit, district/county, and department levels that precede the National Due Date of June 15<sup>th</sup> for reports from departments and national chairman. Contact your unit, district/county, or department for specific deadlines. When submitting your report, please copy yourself and another unit, district/county, or department officer.

*See also the “ALA Impact Numbers Tracking Worksheet”, an easy-to-use downloadable spreadsheet from our website on which you can record your hours throughout the year. The form can be used manually or electronically. The electronic version automatically sums your hours when you enter them.*

**COMPLETE THE APPLICABLE SECTION:**  
**(Individual Member, Unit, District/County, or Department)**

*American Legion Auxiliary*

## MEMBER Year-End Report

I am a member of Unit # \_\_\_\_\_, Unit Name \_\_\_\_\_

Department \_\_\_\_\_

My name \_\_\_\_\_

Here is what I did in the twelve months from \_\_\_\_ / \_\_\_\_ /2011 to \_\_\_\_ / \_\_\_\_ /2012:

- 1. My service for veterans** (Examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, helping National Guard Family Support Groups, supporting their needs lists; supporting adopt-a-military family projects; fundraising events at your unit or post, assisting with Ride2Recovery, training, planning and assisting with veterans job fairs, etc.)

Hours I volunteered: \_\_\_\_\_

Dollars I personally spent: \$ \_\_\_\_\_

Value of in-kind donations I requested and received: \$ \_\_\_\_\_

Number of Veterans I assisted: \_\_\_\_\_

Number of *Veterans in the Classroom* presentations I facilitated: \_\_\_\_\_

Number of new Home Service Volunteers I recruited: \_\_\_\_\_

Number of new Field Service Volunteers I recruited: \_\_\_\_\_

- 2. My service for active duty military** (Examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome home events, etc.)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of Servicemembers served: \_\_\_\_\_

- 3. My service for military families** (Examples include organizing and delivering hero packs, helping with service projects, providing child care, promoting ALA KIDDS – Kids in Danger of Depression or Suicide – or mental health awareness day, tutoring at school, distributing blue star banners, et al)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

**When completed, send to:** \_\_\_\_\_ by \_\_\_\_ / \_\_\_\_ / \_\_\_\_

(Get name and date from unit)

# UNIT Year-End Report

Unit # \_\_\_\_\_, Unit Name \_\_\_\_\_

Department \_\_\_\_\_

Unit President \_\_\_\_\_

Your Name (if other than president) \_\_\_\_\_

Your Email: \_\_\_\_\_

Here is what our unit did in the 12 months from \_\_\_\_ / \_\_\_\_ /2011 to \_\_\_\_ / \_\_\_\_ /2012:

- 1. Our service for veterans** (Examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events at your unit or post, assisting with Ride2Recovery, training, planning and assisting with veterans job fairs, etc.)

Hours volunteered (by members reporting): \_\_\_\_\_

Dollars we spent: \$ \_\_\_\_\_

Value of in kind donations requested and received: \$ \_\_\_\_\_

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in the Classroom* presentations facilitated: \_\_\_\_\_

Number of new Home Service Volunteers recruited: \_\_\_\_\_

Number of new Field Service Volunteers recruited: \_\_\_\_\_

Number of poppies purchased for distribution: \_\_\_\_\_

Dollars raised from the poppies distributed: \$ \_\_\_\_\_

- 2. Our service for active duty military** (Examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome home events, et al)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of US servicemembers served: \_\_\_\_\_

- 3. Our service for military families** (Examples include organizing and delivering hero packs, helping with service projects, promoting ALA KIDDS – Kids in Danger of Depression or Suicide – or mental health awareness day, providing child care, tutoring at school, distributing blue star banners, et al)

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

- 4. Scholarships our Unit presented:**

Number of scholarships presented/awarded \_\_\_\_\_

Dollar amount of local scholarships \$ \_\_\_\_\_

Dollar amount donated to Department scholarships \$ \_\_\_\_\_

**When completed, send to:** \_\_\_\_\_ by \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
(Get name and date from district or county, if applicable, or department)

# DISTRICT/COUNTY Year-End Report

District/County # \_\_\_\_\_ Department \_\_\_\_\_

Number Units \_\_\_\_\_ Number Units Reporting \_\_\_\_\_

District/County President \_\_\_\_\_

Here is what our district/county did in the 12 months from / \_\_\_\_ /2011 to \_\_\_\_ / \_\_\_\_ /2012:

- 1. Our service for veterans** *(Examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events at your unit or post, assisting with Ride2Recovery, training, planning and assisting with veterans job fairs, et al)*

Hours volunteered: \_\_\_\_\_

Dollars we spent: \$ \_\_\_\_\_

Value of in kind donations requested and received: \$ \_\_\_\_\_

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in the Classroom* presentations facilitated: \_\_\_\_\_

Number of new Home Service Volunteers recruited: \_\_\_\_\_

Number of new Field Service Volunteers recruited: \_\_\_\_\_

Number of poppies units purchased for distribution: \_\_\_\_\_

Dollars units raised from the poppies distributed: \$ \_\_\_\_\_

- 2. Our service for active duty military** *(Examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome home events, et al)*

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of US servicemembers served: \_\_\_\_\_

- 3. Our service for military families** *(Examples include organizing and delivering hero packs, helping with service projects, promoting ALA KIDDS – Kids in Danger of Depression or Suicide – or mental health awareness day, providing child care, tutoring at school, distributing blue star banners, et al)*

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

- 4. Scholarships our District/County presented:**

Number of scholarships presented/awarded \_\_\_\_\_

Dollar amount of local scholarships \$ \_\_\_\_\_

Dollar amount donated to Department scholarships \$ \_\_\_\_\_

**When completed, send to:** \_\_\_\_\_ by \_\_\_\_ / \_\_\_\_ / \_\_\_\_  
*(Get name and date from department)*

# DEPARTMENT Year-End Report

Department \_\_\_\_\_

Number Units in Department \_\_\_\_\_ Number Units Reporting \_\_\_\_\_

Department President \_\_\_\_\_

Department Secretary \_\_\_\_\_

Here is what our department did in the twelve months from \_\_\_\_\_ / \_\_\_\_\_ /2011 to \_\_\_\_\_ / \_\_\_\_\_ /2012:

- 1. Our service for veterans** *(Examples include hours volunteering at the VA, helping wounded warriors and elderly veterans at home, providing transportation, distributing poppies, recording veteran histories, raising money for the Veterans Creative Arts Festival, fundraising events at your unit or post, assisting with Ride2Recovery, training, planning and assisting with veterans job fairs, etc.)*

Hours volunteered: \_\_\_\_\_

Dollars we spent: \$ \_\_\_\_\_

Value of in kind donations requested and received: \$ \_\_\_\_\_

Number of veterans assisted: \_\_\_\_\_

Number of *Veterans in the Classroom* presentations facilitated: \_\_\_\_\_

Number of new Home Service Volunteers recruited: \_\_\_\_\_

Number of new Field Service Volunteers recruited: \_\_\_\_\_

Number of poppies purchased for distribution: \_\_\_\_\_

Dollars raised from the poppies distributed: \$ \_\_\_\_\_

Number of veterans who made the poppies: \_\_\_\_\_

*(not applicable for pre-assembled poppies you purchased from another source)*

Total amount paid to veterans who made poppies: \$ \_\_\_\_\_

- 2. Our service for active duty military** *(Examples include shopping for and preparing care packages, writing letters, contacting legislators, helping with US military or National Guard send-off and welcome home events, et al)*

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of US servicemembers served: \_\_\_\_\_

- 3. Our service for military families** *(Examples include organizing and delivering hero packs, helping with service projects, promoting ALA KIDDS – Kids in Danger of Depression or Suicide – or mental health awareness day, providing child care, tutoring at school, distributing blue star banners, et al)*

Hours volunteered: \_\_\_\_\_

Dollars spent: \$ \_\_\_\_\_

Number of military families served: \_\_\_\_\_

- 4. Scholarships our Department presented:**

Number of scholarships presented/awarded \_\_\_\_\_

Dollar amount of local scholarships \$ \_\_\_\_\_

Dollar amount donated to Department scholarships \$ \_\_\_\_\_

***Departments, when completed, email to:***

***Meetings@ALAforVeterans.org***

***by first Friday in June, (for 2012 June 1<sup>st</sup>)***

*Remember: this ALA Impact Report is separate from your Department President's Report and any Program Narrative Report(s) you or your department may be submitting.*

**See also: *available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)***

**How to Use the ALA Impact Report Form**

**ALA Impact Numbers Tracking Worksheet**

**ALA Annual Program Narrative Report**

**ALA Plan of Action**

**American Legion Auxiliary  
ANNUAL PROGRAM NARRATIVE REPORT  
2011- 2012**

**Program or "Pod":** \_\_\_\_\_

**Unit or "Pod" Name:** \_\_\_\_\_ **Unit Number:** \_\_\_\_\_

**Chairman or Person Reporting:** \_\_\_\_\_

**Email:** \_\_\_\_\_ **Phone:** \_\_\_\_\_

**Note:** This report is separate from the "**ALA Impact Report Form**" and is optional for Units, Counties/Districts, and Departments. Use this narrative form to report your program activity, stories and pictures showing activities that serve the ALA mission. You may submit this narrative report for any or all programs and by program groupings, aka "**Pods**". Submit this report to the appropriate program chairman or "Pod" chairman. **Please keep copies of everything you submit. Pictures and report materials will not be returned.**

**Note:** If preparing a "**Pod Report**" there is no need for separate program reports. For "Pod Reports", include the "Pod" name and "Pod" chairman, and email the report to the "Pod" Chairman.

**Due Dates:** Please use this form for your **YEAR-END REPORT**. There are specific deadlines in April and May, established at the unit, district/county, and department levels that precede the National Due Date of June 15<sup>th</sup> for reports from departments and national chairman or national "Pods". Contact your unit, district/county, or department for specific deadlines. When submitting your report, please copy yourself and another unit, district/county, or department officer.

**Narrative:** (you may attach/include as many additional pages and pictures as you wish)

# REPORTING YOUR IMPACT ON DELIVERING THE ALA MISSION

## How to Use the ALA Impact Report Form ~ *ALA by the Numbers* How to Use the ALA Narrative Report Form

The ALA Impact Report (formerly known as the ALA Consolidated Report) serves several important purposes: to report our collective ALA impact numbers to Congress, to share with the world what our members do, and to celebrate the successes of our Units and Departments. The information obtained is also used to annually review the impact, structure, and relevance of how we carry out our mission. To compile impact numbers that truly tell the world what the American Legion Auxiliary does, we need every member to report her service to her unit, and for each unit to complete a report.

### ***About the ALA Impact Report***

*previously known as the ALA Consolidated Report*

This report captures numbers only. There are sections for individual Members, Units, Counties/Districts, and Departments. Please complete the section you are reporting: Individual Member, Unit, District/County, or Department

Note: There is a worksheet to help you keep track of your service hours through the year at [ALAFORVETERANS.ORG](http://ALAFORVETERANS.ORG) that includes instructions for completing the report online. The report can be downloaded from the ALA's website and photocopied to share with members who prefer to track hours on paper.

### Why report these numbers? What does it matter?

The simplified ALA Annual Impact Report has only a few questions. It's quick and easy, and very important. As a member of the American Legion Auxiliary, it is important you report your contributions to support the efforts of our international organization, the nation's largest women's patriotic service organization, whose purpose 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. Our collective impact matters!

The impact numbers reported from each member will be combined into a unit report; where applicable, the unit reports will be compiled into district or county reports; all units or counties/districts reports will be compiled into a department report; and the department reports will be compiled into a national report of total numbers that show the cumulative impact of everyone's work supporting the Auxiliary's mission. The national totals become the ***ALA Annual Impact Report*** which National Headquarters uses to broadcast the powerful impact of the ALA to the public, and which The American Legion reports annually to Congress. Adding up the efforts of every member results in a big impact! Please...report!

If you are unsure of how many or where to count your hours, use your best judgment; just be sure to only report your numbers one time in one place. If you want to report an activity you performed for which there is no impact category listed and you believe the activity serves the mission, include the information as a narrative attachment or use the ***ALA Annual Program Narrative Report*** to describe what you did.

## How does this work?

Impact numbers are the dollars, number of volunteers, and number of veterans, military and families served. Members are encouraged to keep a log throughout the year of the hours that they serve. The ALA Impact Numbers Tracking Worksheet (described below) makes this part easy.

This ALA Annual Impact Report is a simplified “by the numbers” report. It is not program specific. When completing the annual Impact Report, please report “best-estimate” numbers that encompass whatever ALA mission-related activities you completed. Unit, district/county, and department treasurers can track donations or dollars used for mission-related activities.

Note: Only the narrative reports are program specific. Use the separate *Annual Program Narrative Report* for anything else mission-related that is not on the Impact Report.

MEMBERS and UNITS – By the deadlines specified at each level, MEMBERS send a copy of your ALA Annual Impact Report to your Unit President or designee. UNITS compile the numbers and send a copy of the ALA Unit Impact Report with your unit’s impact numbers only (no narratives) to your District/County Secretary or President (or, if your District/County has named a District/County Consolidated Report Chairman, send the impact report to her) or directly to the department if there is no district or county. Departments send the numbers to National Headquarters by the first Friday in June. (for 2012, June 1<sup>st</sup>.)

DISTRICT/COUNTY – Please begin communicating with your Units in early April to encourage them to each complete an ALA Unit Impact Report, along with a separate Program Narrative Report for each program for which the unit has had some activity. Even if a unit has only worked on a few programs, encourage them to report whatever numbers they can. Note: The ALA District/County Impact Report Form includes a section that requests the number of Units reporting.

District/County Secretaries or Presidents (or if applicable District/County Consolidated Report Chairman) need to add up the impact numbers for all units, complete the total compiled impact numbers from ALL Units in your District/County using a blank ALA Annual Impact Report form, include the number of Units reporting, and submit this ALA District/County Impact Report to your Department representative or secretary, by the due date your department establishes, generally about May 15<sup>th</sup>.

DEPARTMENTS – Department representatives need to begin communicating with your District/County Chairmen in early April to encourage them to contact each Unit requesting an ALA Unit Annual Impact Report with any separate narratives submitted via the *Annual Program Narrative Report* for any and all programs for which the units performed an activity.

Departments need to create your ALA Department Annual Impact Report that compiles the impact numbers for all the units, or Districts/Counties if applicable. The department’s representative needs to complete the total compiled impact numbers from all the units, or, if applicable, all the Districts/Counties in your Departments using the blank ALA Impact Report form and electronically submit your compiled ALA Department of \_\_\_\_ Annual Impact Report to National Headquarters by the first Friday in June (for 2012, June 1<sup>st</sup>) to: Meetings@ALAforVeterans.org

Note – If your Department donation figures differ from those on the reports submitted by your units or districts/counties (e.g. donations to VCAF, AEF, etc.) then report the numbers using the official donations that your Department submitted.

## The ALA Annual Impact Reporting Process At-A-Glance

You, important ALA member, volunteer and raise resources to “do the ALA’s mission” throughout the year, and record your service hours using the ALA Impact Numbers Tracking Worksheet



ALA Member reports volunteer service to Unit by Unit’s deadline (usually by May)



Unit president compiles its members’ numbers and sends Unit Impact Report to District or County (if applicable) or otherwise on to department



County/district president compiles its units’ numbers and sends Co/Dist Impact Report to Department by Department’s deadline (usually in May)



Appropriate department representative compiles numbers and sends to Meetings@ALAforVeterans.org by the first Friday in June



ALA National Headquarters compiles all the departments’ numbers and prepares the *American Legion Auxiliary Annual Impact Report ~ ALA by the Numbers* for The American Legion to submit to Congress, and shares impact with the Veterans Administration, media, and the public!

### Due Dates

Year-End Reports: Please use the *ALA Annual Impact Report* form for your **YEAR-END REPORT**. There are specific deadlines in April and May, established at the unit, district/county, and department levels that precede the final National Due Date of June 15<sup>th</sup> for reports from departments and national chairman. Contact your unit, district/county, or department for specific deadlines. When submitting your report, please copy yourself and another officer in your unit, district/county, or department.

Mid-Year Reports: You may use this form for your mid-year report at the discretion of your unit, district/county, or department. Just be sure to mark through the words “annual” and include the time period you are reporting

### What are In-Kind Donations?

In-kind donations are items or services donated to support ALA mission delivery. For example – non-cash donations such as phone cards, comfort items and snacks that you distribute or send to veterans or military servicemembers are in-kind donations. Estimate the value if you had to purchase these items or services yourself, and record the value as “In-kind donations” received.

### **About the ALA Annual Program Narrative Report**

Your stories, pictures, and other ALA mission-related activities are important. They are to be reported separately from the impact numbers. Your program activity reporting, stories and pictures are optional for members and will be submitted on a separate form, the **ALA Annual Program Narrative Report**, and submitted to the appropriate program chairman. This report is separate from the **ALA Impact Report Form** and is optional for Units, Counties/Districts, and Departments.

Use the narrative report form to report your program activities not included in the ~ ALA by the Numbers impact report. Using the **ALA Annual Program Narrative Report**, submit a narrative for any ALA program in which your unit, district or county, or department participated. Include pictures, stories, newspaper clippings, and flyers, news, and activity reports or anything that helps to share your success stories and shows activities that serve the ALA mission. The narrative need not be anything complicated. It can be as simple as a listing of what you did in each program, or you may attach as many additional pages and pictures as you wish. This is your message!

Everyone is encouraged to send their special stories and photos of how you carried out the mission through your program chairmen and/or Pod Chair to [ALAmagazine@ALAforVeterans.org](mailto:ALAmagazine@ALAforVeterans.org)

The Department Narrative Report must be forwarded to the appropriate National Program Chairman by the first Friday in June.

You may submit this narrative report for any or all programs and by program groupings, aka **“Pods”**. Submit this report to the appropriate program chairman or “Pod” chairman. (See below.)

Due Dates: There are specific deadlines in April and May, established at the unit, district/county, and department levels that precede the National Due Date of June 15<sup>th</sup> for reports from national chairman. Contact your unit, district/county, or department for specific deadlines. When submitting your report, please copy yourself and another unit, district/county, or department officer.

All due dates are based on when the numbers are due to National Headquarters and narratives are due to national program chairmen – the first Friday in June.

Retain copies! **Please keep copies of everything you submit. Pictures and report materials will not be returned once submitted to National Headquarters.**

### **Reporting by program groupings, aka “Pods”**

Note! If preparing a **“Pod Report”** there is no need for separate program reports. Each “Pod” has a chairman and a scribe. For “Pod Reports”, include the “Pod” name and “Pod” chairman, and email the report to the “Pod” Chairman. “Pod” Chairman will receive their instructions separately.

What are Pods? “Pods” are small groupings of similar programs. Many of our grassroots members have expressed being overwhelmed by the number of programs we have. But actually, when grouped together in groups of like-type programs – “Pods” – our programs become simpler to understand and easier to do. We have three main groups of “mission delivery” programs, and two main groups of “internal member/organizational support” programs. The American Legion Auxiliary National Program Pods are grouped as follows:

Mission Outreach – this Pod includes the national “external” program chairs:

1. Youth Development; Children & Youth, Child Welfare, Juniors, Girls Nation/Girls State
2. Veteran/Military Support and Advocacy; Legislative, National Security, Poppy, Veterans Affairs & Rehabilitation (VA&R)
3. Family Support; Americanism, Education, Community Service, National Chaplain

Member/Organizational Support – this Pod includes the national “internal” committee chairs:

4. Membership Development – ALA Foundation (ALAF), Membership, Auxiliary Emergency Fund (AEF) , Leadership, Public Relations, Long Range Strategic Planning, Advisory
5. Organizational Support – Audit, Constitution & Bylaws, Finance, Cavalcade, Past Presidents Parley, Parliamentarian, National Historian

The national “Pods” are new for 2011-2012. The goal is to simplify how members learn about, understand, and deliver our programs. The American Legion Auxiliary National President will be overseeing the implementation of the “Pods” approach to serving our mission, and the American Legion Auxiliary National Vice President will be the liaison to the “Pods”. Please see the Plan of Action and Leading National President Candidate Kris Nelson’s cover letter to the Plan of Action for further explanation.

### **ALA Impact Numbers Tracking Worksheet**

The American Legion Auxiliary’s website’s Member Resources section contains a host of useful information. There you will find there the ALA Impact Numbers Tacking Worksheet – a tracking form that is an easy-to-use downloadable spreadsheet on which you can record your hours throughout the year. The form can be used manually or electronically. The electronic version can be saved on your computer and automatically sums your hours each time you enter them.

Use the ***ALA Impact Numbers Tracking Worksheet*** form for conveniently tracking your hours for your annual ALA Impact Report. Using the worksheet will make completing the annual impact report a snap because your numbers are all there.