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ALA eNEWS: *CONNECTING WITH YOU MONTHLY*



FEBRUARY 2026

Save room in your calendar for these upcoming ALA Academy webinars!

Using Social Media to Promote Your Local ALA

When: Feb. 17 @ noon ET

In this webinar, we'll cover the dos and don'ts of using social media to promote your American Legion Auxiliary unit's activities, events, and mission outreach. Positivity isn't just for meditation. It's a must when it comes to the content you post.

Webinar topics:

- Longevity of the internet: Did you know that the internet lives forever? Yep — we'll teach you how to avoid pitfalls.
- Teamwork matters — why you shouldn't manage your page solo.
- Comments section: How to respond and take care of issues before things get out of hand.
- Content calendars and how they work.
- Resources available.

To register, click [here!](#)

The Science of the Samsung Scholarship

When: Feb. 25 @ 7 p.m. ET

Join us for an informative webinar that provides an overview of the Samsung Scholarship component and the application process.

Overall goal: to review the key components of the Samsung Scholarship and information for ALA members assisting ALA Girls State/American Legion Boys State citizens in completing the application.

To register, click [here](#)!

AEF Disaster Preparedness: Resources, Readiness, and Relief

When: March 10 @ 7:30 p.m. ET

This session is designed to empower ALA members with practical knowledge and resources to prepare for potential disasters and emergencies. The webinar will highlight ways to increase personal and community resilience, navigate emergency response, and access assistance through the Auxiliary Emergency Fund (AEF) in times of need.

By the end of this webinar, participants will be able to:

- Recognize the types of natural disasters and emergencies that could impact their region or community.
- Identify key preparedness strategies and resources to help mitigate risk and improve readiness.
- Understand the AEF, including eligibility requirements and how to apply for assistance after a disaster.

To register, click [here](#)!

Wanted: Veterans, guardians for ALA-sponsored Honor Flight in April

The national American Legion Auxiliary is sponsoring an all-female veteran Lone Eagle Honor Flight that will provide our nation's heroes with an opportunity to see memorials for the wars they served in. To nominate a veteran or apply to be a guardian, click [here](#). The deadline for both veterans and guardians is Feb. 15.

Read more about the ALA-sponsored Honor Flight on the [ALA blog](#).

Membership FYI: New ruling on DD214 retention

ALA members: Please share the following information with your units, districts/counties/councils, and departments.

From Mark Seavey, The American Legion's national judge advocate: Effective immediately, the adjutant or secretary at each American Legion Auxiliary unit shall verify a member's eligibility by reviewing documentation such as a DD214, then promptly return the document to the individual. No copies or electronic records

containing Personally Identifiable Information shall be retained. Some units currently maintain decades of archived DD214s, including those of deceased members. These records should be securely destroyed to reduce exposure to identity theft and mitigate potential legal liability.

Meet Ben Hendricks, ALA National Headquarters' executive director

The American Legion Auxiliary's structure includes multiple levels: units, districts/counties/councils, departments/states, divisions, and national. The Indianapolis-based ALA National Headquarters works with all these entities to support members serving our veterans, military, and their families. Ben Hendricks, National Headquarters' executive director, is responsible for implementing the policies and directives of our national governing board.

Learn more about Ben in this short video!

Meet ALA National Headquarters Executive Director Ben H...



Don't wait: Apply now! ALA scholarships' deadlines approaching

The Auxiliary has four scholarship funds that members and non-members are eligible to apply for: Children of Warriors National Presidents' Scholarship, Non-Traditional Student Scholarship, Spirit of Youth Scholarship, and Member Loyalty Scholarship. The deadline to apply online is March 1.

- Children of Warriors National Presidents' Scholarship: 15, \$5,000 each, gift scholarships are awarded.
 - Given to high school seniors who are direct descendants, or adopted children, of U.S. wartime veterans.
- Non-Traditional Student Scholarship: Five, \$2,000 each, gift scholarships are awarded.
 - Awarded to American Legion Family members, veterans, and veteran and active-duty spouses who are pursuing a college degree later in life

or pick up their education from when it was interrupted.

- Spirit of Youth Scholarship: Each department/state will award one \$1,000 gift scholarship. From each department/state, the national ALA Education Committee will select five recipients for a \$5,000 gift scholarship, instead of the \$1,000 scholarship.
 - Awarded to current ALA Junior members who are high school seniors and have been a member for the past three years.
- Member Loyalty Scholarship: 10, \$2,500 each, gift scholarships are awarded.
 - Awarded to current college students who were Junior members and retained their membership into adulthood.

To learn more and to apply, click [here](#).

If you need help navigating the application process, click our [Navigating ALA Scholarships 101](#).

If you have any questions, email education@ALAforVeterans.org.

To donate to scholarship funds, click [here](#)!

Salute to Servicemembers Award nominations open now!

We've made it much easier to submit for the Salute to Servicemembers Award! An ALA member/entity simply makes the nomination, rather than the servicemember, to effectively tell the story of why they feel this person is "head and shoulders" above their peers and worthy of this award.

A simple narrative (no more than 1,000 words), a picture of the servicemember (preferably official Department of Defense photograph), and the endorsement from their command group are the only requirements.

The nomination form is live now, and you have until June 1 to enter. [Click here to fill out the form!](#)

This award acknowledges the servicemember's contributions that go beyond their military career, displaying their impact on their community.

The goal is to have every branch of the military represented: Army, Navy, Marine Corps, Air Force, Coast Guard, Space Force, and the National Guard/Reserve.

Enroll in the USA 250 Challenge to celebrate America's birthday

Join this challenge culminating with America's birthday on July 4. Participants have three areas — fitness, mental wellness, and/or community service — they can engage in as part of a team, like an ALA unit, or as an individual. You can do one category or go the extra mile and do all three!

[Register here](#) for \$30 and get a USA 250 Legion Family T-shirt and donate to a good cause. For more information on ways to fulfill the categories, go to [the USA 250 Challenge website](#). Want more than a T-shirt? Click [here](#) to look at other USA 250 Challenge merch!

Look at what Auxiliary members are doing for the USA 250 Challenge

Florida member Dara Oliver tackles all three initiatives of the USA 250 Challenge. Read about how she's joining the Legion Family cause by [clicking here](#).

The Shakopee American Legion Post 2 members in Shakopee, Minn., put together 250 back-to-school kits for the USA 250 Challenge. Read more [here](#).

Watch [National President Pam Ray's video](#) for ideas on the community service category.



Special awards are available for fundraising!

To keep the USA 250 momentum going, The American Legion has awards available for those who hit certain fundraising goals with three fundraising tiers:

- For \$250 in donations raised, participants receive a USA 250 Challenge hat pin.
- For \$500 in donations raised, participants receive a USA 250 Challenge coin and a personalized certificate of appreciation.
- For \$2,500 in donations raised, participants receive a personalized plaque signed by American Legion National Commander Dan Wiley.

To support donors, the Legion will send a commemorative challenge coin and a special poster to **each individual** or group (like a unit) that donates \$250 or more to the Legion's Veterans & Children Foundation.

To learn more, click [here](#). Have questions regarding fundraising for the USA 250 Challenge? Click [here](#) to learn more.

MEMBER BENEFITS

CELEBRATING WOMEN OF SERVICE

MARCH 2026

S	M	T	W	TH	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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AUXILIARY
FOUNDATION



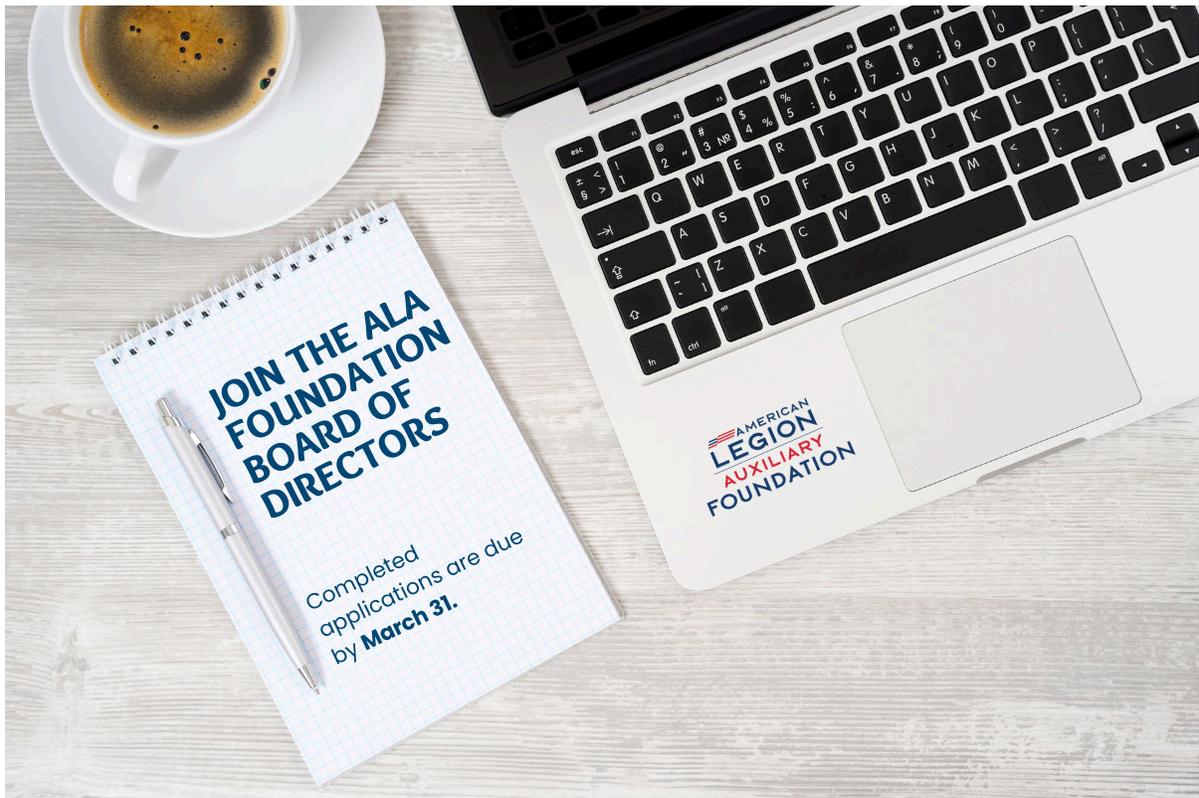
Join us to celebrate our women of service

You know her. You are her. She's the one who always shows up. The one who checks in, steps in, and stays late when something needs to be done. She doesn't do it for recognition. She does it because she cares.

On March 8, join the American Legion Auxiliary Foundation for the fourth annual Celebrating Women of Service Day, dedicated to women who lead by showing up, pitching in, and lifting others as they go. They don't seek the spotlight. Instead, they lead with care and shared purpose, strengthening their communities and advancing the mission of the American Legion Auxiliary.

Honor a woman who leads with purpose by making a gift in her name to the ALA Mission Endowment Fund, an investment in the future of the ALA mission and the women who carry it forward. Because leadership rooted in service changes everything.

Make a gift in her honor by texting WOMAN to 1-844-940-3450 or by visiting our website, donate.legion-aux.org.



The ALA Foundation is looking for leaders for its board of directors

The ALA Foundation invites passionate, purpose-driven leaders to consider serving a three-year term on its board of directors. This dedicated group of volunteers helps shape the future of the Foundation by inspiring generosity, strengthening connections with supporters, and championing a mission that sustains the American Legion Auxiliary's vital programs and services. Board service is an opportunity to lead with impact, give back in a meaningful way, and help ensure our mission continues to thrive for generations to come. Apply [here](#) by March 31!

Where can your member benefits take you?



Use the full potential of your ALA membership and sign up for BenefitHub

Enjoy discounts, rewards, and perks on thousands of brands, including Hertz, Sam's Club, Walt Disney World, Toyota, Skechers, and more! BenefitHub is your single-source site where you can find extensive savings through an easy-to-use, exclusive discount marketplace. Enter the exclusive ALA member referral code **HZE7XG** when creating your account.

Sign up [here!](#)



Wellcare is proud to be the official Medicare Advantage plan provider for American Legion Auxiliary.

At Wellcare, we are delighted to partner with American Legion Auxiliary as your official Medicare Advantage plan provider. We're here to offer education on the various plans available to you, along with coverage that meets your unique health needs. Learn more about your options today.

If you have Medicare and Medicaid, limited income, recently lost employer coverage, are turning 65, or you've just moved, you may be eligible for one of many qualifying events that allow you to enroll now.

The coverage you need & more

Call to speak with a licensed Medicare Advantage representative.



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GOOD TO KNOW

Missed a webinar? Go to ALA Academy to review recordings and see what other webinars are coming up. Click [here!](#)

Have an idea for an Academy course? Email ALAAcademy@ALAforVeterans.org to send your ideas for potential courses.

The February *Auxiliary* magazine has hit mailboxes! Read features about how our AEF program helps members and how our nation's youth are making a difference. A digital copy is available on our [website](#). Tell us your thoughts on this edition by emailing PR@ALAforVeterans.org.



ALA COMMITTEE FACEBOOK GROUPS ENCOURAGE DISCUSSION

These national committee groups are spaces on the social media platform for ALA members to discuss or share ideas about topics related to each committee. Groups provide a safe place for organic discussion about your local programs or services and support efforts to grow our organization's awareness. Visit www.ALAforVeterans.org/social-media to join the groups you're passionate about.

ON THE ALA BLOG

Using data to support the mission

A new study from the Indiana University Lilly Family School of Philanthropy found that under 1% of charitable giving in the United States is given to organizations serving veterans, military, and their families.

[Read more](#)



Recruiting and retaining members part of everyone's role

High-quality leadership gets people interested in participating in organizations, according to 2025 research in Nonprofit and Voluntary Sector Quarterly. And poor leadership often drives them away.

That means to keep members and the community engaged in efforts to support our mission, the American Legion Auxiliary needs effective leaders and mentors.

[Read more](#)



SAVE THE DATE



February: Black History Month
February: Americanism Month
February: American Heart Month
Feb. 6-22: Milano Cortina Winter 2026 Olympics
Feb. 14: Valentine's Day

Feb. 15: Susan B. Anthony Day
Feb. 16: Presidents' Day
Feb. 17: Mardi Gras (Fat Tuesday)
Feb. 17 – March 19: Ramadan
Feb. 19: U.S. Coast Guard Reserve Birthday
Feb. 28 – March 4: American Legion Washington Conference
March 3: National Anthem Day
March 8: Daylight saving time begins
March 8: International Women's Day

WHAT THEY'RE SAYING

“Being a member of the American Legion Auxiliary represents a deep and enduring commitment to honoring and supporting those who have served our nation. I view my involvement as both a privilege and continuation of my family’s proud legacy of military service. Through meaningful acts of service, I strive to strengthen veterans, their families, and my community.”

— Tiffany Orlando, West Virginia

LEGION FAMILY NEWS

Legion Family Media & Communications Contest open

The annual American Legion Media & Communications Contest has begun for the 2026 year to recognize the hard work and accomplishments of our American Legion Family members who positively promote and educate the public on the Legion Family on local, district, and department levels. All Legion Family members are encouraged to submit entries into the contest that showcase their work in various media channels.

Rules of the contest:

- All entries must have been published during the 2025 calendar year.
- You may enter submissions in one or multiple categories.
- Each submission costs \$5.
- Deadline for submissions is April 15.
- All entries must be original. Plagiarized entries or content from other publications will result in automatic disqualification.

To enter the contest, [click here](#).

Winners of the contest receive a plaque and are considered for the Innovation Award and Chairman's Award, which includes a plaque and a \$50 Emblem Sales credit.

To learn more about the contest, [click here](#).

Legion to Congress: Letter sent to urge passage of Veterans Member Business Loan Act

The American Legion and the Defense Credit Union Council (DCUC) sent a joint letter to congressional leadership to advance [H.R. 507](#) and [S. 110](#), the Veterans Member Business Loan Act, Jan. 21. This legislation would expand access to capital for veteran-owned small businesses at no cost to taxpayers.

S.110 and H.R. 507 have both been introduced to their respective legislative bodies. To keep track of the bills' progress, go to [Congress.gov](#).

If you wish to show your support for the passage of H.R. 507 and S.110, contact your state representatives and senators in both the United States Senate and House of Representatives.

Listen to The American Legion podcast *Tango Alpha Lima*

This podcast aims to engage veterans and The American Legion Family with authentic stories, education, and entertainment, while also building a virtual community.

Available on various listening platforms, such as [Spotify](#), [YouTube](#), [Amazon Music](#), [Apple Podcasts](#), and [iHeartRadio](#).

To learn more about the podcast, [click here](#).

Be the One online training available for the Legion Family

The American Legion is partnering with Columbia University to develop training for American Legion Family members who want to learn more about interacting and responding with veterans who are in crisis.

These trainings will teach participants how to:

- Use the Columbia Suicide Severity Rating Scale to determine at-risk individuals
- Identify risk factors and warning signs
- Outline the types of suicidal ideation and four behaviors that indicate imminent risk
- Effectively communicate with individuals who may be at risk of hurting themselves

Upcoming dates:

- Feb. 19 @ 2:30 to 4 p.m. ET
- Feb. 24 @ 2:30 to 4 p.m. ET

To register and learn more, click [here!](#)



ALA Membership

Where does your department stand in Auxiliary membership? [Click here to log in and view the latest reports.](#)

The American Legion Legislative Center

The ALA supports the legislative agenda of The American Legion. [Get involved.](#)



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