

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

**November 2011**

**Bulletin #3**

Howdy Y'all,

This month I thought we would talk about the Pocket Flag project that is a part of the Americanism program. As I stated in my previous bulletin, it is my goal to give you some insights into the different aspects of the program and how to implement them into your District/Unit.

The objective of the Pocket Flag project is to get as many pocket flags as possible into the pockets of our military personnel on the front lines. We want them to know that we care and that we keep them in our hearts and our prayers.

To participate in this worthwhile project just follow the simple step by step instructions.

First, commit to start a Pocket Flag Project in your unit.

Second, assign a project chairman to coordinate flags, volunteers, community involvement. The project chairman should then work with Unit members to identify potential fundraising opportunities to raise funds to purchase flags, shipping materials, any misc. items. She should also work within the Unit to identify a deployed military unit from your city/state that will receive the pocket flags.

Third, use *ALA e-News*, Facebook, Unit/Post newsletters, and local media to promote your project and select a time and place to assemble flags to be shipped.

Fourth, order flags from [www.pocketflagproject.com](http://www.pocketflagproject.com) or by mail at Pocket Flag Project, P.O. Box 740847, Arvada, CO 80006.

Flags are available in lots of 300 for \$70, including shipping. You will also need to purchase 3x3 Zip-lock style bags. Craft stores, discount department stores, jewelry or bead supply stores will carry these.

Once you receive the flags, Units can personalize and put their return address and information on the pocket flag card. You can also use free templates on the Pocket Flag Project website to personalize your own cards by going to [www.pocketflagproject.com](http://www.pocketflagproject.com).

Fifth, once pocket flags are assembled and distributed, be sure to promote your patriotism by sending a news release to local media outlets. For news release templates, visit [www.ALAFforVeterans.org](http://www.ALAFforVeterans.org).

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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