



AMERICAN LEGION AUXILIARY
DISTRICT 29
STATE OF CALIFORNIA

February 2024 EDUCATION

This month's issue is packed with all kinds of valuable information for you to use in your units, so please take a little time to read it thoroughly. There are also, various resources attached. One very useful attachment is an **ALA MEMBER TRACKING SHEET**. Give one to each of your members so they can keep track of every single activity and dollar they spend or donate towards veteran related activities. They don't have to do these activities with the post or unit. It could be anything from shopping for a neighbor who is a veteran to bringing your leftovers to a vet to enjoy. There are so many acts that we perform everyday for veterans, including family, that qualify and need to be tracked. By doing so on a regular basis, our chances of having the most accurate information for our upcoming Year End Reports will be much easier to obtain from our members.

Why do we need to track hours? Well there is an attachment, "**Regarding Tracking,**" explains that very subject. It was covered at the August Workshop in Clovis. All I can say is that we really need the information in those reports. It cannot be stressed enough. And **please** be sure to turn them in on time.

The California State Newsletter, "**The Hub,**" is included in this emailing. Pay special attention to Page 8. On it you will find an article about the Junior State President, Olivia Thuney, who is from our very own Unit 716 in Los Alamitos. Olivia has made us very proud and because of her example, we urge units to seek out amazing and passionate young women like Olivia, who can be outstanding assets to our ALA family.

There are so many opportunities for scholarships available to our young people through both the Department of California and our own district. State Educational Scholarships can be found at: <https://calegionaux.org/scholarships/education-scholarships/> The **District 29 Memorial Scholarship Application** is attached in filliable form. Please be sure to fill the form out completely and return to me by email by April 13, 2024.

As always, please use the Poppy Seals. They are only \$2.00 a sheet. Add a poppy to all your mail, gifts, hand-outs!

Happy February! Stay Safe and Always Faithful!



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American Legion Auxiliary Education Monthly News

ALA Education Share Your Story

Be sure to "LIKE" us on Facebook. Help spread the word about your service @ ALA Education Program. This is a closed group so you have to request permission to join. You then have to answer 2 questions to be approved: (1) Are you a member of the ALA? and (2) What is your unit and department (state)?

*Websites with Education Planning
Information:*

www.ALAforVeterans.org

**The Auxiliary has many
tools that aid members in
learning about our
programs.**

ALA Academy

www.alaforveterans.org/ALA-Academy

MISSION TRAINING

Central Division: Cincinnati, OH:

Completed

Eastern Division: Providence, RI:

Completed

Remaining Dates

Northwestern Division: Lincoln, NE

Saturday, February 3, 2024

Southern Division: Nashville, Tenn.

Saturday, February 3, 2024

Western Division: Las Vegas, NV.

Saturday, January 27, 2024

Please register for one of these meetings where you will learn a wealth of information about our programs.

For further information and to register go to
<https://member.legion-aux.org/meetings>

Contacts is the key to ALA in Schools

In almost every situation, relationships matter. It's hard to work with strangers and turning strangers into friends takes some effort. For every unit that has junior members, here's a quick checklist to start identifying contacts at local schools.

1. Look at your membership roster and see if you have any junior members.
2. Ask their parents where their children go to school and what grade they are in.
3. Start the conversation on how parents can become an advocate for citizenship, leadership and patriotism with educators and administrators.
4. Determine if the parents can contact an educator or administrator and arrange a meet-n-greet either in person or via electronic messaging.
5. Acquire some children & youth brochures to give to the designated contacts.
6. Share the following program statements in your conversation or messaging:

- To promote quality education for children, especially for military children, and adults.
- To encourage schools to invite veterans to speak in their classrooms.
- To provide scholarships for students who desire a college education.
- To support legislation that establishes new scholarship opportunities.
- To support the Education program and scholarship opportunities of The American Legion.

If the junior members are in high school, please let them know about Girls State and Scholarships. Almost all eyes light up when leadership opportunities and scholarships are mentioned. Since Girls State is a landmark ALA program, ask administrators if you can start an application process to identify students who would make good candidates to attend. It's a good idea to work with your local American Legion Post and partner up on identifying applications for both Girls State and Boys State. Through it all, parents are the gatekeepers to their children and it's important to be transparent. Once you created a relationship with parents, administrators and educators, you can ask for referrals to other school administrators within the school district and educators at other grade levels.

Continue on page 2



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Education Resources

(found on the National Education Committee page of the National website under Member Resources)

[Give 10 to Education Citation](#)
(downloadable word doc)

- [Give 10 to Education Suggested Donation Items and Tracking Sheet](#)
(downloadable word doc)
- [ALA Education Facebook Group](#)
- [American Education Week Cards](#)
- [ALA National Scholarship FAQs](#)
- [ALA Member FAQs:](#)
<https://member.legion-aux.org/member/committees/education/national-scholarship-resources-faq>
- [Non-ALALA Member FAQs:](#)
<https://www.legion-aux.org/scholarships/faq>

[What Did Your Unit Do for American Education Week?](#)

[Share your picture and events.](#)



Cookies donated by Colorado Legion Family Post #2 for American Education Week

Contact is the Key to ALA in Schools continue

Here are some of the programs to help get you started:

1. Veterans in the classroom - arrange for veterans to speak in classrooms or assemblies. What an honor for veterans to share their experience of service not self.
2. Poppy Essay and Poster Contests
3. Oratorical Contests in cooperation with the American Legion.
4. A full list of local, department and national scholarships.
5. Ask students to volunteer (one example is Silver Cord) at your local ALA events.

Dates are important too - a perfect opportunity to introduce the American Legion Auxiliary. Here are a couple of examples for next year:

- Purple Up! Day for Military Children - Apr. 15, 2024
- Teacher Appreciation Week - May 6-10, 2024

Finally, with a strong partnership with the local school district, may help with membership. The ability to identify and ask junior members who are eligible to join the ALA helps with our overall mission.

American Education Week Highlights:

Colorado: Unit 2 Honored the Support Staff, Administrators and teachers during American Education Week by donating cookies.

Georgia: Unit 233 Provided staff and teachers with cookies

Maryland: Unit #145 recognized the Teachers' Aides at local school and presented them with THANK YOU Cards

Texas: Unit 511 visited school that focuses on students with disabilities and provided goodie bags to staff

Arkansas: Unit 91 Donated Disinfect wipes, hand sanitizer, tissues and pencils



National Child Traumatic Stress Network

- » Talking to Your Children About War
- » Understanding Trauma Responses in Children with Intellectual and Developmental Disabilities and When to Seek Help

American Psychological Association

- » Resilience in a time of war: Tips for parents and teachers of elementary school children
- » Resilience in a time of war: Tips for parents and teachers of middle school children

Behavioral Health Resources for Families, Schools, and Professionals:

National Association of School Psychologists

- » Anxiety: Helping Handout for School and Home
- » When Grief/Loss Hits Close to Home: Tips for Caregivers
- » Addressing Grief: Tips for Teachers and Administrators
- » Supporting Children's Mental Wellness: Tips for Families and Caregivers

National Child Traumatic Stress Network

- » Age-Related Reactions to a Traumatic Event
- » After a Crisis: Helping Young Children Heal

Military Child Education Coalition

- » Military Child Well-being Toolkit
- » PTSD, TBI, Invisible & Physical Injury: Overview
- » Well-being: Physical Well-being, Stress Management, & Mental Health Resources
- » Suicide Prevention & Awareness: Overview
- » Anxiety In Young Children: A Military Parents' Guide Through Transition

Additional Helpline Resources

- » **National Suicide and Crisis Lifeline** - call or text 988 (Spanish and Deaf/Hard of Hearing services available)
- » **SAMHSA Disaster Distress Helpline** - call or text 1-800-985-5990 (Spanish and Deaf/Hard of Hearing services available)
- » **Military OneSource** - call 1-800-342-9647 for eligible DOD service members and their families
- » **Veterans Crisis Line** - call 1-800-273-8255, press "1" or text 838255 for all service members

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PUBLIC RELATIONS

This month's Public Relations letter comes from Joan Cannon, our Department of California Public Relations Chair. She brings a wealth of information for our units to use. To make things easier on you, I have attached all the PR Toolkit resources she refers to.

The **ALA ACADEMY** is a great way to learn more regarding the committee you chair. They offer both "**LIVE**" and "**ONLINE**" self-paced classes. Each online course takes less than 45 minutes from start to finish and even if you think you know it, it only takes one idea to spark another. And that makes it more than worth it. Visit the ALA Academy at <https://member.legion-aux.org/member/online-training> to see what you can learn more about.

Did you know we have a District 29 Facebook page? Well we do and it gives you the perfect opportunity to spread the word about your unit's activities. You can find us at:

D29 ALA: <https://www.facebook.com/groups/d29ala>

And we have another Facebook page that lets you know about some of the happenings in units outside of our district. Why recreate the wheel? We can all learn from each other! That Facebook is:

D29 ALA Resources & Ideas: <https://www.facebook.com/groups/970864850809606>

How about you? Have you started your unit Facebook page yet?

TEAM WORK

Coming together is the

beginning

Keeping together is

progress

Working together is

success





PUBLIC RELATIONS FEBRUARY BULLETIN

Thank you to the volunteers that supported the Public Relations Jeopardy Game held at DEC's Program Fair. If you were unable to attend, our game was questions and answers on Do's and Don'ts of Social Media. You can find the list of Do's and Don'ts on the ALA National Website at <https://alaforveterans.org> go to Public Relations under committees. The picture above is Madam President Glenda with National Western Division Vice President Jan Cushing and Veterans Affairs and Rehabilitation (VA&R) Dept. Chairman Susan Baker attending the Friday morning VA&R Meeting.

Get Involved – spread the word about the American Legion Auxiliary, a community of volunteers serving veterans, military and their families. Did you know that on the National Website's Public Relations page you can find a Public Relations Toolkit, ALA Branding Guide and the ALA PR Facebook Group. Let's take a look at what's in the Public Relations Toolkit you can find the following downloads.

1. PR Guide and Tips for Volunteer Recruitment
2. ALA Declaration Flyer
3. ALA Declaration Color Sign
4. Media templates and samples to promote your events and patriotic holidays
5. ALA emblem use approval request form
6. ALA branding Game

You will find significant information in these downloads for your use take the time to investigate each.

Ways to spread the word –

1. Maintain social media accounts
2. Build relationships with local media
3. Send press releases and letters to the editor to local media
4. Contact your local government for proclamations
5. Have an elevator speech
6. Familiarize yourself with the PR toolkit
7. Take the ALA Academy Courses related to PR
 - a. ALA Branding and Why it Matters to ME!
 - b. Using Social Media to your Unit's Advantage

In the March bulletin we will discuss how ALA members can be visible in their communities.

“Great minds discuss ideas; average minds discuss events; small minds discuss people.”
Eleanor Roosevelt

Joan Cannon,

Dept. Public Relations Chairman – joancannon@hotmail.com