



## ***2019-2020 Program Action Plan*** ***COMMUNITY SERVICE***

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The Community Service Program promotes The American Legion Auxiliary's visibility within our localities through our commitment to community, state and nation. By being visible in our communities, the Community Service Program demonstrates WHO we are, WHAT we do and WHY we matter.

REPORTS DUE TO COMMITTEE CHAIRPERSON:

MID-YEAR REPORT DUE: DECEMBER 21, 2019

YEAR-END REPORT DUE: MAY 1, 2020

### **What can you do?**

1. Become visible within your community as a link to the Veteran community. Get involved in community service projects to bring awareness of our mission to support veterans, service members, their families and the community.

### **Ideas:**

### **Member:**

Always wear your American Legion Auxiliary apparel or pin while volunteering in the community; it reinforces our brand promise by telling people WHO we are, WHAT we do and WHY we matter.

Volunteer and represent the Auxiliary at your local library, food pantry, nursing homes, senior citizen centers, senior programs etc.



**Unit:**

Volunteer to organize or assist with your community's Veteran Day observance.

Organize and participate in service projects for veterans, service members, their families and local community programs on ALA suggested days of service.

Register service projects on websites, community forums and social media to attract other community members to participate in your service projects.

Attend and represent the Auxiliary at special celebration events in the community such as Holiday parades, grand openings of community facilities and community leader recognition ceremonies.

**COMMUNITY SERVICE REPORTING:**

As part of your narrative report, please include answers to the following questions:

- 1 Did members volunteer for or organize service projects for any of the ALA suggested day of service? If so, which days were most successful for offering service projects? Did you have any challenges?
- 2 What types of community service activities and/or projects were done in your Unit?

**COMMUNITY SERVICE AWARDS:**

**A. Unit Award:**

1. Award: Citation Plaque
2. Presented to: One unit in each Division
3. Materials and guidelines:  
Include pictures and newspaper articles

**B. Department Award:**

1. Award: Citation
2. Presented to: One Department in each division
3. Materials and guidelines:  
Each entry must be typewritten in narrative form  
Include pictures and newspaper articles



**Additional Resources You Can Use:**

- 1. See your national Community Service Committee page of the National website:**
  - ALA Service Not Self Volunteer Toolbox
  - How to Partner with Organizations for Community Outreach
  - How to Mobilize Community Support for Those Who Serve
  - How to Serve on National Days of Service
- 2. ALA suggested days of service**
  - 9-11 National Day of Service and Remembrance (observed annually on Sept 11)
  - Make a Difference Day (observed on the fourth Saturday of Oct)
  - Veterans Day (observed annually on Nov 11)
  - Martin Luther King Jr. Day of Service (observed on the third Monday of Jan)
  - National Volunteer Week (observed the third week in April)
- 3. Your National Community Service committee members** (See Community Service program page on the National Website or Annual Supplement for contact information)
- 4. The National Community Service Committee Facebook Group, search "ALA Community Service"**

**HAVE A GREAT YEAR SERVING OUR COMMUNITIES AND VETERANS!!!**

**Bonnie Alexander  
Community Service  
Chairperson**

***Special 100<sup>th</sup> Anniversary History Program Facts:***

The national Community Service Committee was established in 1926, during the term of Past National President Adalin Macauley of Wisconsin. In 1934, during the term of Past National President Tess Carlson of Minnesota, a campaign was launched to make "good" books available to more Americans. The Community Service committee carried out this program.