

**American Legion Auxiliary
Department of California
Americanism Program
2011-2012**

December 2011

Bulletin #4

Howdy Y'all,

With our mid-year meeting in Oxnard fast approaching I hope that you Unit Chairman out there have submitted a short supplemental to your District Chairman. Who will, in turn send me her consolidated report. This is a great way to see what you are doing. Sometimes we don't realize how much we've really accomplished until we start writing it down. If you haven't started yet that's OK. Please start now, it doesn't have to be elaborate, just something short and sweet.

So, this month I'd like to present you with a challenge. I know that many of our Units promote the Dept. Essay contest which I absolutely still want you to do. However, with our own PDP Melanie Taylor as the National Americanism Chairman I challenge you to promote both the Department and National Essay contests. Part of the mission of the Americanism program is to "Increase awareness and participation in youth activities that support proper respect for our flag and loyalty to our country." The 2011-2012 National Americanism Essay Theme is: "How Can I Show My Patriotism In My Community?"

- Promote Americanism Essay Contest in your local schools and other nonprofit organizations that promote youth education and development (examples of nonprofits you should be contacting in your community are local 4-H centers, YMCAs, Big Brothers/Big Sisters and Boys and Girls Club).
- Create information packets explaining contest rules, deadline dates, theme, and award opportunities.
- Work with school administration to identify guidance counselors, history teachers, etc., whose students would be interested in participating.
- If there is a local nonprofit in your city/town, reach out to youth program coordinators and provide them with the same packets and information that your schools received.
- Arrange for a day with the schools (preferably during a student assembly) to present the essay winners with their prizes. Provide a cash award and or a savings bond.
- Contact your local newspaper and ask if a reporter will attend the presentation.
- Contact essay winners' parents and ask if they would bring their child to your next Auxiliary meeting to read their essays. Provide refreshments afterward.
- Contact your local newspaper again and invite them to come hear the student read his/her essay.
- Be sure to include this information on your Unit report to your District Chairman.

National Essays are due to me, the Dept. Chair no later than April 13, 2012

Remember that Dept. Essays go to District Chairman and National ones come to me ☺

If you need any assistance with this or any project you may be starting please feel free to contact me anytime!

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