



AMERICAN LEGION AUXILIARY

DEPARTMENT OF IOWA

SERVING VETERANS, THEIR FAMILIES AND THEIR COMMUNITIES

Auxiliary Communique - Fall 2015

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Membership

Shooting for the Moon . . . Land Among the Stars!

Kim Dixon, Dawn Aberle, and Mary Bryan
Membership Committee

What an awesome turn in at Department Convention! All members are definitely STARS! As long as everyone keeps, "Shooting for the Moon" we will definitely "Land among the Stars."

The Department Membership committee has come up with some fantastic ideas, plans and incentives for obtaining target milestones throughout the year.

PLEASE, PLEASE, do not hold memberships! Turning in those memberships regularly allows us to continue honoring our veterans as well as maintaining all other programs of the American Legion Auxiliary. It also puts the Department in the running for numerous National monetary incentives.

Remember dues MUST be in the

Department office by December 1 to not receive a second dues notice from the National office.

It was great to see so many attend Leadership Workshop and we look forward to District Conferences and Mid-Winter.

Be sure to check out the incentives in the Plan of Action and watch for more information on our red carpet celebration next summer!



Governing Documents

Marilyn Block
Department Chairman

Here it is a new membership year. It's that time again to plan your programs and yes it's time to go over your "Governing Documents" (Standing Rules and Bylaws). This is done yearly on the Department level, as each Unit, County and District should do also.

The Blue Book contains the changes and needs to be purchased every year. It contains a wealth of information about how the Auxiliary should be conducted, about programs, dues, who votes, committees, duties of your officers and your contributions.

The "Unit" information contained in the Blue Book begins on page 13; "County" information begins on page 18 and for your "District" information it is on page 19.

When you yearly revisions are made two (2) copies along with a self-addressed stamped envelope are to be sent to the Department Parliamentarian; her name and address can be found on page 43 of the Blue Book.

Every member should have access to and be knowledgeable of the workings of the organization. Take the time to study your "Governing Documents" (Standing Rules and Bylaws). When you have completed the study your year serving our veterans, PAST, PRESENT AND FUTURE, our homeless veterans, our children and youth and our communities will run smoothly and you will have a very successful and satisfying year serving this great organization. To all I wish a very wonderful year!



Public Relations

Jackie Westover - jwestove@msn.com, 712-372-4069
Department Chairman

committee promoting this year? First of all, be sure to check out the complete list of awards in the Plan of Action on the National website on page 252.

1. Ring Your Bell contest – See all of the rules on the national website. Units receive points each time their name is mentioned in the media or in public (e.g., newspapers, TV, radio, Internet, social media, event sponsorships, mayoral proclamation, etc.). Units keep a notebook or digital file of all news clippings, Facebook photos, and articles posted online, photos of unit members wearing Auxiliary apparel, magazine articles, radio or TV appearances. Ideas for publicity are endless.

2. Digital Diva Award for the Best overall social media coverage.

3. Most outstanding PR coverage.

4. Recognition for best TV

coverage.

Incorporate President Tammy's theme, colors, and symbol, "Honoring our Veterans: Past, Present, and Future" whenever you can in your publicity. Check out the national website the great information concerning Public Relations, including: How to sheets, Power Point Templates, Posters, The ALA branding Guide, and the Auxiliary Media Toolkit.

If you have questions about the available resources or on any part of the Plan of Action, please email me. I would be happy to assist you with any of your questions. I would like to hear from you by December 20 on what you are doing to promote the ALA. "Ring Your Bell" loudly this year as you promote the American Legion Auxiliary. Let's all take part this year as we spread the word "Honoring our Veterans: Past, Present, and Future."

Public Relations is the foundation of all of the work we do in order to promote the American Legion Auxiliary in the most positive way. Through our activities and how we represent ourselves, we are able to communicate who we are, what we do, and why we matter in the lives of our Veterans, their families, and our communities.

The first most important aspect of Public Relations is the building of relationships. How can we advocate the greatness of this organization to potential, eligible members and to the community without a positive relationship on the unit, the county, the district, and even on the department level? Build a positive relationship from within and teamwork will follow. I would like to hear from units who have turned their units around and now work as a positive team. Also establish a good working relationship with the local media. Anytime we can be mentioned in the newspaper or on TV in a positive manner is publicity for the Auxiliary. Spread the word about your events and invite surrounding communities and other units to participate.

Use Social media, such as Facebook, Twitter, and Instagram to get the word out. By using social media responsibly, your exposure increases significantly in a much shorter time frame. If you are not computer savvy, enlist the assistance from another member who is. Always adhere to the branding policies of the American Legion Auxiliary, which can be found on our national website, <https://www.alaforveterans.org/>

What is the Public Relations

Poppy Proceeds

The following Units have not turned in poppy proceed checks and reports. They were due June 5, 2015. Those Units that do not turn in poppy proceed checks and reports will not be able to order poppies for the coming year. If you have questions please call the office and ask for Traci, at 515-282-7987. Send TODAY!

District 1
#94, Salem

District 3
#204, Eagle Grove
#149, Gilman

District 5
#296, Deep River

District 6
#232, Polk City
#689, Runnells

District 7
#332, Exira
#337, Missouri Valley
#422, Walnut

District 9
#64, Sioux City
#115, Storm Lake

Chaplain's Corner

Vickie Klinkhammer
Department Auxiliary Chaplain

At the leadership workshop this past August, I asked all of those in attendance for some quiet time to reflect upon their favorite Bible passage as I read mine, from Ecclesiastics 3:18:

"There is a time for everything and a season for every activity under heaven.

"A time to be born and a time to die, a time to plant and a time to uproot, a time to kill and a time to heal, a time to tear down and a time to build, a time to weep and a time to laugh, a time to mourn and a time to dance, a time to scatter stones and a time to gather them, a time to embrace and a time to refrain, a time to search and a time to give up, a time to keep and a time to throw away, a time to tear and a time to mend, a time to be silent and a time to speak, a time to love and a time to hate, a time for war and a time for peace."

This speaks volumes of wisdom not only for past generations, but for us now and as we look forward to our future! **For God and Country**

"The History Cop"

Rhonda Siefering
Department Auxiliary Historian

It's a great honor to call myself the 2015-16 Department Auxiliary Historian. As some of you may know, my other title is, "History Cop."

Though we may have fun with our duties, we have to remember the positions we have been elected for are very important. My position is all about our Department of Iowa History. I'm asking for help with this position. Please help me compile information about each of your units, counties, districts, and anything that is beneficial to our history and President Tammy's scrapbook.

Send articles, pictures, events, programs, and news articles you may have. No matter what you do, it is important and should be documented as such. Don't forget to include the "Who", "What", "When", and "Where" of each thing you send. Feel free to get them to me at the Department Mid-Winter Conference in Des Moines in February. I will be attending some District Conferences or if you see President Tammy give them to her and she will make sure she gets them to me. Remember that your Unit history book needs to be to me by May 7, 2016, so they can be judged and sent to National. With deadlines for us to get them to National, this is what we must do.