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ALA eNEWS: *CONNECTING WITH YOU MONTHLY*



OCTOBER 2026

Ready to lead? ALA national committee applications open Nov. 1

The National Organization is always looking for passionate, talented members to serve on our national committees! Are you ready to serve? Or do you know someone whose professional experience, skills, and passion for our organization would make them a great fit? The national appointment application window is opening early this year. Applications will be available on the national website beginning Nov. 1 and will close Dec. 1. Consider sharing your time, talents, and ideas at the national level. Follow our social media [@ALAforVeterans](#) so you can be the first to know when the application window goes live.

Fall Mission Training and national Junior meeting approaching



Crisp, colorful leaves don't just beckon the start of autumn; they also bring ALA Mission Training. Gain a new perspective on the ALA mission and broaden your network with these trainings. Learn more about ALA programs and new ways to implement them in your unit, district, and department. Don't forget to invite your Juniors and young Sons of The American Legion age 8 to 17 to join in on the fun of the national Junior meetings. Attendees at the national Junior meeting will engage and learn about the Legion Family's mission, while making friends and having fun.

What's happening at national Junior meetings this year?

Exciting things are in store for the 2026-2027 national Junior meetings! Activities include custom quilt squares with Quilts of Valor, information from Wreaths Across America and the Congressional Medal of Honor Society, scholarships, ALA Patch Program, and back by special request — learning the Pledge of Allegiance in American Sign Language.

Attendees will receive this cool, one-of-a-kind ALA hoodie pictured!



Upcoming fall Mission Training and national Junior meeting:

- Nov. 14: Omaha, Neb.*

Pin these winter dates for later:

- Jan. 30: Albany, N.Y.*
- Jan. 30: Springfield, Ill.
- Feb. 6: Atlanta
- Feb. 6: Las Vegas*

*These events will be held with The American Legion National Information Conference and the SAL Regional Meeting.

To register, click [here](#).

Check out these upcoming ALA Academy webinars

ALA Mythbusters: Membership & Governance Edition

When: Oct. 13 @ 2 p.m. ET

Join us for a fast-paced, 45-minute MYTH-BUSTING session as we break down some of the most commonly misunderstood topics in ALA membership and governance. We'll tackle key areas like eligibility, member discipline, the Code of Ethical Conduct, Department Operations Guide, national officers, and more — clearing up confusion and offering practical clarity you can take back to your department. Put your knowledge to the test with interactive quizzes and real-time participation. You might be surprised by what you learn. Join us as we bravely explore the dark underbelly of ALA Membership and Governance (spoiler: It's mostly just well-written rules and good intentions).

To register, click [here](#).

Creative Arts, Veteran Wellness & You

When: Oct. 20 @ 1 p.m. ET

Discover how the National Veterans Creative Arts Festival (NVCAF) uses art, creative writing, dance, drama, and music to support veteran wellness and how ALA members can be part of that work nationwide. This webinar will explain the changes in the 2027 competition featuring streamlined divisions and categories, centralized online application and entry process, eligibility and submission timeline, and practical ways members can promote the opportunity and support veterans locally and nationally. Attendees will leave ready to serve as informed NVCAF ambassadors in their communities.

To register, go [here](#).

Choosing a Medicare Advantage Plan

When: Oct. 27 @ 4 p.m. ET

The Annual Enrollment Period runs from Oct. 15 through Dec. 7, and we're here to help you understand your options as well as select the plan that best suits your needs. Join us to learn about the enrollment period and how Wellcare Medicare Advantage plans work to provide more coverage than Original Medicare.

To register, click [here](#).

More Than Membership: Discover Your ALA Member Benefits

When: Nov. 3 @ noon ET

Your ALA membership comes with more than you may realize! Join us for a casual, informative look at the benefits available to ALA members, including discounts, services, programs, and opportunities designed with members in mind. We'll show you where to find your member benefits on the ALA website, and you'll hear directly from several of our benefit partners about what they offer and how you can take advantage of them.

To register, go [here](#).

From Department Leadership to National Service

When: Nov. 9 @ noon ET

Interested in serving at the national level — or helping prepare others for future national opportunities? With the national appointment application timeline moving to Nov. 1 to Dec. 1, this webinar will provide an overview of the application and appointment process, what is considered when appointments are made, and what leadership at the national level really requires. Participants will gain a better understanding of the expectations, responsibilities, and mindset of national service, along with ways to prepare themselves and others for future leadership opportunities.

To register, click [here](#).

Auxiliary membership eligibility updated to grow the ALA

ICYMI: At the 2026 American Legion National Convention, delegates adopted new membership eligibility language for the American Legion Auxiliary — expanding eligibility and allowing more family members to join the ALA. The Legion has authority over the ALA's membership eligibility; the new language change allows more people into our organization — strengthening our ability to better serve our veterans, military, and their families. The eligibility changes became effective in September.

Check out our blog posts [here](#) and [here](#) to learn more.

INVEST IN THE FUTURE OF MILITARY SPOUSES

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Invest in the future of our military spouses

National President Dr. Coral May Grout is championing education through the national fundraising focus: the Spirit of Youth Scholarship Fund. This year, the ALA is expanding educational opportunities with two new \$10,000 American Legion Auxiliary Military Spouse Scholarships, supporting those who serve alongside our nation's heroes while pursuing goals of their own.

Your gift to Spirit of Youth helps make educational opportunities possible for military spouses and the young leaders who are the future of our organization and our communities.

Support the 2026-2027 national fundraising focus today and help open doors through education. [Donate here.](#)

The do's and don'ts of using generative AI and how it affects our brand



With AI and generative AI becoming more widespread, The American Legion issued updated branding guidelines to help protect The American Legion Family logos. The updated guidelines cover incorrect usage of official symbols (emblem, brandmark, etc.) concerning generative AI, as well as an easy two-step method when using AI tools.

Do not use AI to generate the emblems or marks of The American Legion Family. The AI-created examples above are not acceptable and cannot be used for any purpose.

[Learn more here.](#)

Veterans Day of Giving: Honor Their Service. Continue Their Impact.



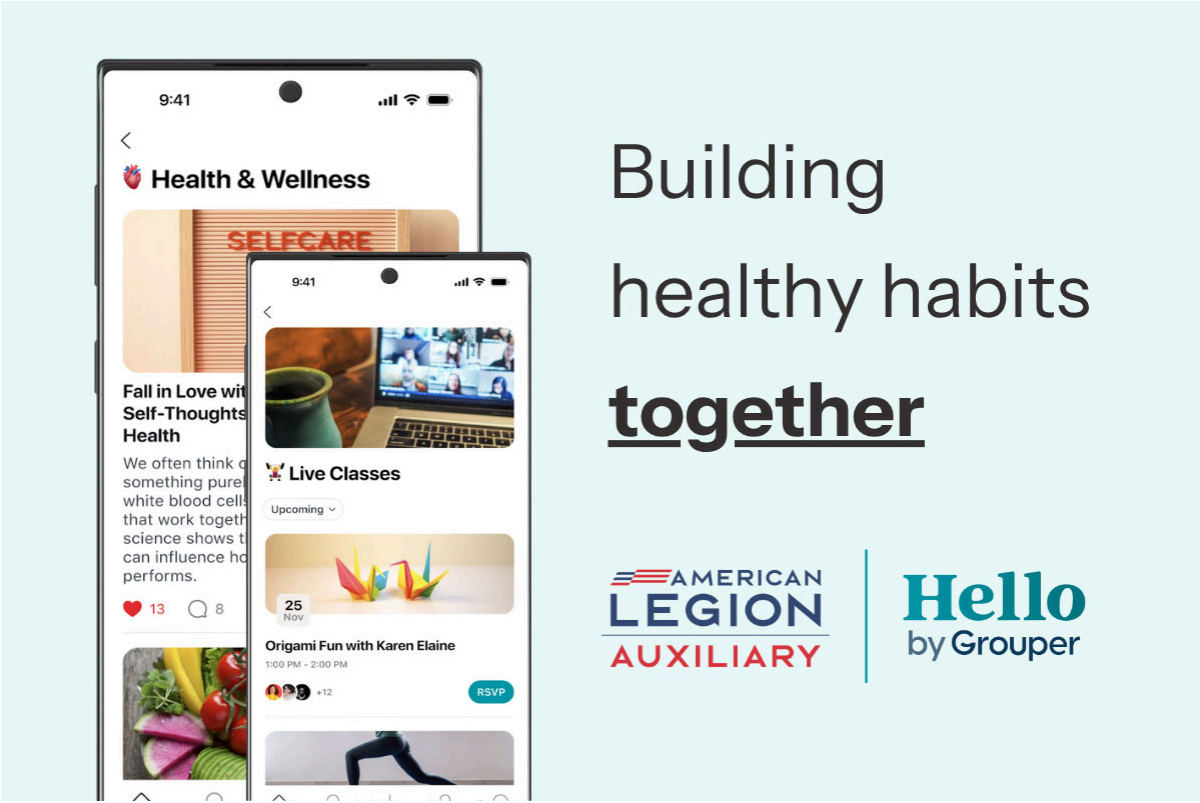
Veterans Day of Giving is Nov. 11! Every ALA member has a veteran behind their story. Their service made your ALA membership possible, and this Veterans Day, you can honor that service by helping continue their impact. Gifts to the Veteran Projects Fund help eligible ALA entities turn identified needs into meaningful projects that make a difference for veterans today. Who is your veteran? Take a moment to think about the person whose service made your ALA story possible, and plan to honor them on Nov. 11. [Donate here.](#)

ALA National Headquarters wants to know about your Veterans Day traditions, memories

As units nationwide prepare for honoring veterans and planning Veterans Day events, we want to hear from you! When you think about Veterans Day, what's one tradition or memory that stands out to you? Share with us by emailing PR@ALAforVeterans.org. Your response may be used in ALA national media.

MEMBER BENEFITS

Looking for a simple way to stay active and connected each week?



Building
healthy habits
together

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Hello
by Grouper

Hello by Grouper is included with your membership and offers easy ways to build healthy habits into your routine — whether it's a quick class, a midweek check-in, or trying something new over the weekend. There's no right way to get started. Just find what works for you.

Join the community today: join.hellogrouper.com/ala

Use your ALA member benefit during the holidays ... or any day!



Ship Thrifty saves you time, money, and headaches on shipping. Whether you're shipping to show support, celebrate birthdays and special occasions, do returns, or grow a side hustle, we make it simple. And when you're sending care packages to our troops, Ship Thrifty is the easiest way to create your labels, especially with the new customs requirements.

Create a free account at www.shipthrifty.com/rf/ALA or use code **ALA** at sign-up.



Helping you stay healthy, every step of the way.

As the official Medicare Advantage partner of
The American Legion Auxiliary, Wellcare provides
coverage and support you have earned.

Annual Enrollment Period starts Oct. 15.
Choose your 2027 health plan today.



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GOOD TO KNOW

Watch your mail for the November *Auxiliary* magazine! The latest issue of our national quarterly magazine is heading to mailboxes in early November. Access the digital copy on our [website](#). We want to hear your thoughts on the issue: Email PR@ALAforVeterans.org.

Congratulations to the 2025-2026 Poppy Poster Winners! The ALA Poppy Poster Contest is an integral youth program that engages students nationwide on the significance of the poppy and the ALA mission. [Go here to see the winning artwork.](#)

Get ready for American Education Week in November: To celebrate and support the diverse team of professionals who help students succeed, American Education Week is held Nov. 16-20. [Check out the ALA's Education Committee webpage](#) and request to join the [Education Program Facebook group](#) for ideas and to share.

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



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

ALA Christmas Gift Shops a positive partnership for units, schools

It's never too early to prepare for Auxiliary Christmas Gift Shops, often hosted in November or December by units throughout the country. For New York Unit 904, members have had a gift shop for over three decades. What began as a yearly event at the post home is now in a local school.

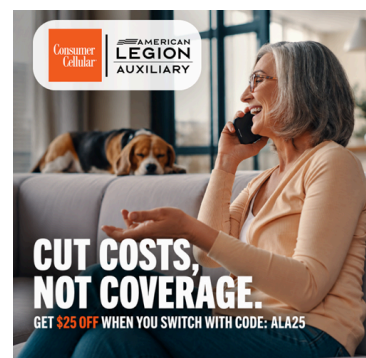
[Read more.](#)



ALA members save on wireless with Consumer Cellular

American Legion Auxiliary members now have a new way to lighten one of life's most common monthly expenses — their phone bill — while supporting the next generation of scholars.

[Read more.](#)



SAVE THE DATE



Oct. 10: World Mental Health Day
Oct. 13 U.S. Navy's birthday
Oct. 26: National Day of the Deployed
Nov. 1: Daylight saving time ends
Nov. 3: Election Day
Nov. 10: American Legion Auxiliary's 107th birthday
Nov. 10: U.S. Marine Corps birthday
Nov. 11: Veterans Day

WHAT THEY'RE SAYING

What does The American Legion Family mean to you?

“As a second-generation Legionnaire and Auxiliary member, The American Legion Family means a lifelong commitment to patriotism, service, and community.”

— Patricia Harris, North Carolina U.S. Army veteran

LEGION FAMILY NEWS

The American Legion wants to hear from U.S. Military Academy and U.S. Naval Academy graduates

This year marks the third year that The American Legion will serve as an associate sponsor of the Army-Navy Game presented by USAA — the first veterans service organization to serve as such in the game's 126-year history. This year's game will take place at 3 p.m. ET on Dec. 12 in East Rutherford, N.J., and will be broadcast by CBS. Ahead of the game, *The American Legion Magazine* wants to talk with alums from both the U.S. Military Academy and U.S. Naval Academy who have attended multiple Army-Navy Games after graduating. We'd like to hear from a couple of alums from each of those two service academies who fit these criteria for a magazine story. We want to share your stories of attending the game as a student and why you keep going back year after year. If you are interested in talking to us,

please email sbrooks@legion.org. And please feel free to include photos of both your time at the school and also at an Army-Navy Game after graduation.

Final push for Legion Riders' Let's Ride Challenge®

More than 5,400 Riders have logged nearly 3 million miles, participating in Harley-Davidson's second annual Let's Ride Challenge® Ride for Heroes, honoring military members, veterans, and first responders. The challenge's goal is 100 million miles resulting in a \$1 million donation to support America's heroes. To incentivize participants, riders may also compete to win one of five new Harley-Davidson® motorcycles and other rewards for milestones. The challenge ends on Oct. 31, so there's still time to join! To learn more, click [here](#).

Connect with veteran storytelling with The American Legion podcast *Tango Alpha Lima*

This podcast engages veterans through authentic stories, education, and entertainment, and builds a virtual community that celebrates continued service and supports The American Legion mission. Available on various listening platforms such as [Spotify](#), [YouTube](#), [Amazon Music](#), [Apple Podcasts](#), and [iHeartRadio](#). To learn more about the podcast and listen to episode archives, [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.](#)



ALA eNews is an American Legion Auxiliary National Headquarters publication. Your unit and department also may send you ALA-related content. Please review carefully before unsubscribing.

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