

Preparing for Month of the Military Child

Posted On: Friday, 06 March 2026

Guest blog post by National Children & Youth Committee Chair Melanie Taylor

In 1938, The American Legion and the American Legion Auxiliary began a cooperative venture to celebrate the nation's children and youth, establishing April as Child Welfare Month. Currently, the American Legion Auxiliary recognizes April as Children & Youth Month, as well as the Month of the Military Child.

Our military kids suffer when a parent is deployed or on an extended temporary duty (TDY). They don't understand why their parent is not there to celebrate their birthday or attend their sports games and miss those important holidays.

Auxiliary members are encouraged to recognize and celebrate these special military children year-round, but especially in April.

There are many ways to celebrate Month of the Military Child. This year, Wednesday, April 15, 2026, has been designated as Purple Up! Day. Auxiliary members and their Juniors are encouraged to wear purple clothing and share the ALA's commitment to support those military kids and their families.

Purple symbolizes all combined colors of the five branches of the military - Army green, Navy blue, Marine red, Air Force blue, and Coast Guard blue.

Ask your community businesses to recognize the military child with a Purple Up! display. Contact your city council and ask them to read a declaration recognizing April 15, 2026, as National Purple Up! Day. Contact your local newspaper, radio station, or news station and share with them the importance of the Month of the Military Child, and ask if they will include a segment recognizing these military children.

Unit members can contact their local schools and ask if they can honor the military kids by providing breakfast or lunch, while wearing their purple branded attire.

A dinner can be planned at your local American Legion post, inviting military families, as well as guests. Involve your Junior Auxiliary members and young Sons of The American Legion members in the presentation of the Military Child Table Setting Ceremony. It is a very powerful presentation that even your Legionnaires probably haven't seen.

Be sure to take plenty of photos of yourself and others wearing purple, and include the special events you have planned. Post these events on your social media with the who, what, where, and when information.

Don't let April slip by without recognizing our military kids.

ALA Mission Statement

In the spirit of Service, Not Self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.

