



Bird's eye view: District Officer vs Dept Chair roles

ALA Units are like Franchisees:

- Owned independently
 - Responsible for financial processes
 - Must follow city, county, state rules
 - Manage people resources
- Must follow Franchise rules:
 - Provide only franchise products
 - Use franchise trademarks
 - Pay for franchise services provided
 - Benefit from brand recognition and trusted name

Department Chairman are the “Product Managers” of the Franchise

- ALA's “products” are our mission programs!
- Product/Program managers help franchisees/Units:
 - Understand the mission programs
 - Understand resources available
 - Get information/training as needed
 - Have the knowledge to promote their “product” as desired
- Communication, communication, communication

District Presidents are the “Operational Support” Team

- Assists in opening new Units/helping Units struggling
- Observes that the Unit operation is running smoothly;
- Identifies support needs & assists in finding resources
- **Mentors, identifies emerging leaders**
- Shares best practices



2026-2027

Department Theme & Priorities

Section B:

- Theme: "Engaging our Youth in Patriotism for our Veterans!"
- Priority: Use our tools and resources to increase engagement of "our" Youth (Junior members; Arizona School Children)
 - Secure our future resources
 - If not us, who?
 - Many ALA programs support Youth
 - Recent Changes in Department tools
- Priority: Engage our Units & Members: Communication, Mentorship, Opportunities to serve
- Priority: All National Priorities



Section C: Engaging Youth in Patriotism for our Veterans

Working within Individual ALA Mission Programs

HOW CAN WE ENCOURAGE USE OF OUR EXISTING TOOLS?

- Americanism: Essay Contest, Star Spangled kids (U.S. History)
 - New this Year: Winning Essay Contest classrooms get a \$200 wish list!
- Poppy: Poster Contest—encouraging school and student participation?
 - New this year: winning classrooms get a \$200 wish list!
 - New this year: Little Miss Poppy expenses paid to National Convention is a National Winner
- C&Y: Good Deed/Hero: Present them at Conference?
- VA&R: Junior Veteran Service Hour bars?
- Education: Scholarships
- Community Service: kid's events with patriotism halo- ideas?
- Junior: Rising Star/Junior Member of the Year; New this year: All awards presented to Juniors get a plaque to keep
- Every program could engage kids for veterans



Section C: Engaging Youth in Patriotism for our Veterans (cont.)

Working Collaboratively with Mission Programs

The Youth Challenge: Unit level engagement difficult with so few & divergent in age—but what about at Department level? How can you, as a chairman, engage Juniors/Youth in your program—including the Units in the process?

- All Unit Juniors in Department with a common goal?
 - What if the Chaplain, Poppy Chair and Juniors worked together to have Units collect poppies (or names?) for Juniors to make a Memorial wreath for Convention 2027? “Remember a Veteran”?
 - What if the State Home Chairmen/VAVS Reps asked for holiday cards for veterans made by Juniors? Annual drive via the Units?
 - What if we promote a veteran project that all Juniors work towards &/or Juniors apply for a Foundation grant and raise the 20% required.
 - Ideas?
- How can we engage parents in our Youth program?
 - Scholarships? RS/JMOY? LMP at National Convention?
 - Ideas?
- Social Media: Ring Your Bell, too! Is this a good idea?



Section D: Your Mission Program Resources

- National Website: **www.alaforveterans.org** ; Member portal
 - “COMMITTEES” has all the individual programs and links to that programs Resources
 - “FORMS AND GUIDES”
 - “RESOURCES”
 - “MEETINGS AND TRAINING”
- Dept Website **www.aladeptaz.org** ; “Member Resources”
 - YOUR ATTENTION PLEASE
 - Program information
 - Forms
 - Awards
- EACH OTHER- All for One and One for All



Section E. Your Mission Program responsibility to Units

- Simplified Annual Report Forms for Unit reporting
 - Keep it to one page
 - Focus on information National is requesting
 - Acknowledge receipt
- COMMUNICATION:
 - “Monthly” Bulletins- well in advance
 - Ring Your Bell; Ring Your Bell, too?
 - REGULARLY post about your program
 - Comment on their achievements
 - ANSWER EMAILS/TEXTS
- Award review, promotion and process
 - NOW: Review the Department awards available for your program; work to clarify them/put into new format
 - Watch for Units working your program. Encourage their efforts
 - Promote the awards available especially to Units working the program
 - Acknowledge receipt of award submissions
 - Select impartial judges
 - Practice your presentation—inspire our members and units!!!!



Section F: Your Mission Program responsibility to Department

- Meet Your responsibilities to Units and Western Division!
- Year-End Reports
- Resolutions to improve your program
- Do we want zoom sessions? Scheduled calls?
- READ/ANSWER EMAILS AND TEXTS!!!



Section G: Your responsibility to the Western Division

- Quarterly Zoom sessions
- Reports (generally Year-end) to Western Division: may double as Dept YE Report
- National Awards- promote; encourage; assist. Remember photo quality