



Outlook

National Convention, Wall of Heroes, scholarships, and so much more!

From American Legion Auxiliary National Headquarters <publicrelations@alaforveterans.org>

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ALA eNEWS: *CONNECTING WITH YOU MONTHLY*



AUGUST 2026

Get ready to experience the 2026 ALA National Convention with your ALA family



From Aug. 28 to Sept. 3, the American Legion Auxiliary's National Convention will be held in Louisville, Ky. No matter if you say "Loo-uh-vul" or "Lou-ee-ville," members will learn more on various topics in breakout sessions, such as the positive impact Veteran Projects Fund grants can have, Wreaths Across America, a crash course on governing documents used in real situations, and so much more! To register and learn more about these sessions and topics, go [here](#).

More about National Convention:

- View a tentative agenda [here](#).
- Meet the members running for 2026-2027 national office [here](#).
- Want to see our largest national event in real time? View the livestream (starts with opening session on Aug. 31) at www.ALAforVeterans.org.
- Learn more about our 105th National Convention [here](#).

Get ahead of the game with these virtual pre-convention committee meetings

Prior to convention, national committees will meet virtually, with a few in person. Attendance is open to all members. For the full virtual meeting schedule and to register, go [here](#).



Honor your hero with the Wall of Heroes

Even if you won't be joining us at the 2026 American Legion Auxiliary National Convention, you can still take part in one of our most meaningful traditions,

the Wall of Heroes.

With a gift to the American Legion Auxiliary Foundation's Mission Endowment Fund, you can honor a veteran, servicemember, or military hero who has made a difference in your life. Your tribute recognizes their service while helping ensure the American Legion Auxiliary can continue supporting veterans, military members, and their families for generations to come.

When making your gift online, simply enter your hero's name in the Honoree field. Honorees submitted online will also be recognized in the November issue of *Auxiliary* magazine. Make your gift today! Click [here](#)!

Follow these new guidelines on AI use of our logo

The American Legion, which owns the trademarks of the American Legion Auxiliary, has issued new guidelines on emblem usage. Generative AI use of the emblem and brandmark is becoming more widespread in artwork for flyers, posters, graphics, and more. Because of this, American Legion National Headquarters has updated its branding guidelines on incorrect usage of the emblem and brandmark with generative AI, along with a two-step method to align with branding guidelines when using AI tools.

[Learn More.](#)



Invest in the next generation of leaders by supporting National President Pam Ray's fundraising focus, the Spirit of Youth Scholarship Fund. Your gift helps provide educational opportunities for deserving students while empowering young people to

pursue their goals and continue a legacy of service. Every donation, no matter the size, makes a lasting difference. Donate [here](#).

To learn more about the fundraising focus, check out this [video](#).



MEMBER BENEFITS



Join the online community

Classes and inspiration included with your membership at no additional cost!



Hello by Grouper: A new member benefit is here!

Your American Legion Auxiliary membership just got even better! Say “hello” to Hello by Grouper, a new member benefit available to U.S.-based members.

Whether you’re looking to discover a new hobby, stay active, learn something new, or simply have a little fun, Hello offers an online community filled with live classes, engaging events, and opportunities to connect with others who share your interests.

Join a virtual silent book club, challenge yourself with Trivia Tuesday, explore a creative workshop, try a fitness class, or discover something completely unexpected. The hardest part might just be deciding where to start!

Create your account and begin exploring today: join.hellogrouper.com/ala



Turn your everyday Amazon shopping into support for your ALA entity! With SmileAssociate, every eligible purchase can help generate funds for your department, district, unit, or ALA Girls State program, at no additional cost to you. Simply start your shopping through your entity's unique SmileAssociate link and shop as you normally would. It's fundraising made easy!

Find your entity link [here](#).

See why The American Legion Family chose Wellcare as a trusted Medicare Advantage plan provider to bring you the benefits you deserve.

Download our **free Veterans - How Medicare Advantage works for military veterans** guide to learn how to get the most out of your VA benefits.

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.

Get your guide

Or call 866-224-1991 (TTY: 711)
8 a.m.-8 p.m., 7 days a week

The logo for the American Legion Auxiliary, featuring the words "AMERICAN LEGION" in a large, bold, sans-serif font, with "AUXILIARY" in a smaller, bold, sans-serif font below it. To the left of the text is a stylized graphic of three horizontal lines of increasing length, resembling a flag or a set of steps.

Visit us at the Wellcare booth
to meet the team and see how we're
making a difference.

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GOOD TO KNOW

The United States Postal Service (USPS) has suspended mailing for some military ZIP codes. Along with the suspended ZIP codes, due to wildfires in the Pacific Northwest region, delivery in that area will be impacted. To learn more and see the service alerts, go [here](#).

Upcoming awareness months for planning ahead: September is the awareness month for both National Suicide Prevention Month and National Recovery Month. There are countless ways to engage with the ALA's legacy of *Service Not Self* throughout the month on these topics.

Have an idea for an Academy Course?

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

From anxious participant to ALA Michigan Girls State board member

Ashley Cetnarowski attended ALA Michigan Girls State in 2016. Since then, she has earned her bachelor's degree, founded a nonprofit, and joined the board of ALA Michigan Girls State. She credits her success with lessons she learned at ALA Girls State.



[Read More](#)

Auxiliary youth raise funds for SOY and earn a patch

The Spirit of Youth Fund provides several scholarship opportunities. A special Junior patch has been created for our Junior members and Sons of The American Legion youth to be involved in raising money for the Spirit of Youth Fund.



[Read More](#)

SAVE THE DATE



August: National Back-to-School Month
August: Antiterrorism Awareness Month
Aug. 14: National Navajo Code Talkers Day
Aug. 14: Victory over Japan Day (V-J Day)
Aug 16: National Airborne Day
Aug. 19: World Humanitarian Day
Aug. 19: National Aviation Day
Aug. 28 - Sept. 3: American Legion Family National Conventions
Aug 29: Marine Corps Reserve Birthday
Sept. 7: Labor Day
Sept. 10: World Suicide Prevention Day
Sept. 11: Patriot Day

WHAT THEY'RE SAYING

“Knowledge is power. You can’t be successful at your job if you don’t know what your duties and responsibilities are.”

— Cindy Moore, Nebraska

LEGION FAMILY NEWS

American Legion Riders’ annual Legacy Run just around the corner

The commanding thrum of motorcycles and their riders on a mission of good marks the start of The American Legion Family National Conventions. The Legacy Run, a Legion Riders fundraising initiative, takes place Aug. 23-27. Not only is the Run a cause for good, the 2026 Legacy Run is celebrating its 20th anniversary since starting in 2006. Make sure to show support for this extra-special Run by being there for our American Legion Family members participating.

To learn more about Legacy Runs and their impact, go [here](#).

American Legion running Humvee sweepstakes

Drive 4 Freedom Sweepstakes is providing a unique opportunity and unique fundraiser to support our veterans, military, and their families by running a drawing —free to enter but donations encouraged — for a restored Humvee. Deadline is Dec. 19 at 11:59 p.m. Void in Montana, Washington, and where prohibited by law. To enter, you must be 21 years and older.

Learn more [here](#).

Legion offers more information on Take Care of America's Veterans Act

The Take Care of America's Veterans Act (TCAVA) includes priorities like the Major Richard Star Act, the Love Lives on Act, the VITAL Act, the HONOR Act, the SAVES Act, and 57 others delivering benefits, health care, education, and essential services to combat-injured veterans, surviving spouses, and families.

To learn more, visit the [Grassroots Action Center website](#).



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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