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ALA eNEWS: CONNECTING WITH YOU MONTHLY



MARCH 2026

Jot down these webinars to unlock the full potential of your ALA membership

Supporting Military Families

When: March 16 @ 7:30 p.m. ET

This webinar will demonstrate how members can support diverse military families through various activities and community partnerships. Participants will learn practical ideas for recognition, youth support, and collaboration — with Month of the Military Child and Purple Up! Day highlighted as natural entry points into this community.

Register [here!](#)

KDH2 (Kids of Deployed are Heroes Too)

When: March 31 @ noon ET

Kids of deployed servicemembers carry a unique responsibility — and they deserve to be recognized as heroes too. This webinar will provide practical, step-by-step guidance for implementing the American Legion Auxiliary's KDH2 (Kids of Deployed are Heroes Too) program at the unit level. Participants will gain a clear understanding of program eligibility, learn how to connect with

military families in their community, and walk through planning a meaningful and manageable KDH2 event. Whether you're near a military base or simply want to strengthen your Children & Youth outreach, this session will equip you with tools, ideas, and confidence to celebrate and support the children who serve alongside their families.

Register [here!](#)

Building a Strong Membership Strategy: Engagement, Retention, and Year-Round Planning

When: April 14 @ 7 p.m. ET

Looking for fresh ideas to strengthen membership in your unit beyond “dues time?” In this ALA Academy Live webinar, ALA national membership leaders will share practical strategies to help units engage members year-round, improve retention, and build a welcoming culture focused on mission and connection.


In this session, you'll learn how to:

- Identify key motivation and retention drivers — and why members step away.
- Use mission-based engagement to build loyalty, belonging, and involvement.
- Apply best practices to welcome and retain members across generations and backgrounds.
- Create a simple year-round plan that includes recruitment, engagement, and retention goals.

Go [here](#) to register!

Department chairs, there's an update to awards form submissions

Beginning this year, department chairs may use their awards form as their program report, provided it is submitted by May 15. Forms received by this date will count for both reporting and awards of consideration if indicated on the form. Please note: The awards submission deadline remains June 1, so department submissions received after May 15 will be considered for awards only and will not fulfill reporting requirements.



The Spirit of Youth Scholarship Fund is a promise that the Auxiliary will continue to mentor, support, and empower young leaders who embody our values.

Give today in honor of National President Pam Ray's fundraising focus.



Help National President Pam Ray continue support of Spirit of Youth scholarship

You can help sustain the legacy of leadership and opportunity. A gift in support of National President Pam Ray's fundraising focus directly funds scholarships for deserving young leaders nationwide and helps ensure the Spirit of Youth continues to inspire future generations. To make your contribution, simply text **SPIRIT** to **1-844-940-3450**. Your generosity strengthens the American Legion Auxiliary's mission and helps prepare the next generation to lead with purpose, compassion, and service.



THE AMERICAN LEGION FAMILY
NATIONAL POPPY DAY®

Lace up your running shoes and support National Poppy Day

To honor those who have served and died for the United States, The American Legion Family petitioned Congress for National Poppy Day. Celebrated Friday prior to Memorial Day, the Legion Family honors the sacrifices of our servicemembers and

veterans by wearing a red poppy. The poppy has been recognized and worn by Americans as a symbol of sacrifice since World War I.

National Poppy Day is May 22 this year. Leading up to this significant day, a virtual 5K will happen throughout May to raise awareness and support. Keep a lookout on ALA National Headquarters' social media for more information. Follow us on [Facebook](#) and [Instagram @ALAforVeterans](#).

To learn more about National Poppy Day, go [here](#).

Don't forget to nominate for ALA Salute to Servicemembers Award

We made it easy to submit for the Salute to Servicemembers Award! An ALA member/entity simply makes the nomination 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 their official military 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 complete. [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, and Space Force, along with the National Guard/Reserve.



The ALA Foundation aims to recognize members' dedication

The American Legion Auxiliary Foundation once again will recognize outstanding departments with two special honors in 2026. The Donor Champion Award will be presented to the department with the highest per capita giving to the Foundation, while the Veterans Champion Award will recognize the department with the greatest number of approved grants supporting veterans and their families.

Both awards will be determined based on grants awarded and donations received from June 1 through May 31. Departments are encouraged to continue supporting the Foundation's mission and applying for grants that make a meaningful difference in the lives of veterans, military, and their families.

USA 250 Challenge still going strong — join the cause!

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 American 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**.

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:

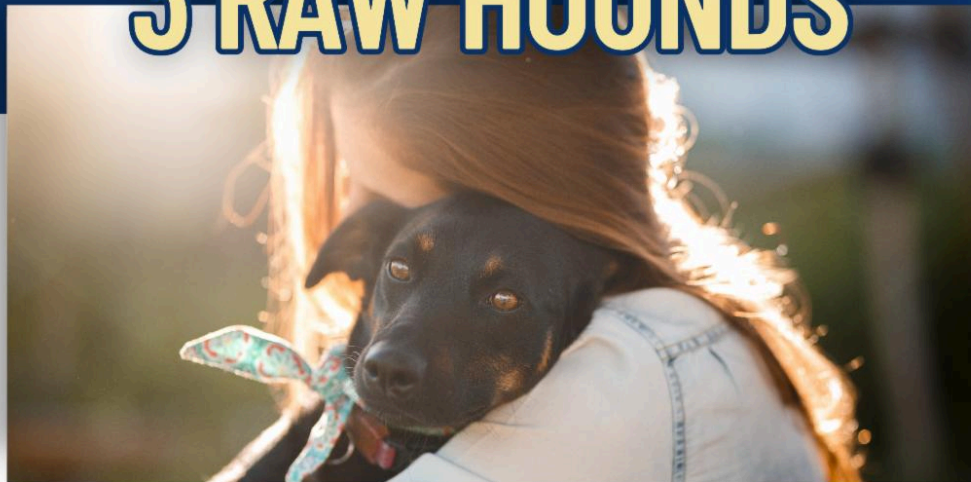
- For \$250 in donations raised, participants receive a USA 250 Challenge hat pin.
- For \$500 in donations raised, participants receive a USA 250 Challenge coin and a personalized certificate of appreciation.
- For \$2,500 in donations raised, participants receive a personalized plaque signed by American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

Introducing 3 RAW HOUNDS



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Introducing our new ALA member benefit partner: 3 Raw Hounds

Please join us in welcoming 3 Raw Hounds, a family-owned business founded by U.S. Marine Corps veteran Mike and his wife, Julie. Inspired by the health improvements they saw after switching their own dogs to a raw diet, they now offer affordable, human-grade raw food and treats made with USDA-inspected ingredients.

Their mission is simple: helping dogs live healthier, happier lives through wholesome nutrition. ALA members can receive a 10% discount on their purchases by using the code **ALA** at checkout.

Learn more and place your order at www.3rawhounds.com.



American Legion Auxiliary members can save up to 20% with Wyndham Hotels & Resorts! With more than 9,000 hotels across nearly 95 countries, Wyndham has you covered for road trips, beach getaways, airport overnights, and everything in between.

ALA members receive up to 20% off the Best Available Rate at participating Wyndham hotels worldwide. Book online or call 877-670-7088 and mention your ALA member status or use organization code 1000002807. Wherever you're headed, Wyndham is ready to welcome you.

Learn more [here](#).



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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.

GOOD TO KNOW

News from our friends at ShipThrifty! USPS has announced temporary suspensions of all mailing services to several military ZIP codes until further notice. To learn more and see all the suspended codes, go [here](#).

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.



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 ideas for connecting to homeschool groups in your area

A sometimes forgotten sector of the education world revolves around homeschooling, and how to reach homeschooled students to inform them about ALA scholarships and other programs in which they could participate.

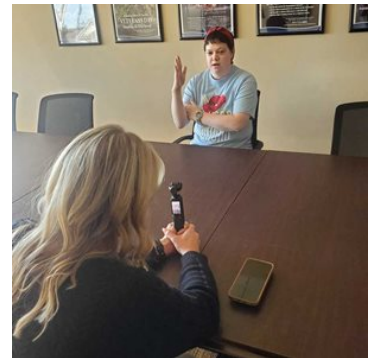
[Read more](#)



Juniors learn the Pledge in another language

American Legion Auxiliary Junior members attending the national Junior meetings across the country have learned the Pledge of Allegiance in American Sign Language (ASL).

[Read more](#)



SAVE THE DATE



- March 13: National K9 Veterans Day
- March 15: The American Legion's birthday
- March 15: Buddy Checks
- March 18: National Supreme Sacrifice Day
- March 20: Spring Equinox
- March 25: National Medal of Honor Day
- March 29: National Vietnam War Veterans Day
- April 1: U.S. Air Force Academy Day
- April 5: National Gold Star Spouses Day

April 9: National Former Prisoner of War Recognition Day

WHAT THEY'RE SAYING

“Service doesn’t end when the uniform comes off — it simply evolves into new ways of giving back.”

— U.S. Air Force veteran Renee Pea

LEGION FAMILY NEWS

The American Legion legislative agenda for the 119th Congress second session is out

American Legion National Commander Dan K. Wiley testified at a joint hearing of the House and Senate Committees on Veterans’ Affairs on March 4 about the Legion’s agenda. The Legion Family’s priorities this legislative session:

- Veteran suicide prevention: The expansion of community-based outreach and prevention and funding evidence-based mental health treatment.
- Improve care for female veterans: Investing in gender-specific care at the Department of Defense and VA and increasing research on reproductive health.
- The passage of H.R. 1423 — Guard and Reserve GI Bill Parity Act of 2025: This bill aims to grant equal access to earned education benefits.
- End veteran homelessness: Increase project-based HUD/VASH vouchers, permanently authorizing Supportive Services for Veteran Families Program, and fully funding the Grant Per-Diem program as authorized.
- Promote veteran entrepreneurship: Create opportunities to provide veterans with access to capital and prioritize veteran-owned small businesses in federal contracting.
- Strengthen defense and honor service: Pass FY27 NDAA amendments addressing housing, dining facilities, childcare, spouse employment, and education benefits. Correct an inequity for combat-injured, medically retired veterans by authorizing full concurrent receipt of DoD retirement pay and VA disability compensation.

To learn more about the American Legion’s legislative agenda, go [here](#).

To download the legislative agenda brochure, click [here](#).

The American Legion encourages all Legion Family members to reach out to their representatives and senators about these issues.

Go here to find your representatives: [house.gov](https://www.house.gov). Go here to find your senators: [senate.gov](https://www.senate.gov).

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:

- March 24: 2:30 – 4 p.m.

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

New Flag & Emblem website

The American Legion Flag & Emblem website has been updated to have real-time imaging while building a uniform cap, self-serve apparel personalization, and category filters to narrow searching. There's also a single-page checkout for easy shipping and payment.

Explore the new features today! 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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