



2019-2020 Program Action Plan

100th ANNIVERSARY

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What is this program, and why do we have it?

The ALA national 100th Anniversary Committee was formed to inform our members and communities of who we are, what we do, and why we matter. As we near the 100th anniversary of our organization, we want every member, every department, and every community to let our story of Service Not Self ring out. To that end, the ALA national 100th Anniversary Committee has set up three subcommittees covering history, public relations, and programming.

Units dig through your records, find your original officers, and the date the unit was chartered and then share its findings and activities with the community.

Communication is a key element to the success of our 100th anniversary celebration. To that end, a Facebook group has been created and all Legion Family members are encouraged to join the group by searching "ALA Centennial" on Facebook. There you can share ideas with members throughout the country. Another resource is ALA eNews and In The Know eBulletin. Check these monthly online publications to find articles on the 100th Anniversary. If for some reason you aren't receiving these emails, check your junk/spam mailboxes.

Remember: The American Legion began celebrating its 100th anniversary at the Legion's National Convention in 2018 and will conclude on Veteran's Day 2019; while the Auxiliary will be celebrating our centennial on November 10, 2019 through the National Convention 2020. Work with your local post on its celebration and use the best ideas for your unit. Let's have 2020 vision for our 2019-2020 celebration!

**Oklahoma
American Legion Auxiliary**



**Together We Can!
We Can Do It!**

Show us how you are celebrating the ALA's 100th Anniversary! The National President and the National Chairman of the 100th Anniversary Committee want you to show us how you're celebrating our 100th Anniversary in your unit, districts, and departments!

Log into your Facebook account and share what you are doing for the special anniversary with us by posting pictures on your own page – make sure to use the hashtag: #ALA100Celebration. We will search the hashtag and share on the National Headquarters' and the National President's Facebook pages.

If any member has suggestions what we may do special for our June Department Convention or a 100th Anniversary Celebration later on, let one of our committee members know. Celebrate with us!

100th Anniversary Awards Deadlines and Submission Requirements:

Let us know what you did to celebrate the 100th Anniversary. We want pictures via email so we may show at our convention.

The Best Unit 100th Anniversary promotion will be awarded.

100th Anniversary Reporting:

Mid-Year Reports

Please submit a narrative report by December 21, 2019 to the Department chairman.

Year-End Reports

Please submit a narrative report by May 1, 2020 to the Department chairman.

**Oklahoma
American Legion Auxiliary**



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#ALA100 Celebration Using Social Media to Promote the 100th Anniversary

Contact Information for Questions:

Linda Newsome, Past National President & National Committee Chairman

lindanewsome1995@gmail.com

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Guidelines:

1. Use your Facebook account to post pictures of your 100th Anniversary celebrations held at your unit, district, and department.
2. Include hashtag #ALA100Celebration
3. ALA NHQ will share pictures of the celebrations on our national Facebook page and on the National President's Facebook page!