

## FROM THE 2025-2026 NATIONAL EDUCATION COMMITTEE

### GETTING THE WORD OUT ABOUT SCHOLARSHIPS



Scholarships are a great way for students to finance their education. The biggest hurdle we face is getting the word out that The American Legion Auxiliary has scholarship funds available for deserving students. Here are ideas for getting the information out to our schools (including home, charter, and private schools), students, parents, and the community.

#### Utilize social media platforms

- Use social media platforms to distribute scholarship information: Facebook, Instagram, X (formerly Twitter), TikTok, and LinkedIn.
- Create engaging posts and videos highlighting specific information, such as eligibility, deadlines, and benefits.

#### Use school communication channels

- Contact the schools for ways to connect with students and parents.
- Ask to post announcements on school websites, portals, and newsletters.
- Ask to include scholarship flyers in report cards, registration packets, or event programs.
- Ask to include an announcement in school activities programs.

#### Sponsor Scholarship Information Sessions

- Organize webinars and in-person workshops explaining scholarship options and application tips.
- Invite previous scholarship recipients to share their experiences and advice.
- Offer Q&A sessions for students and parents

#### Partner with Community Organizations

- Ask your local libraries, youth centers, and other nonprofits to distribute flyers and host information sessions.
- Connect with cultural, religious, and civic groups to reach specific communities.

#### Advertise in Local Media

- Submit press releases to local newspapers, radio stations, and community magazines.
- Feature scholarship stories and testimonials in your local media outlets to generate interest.

#### Use Classroom and Campus Outreach

- Contact teachers and counselors and ask them to share opportunities during class or advisory periods.
- Display posters, flyers, and banners in high-traffic areas such as cafeterias, libraries, and bulletin boards.
- Set up scholarship booths at school events, fairs, and parent-teacher meetings.

#### Create a Dedicated Scholarship Website or Portal

- Develop a user-friendly website that lists all available scholarships, their eligibility criteria, and deadlines.
- Include application guides, FAQs, and support contact information.
- Enable online applications and status tracking.

#### Encourage Word-of-Mouth Referrals

- Motivate students, alumni, and staff to spread the word among their networks.
- Offer incentives, such as referral rewards or recognition certificates, for promoting scholarships.

Combining these strategies can maximize awareness and increase the number of scholarship applications. Tailoring your outreach to your target audience's needs and preferences ensures your message reaches those who can benefit most.

Submitted by Judy Ackerman, National Education Committee Vice-Chair



**FROM THE 2025-2026 NATIONAL EDUCATION COMMITTEE**



**Education Dates**

Q2 Zoom - January 27, 2026, at 7:00 PM Eastern

[https://legion-aux.formstack.com/forms/20252026education\\_q2meeting](https://legion-aux.formstack.com/forms/20252026education_q2meeting)

Department Scholarship Judges Webinar – February 3, 2026, 7:30 PM Eastern

The Science of Samsung ALA Academy – February 25, 2026, 7:00 PM Eastern (registration link to follow)

Scholarship Application Deadline – March 1, 2026, 11:59 PM Eastern

Q3 Zoom - April 7, 2026, at 7:00 PM Eastern

**2025-2026 Mission Training**

January 31, 2026 – Indianapolis, IN & Las Vegas, NV

February 7, 2026 – Atlanta, GA

[Click here and select your city](#)

**National Scholarship Judging Registration – Due date January 7, 2026**

**ALL** American Legion Auxiliary National scholarship applications are online this year, with a deadline of **March 1, 2026**. ALA National Headquarters will distribute the National scholarship applications to the departments in the first week of March. **Please supply ONE dedicated contact and email address to receive these applications.** This designated person will be the coordinator from each department who will receive all applications for your department that need to be judged. They will be responsible for sending them to their scholarship judging committee. Each department should have a panel of judges to review scholarship applications. These judges do not need to be ALA members. It is advisable to seek out people with experience judging scholarship competitions, if possible. You will need at least three judges on your panel.

Please complete the Formstack with your ONE dedicated contact by January 7, 2026. Division chairs will contact departments that have not completed it. A judges' training webinar will be held on February 3, 2026, at 7:30 PM Eastern.

[https://legion-aux.formstack.com/forms/department\\_scholarship\\_information\\_2026](https://legion-aux.formstack.com/forms/department_scholarship_information_2026)



**Navigating ALA Scholarships 101 Flyer**

If you're looking for a great way to share the news about the ALA National Scholarships, check out the flyer on the National ALA website on the Education page. The flyer is new this year and can be found in the left-hand column under Education Key Resources. This one-page flyer is easy to read and full of helpful information.

<https://member.legion-aux.org/member/committees/education>

**FROM THE 2025-2026 NATIONAL EDUCATION COMMITTEE**



**Purple Star Schools**

Have you heard of Purple Star Schools? I had not until I was asked about them and did some research. A Purple Star school is a public or charter school whose mission is to help military families maintain continuity in their child's education through changes in duty stations. 44 states currently have Purple Star schools, with 5 more states pending legislation.

Purple Star schools are a key piece in the readiness puzzle for military families who traditionally move every 2-4 years. These schools give parents peace of mind and help smooth the transition for students, keeping them on track for academic success.

Educators at these schools receive training on the Military culture, on identifying the challenges students face when "being the new kid" again, and on tools to help identify the social-emotional effects of relocation. These schools are typically located near military installations.

The Military Child Education Coalition (MCEC) is a non-profit organization formed 26 years ago and serves as an advocate for Purple Star schools. To learn more about MCEC and this important education program, please visit:

<https://militarychild.org/programs-and-initiatives/purple-star-schools/>

Submitted by Nancy Babis, Education Committee Member

**!! NEWS FROM AROUND THE COUNTRY !!**

Please keep sending updates to your division chairs and posting on our Education FB page. Thank you for sharing the great stories of how you are supporting education in your communities and departments. We are limited on space in our newsletters, so please check out our Facebook page to read more stories from our hard-working units. Great work everyone!

If you would like to share your stories and pictures or see what others are doing to support the Education programs, join us on Facebook:

[https://www.facebook.com/groups/ALA\\_Education/](https://www.facebook.com/groups/ALA_Education/)



American Legion Auxiliary Canyon City Unit 180 sponsored two 5th-grade classrooms for a fun-filled Christmas party. We had donuts, Pop-Tarts, cookies & pastries, and drinks. We did a fun Christmas craft with the children, played games, and each child got a goody bag with toys and treats. We had a great time going into the classroom, and the children had a blast!

*Maureen Sacco, Department of California*

**Laptops for schools** - An anonymous donor (a veteran) refurbished ten laptops and delivered them to a rural school. The school chose the students who were most in need to be gifted just before Christmas. The veteran and his wife are members of the Department of Mississippi Legion and Auxiliary.

*Cindy Harper, Mississippi Education chair*

