



American Legion Auxiliary  
Department of California  
Americanism Bulletin  
August 2024

Members~

Welcome to the 2024-2025 American Legion Auxiliary year as we celebrate "American the Beautiful" and "Crown Thy Good with Brotherhood". I, as your Department Americanism Chairman, will be known as Betsy Ross. If you are not familiar with her, please do a little research and discover the contributions she made to the founding of this country. She was an amazing woman.

Americanism is a key component in our mission to serve our Veterans, our communities and our youth. There are several parts of the program that I would like us to focus on. They include:

- Getting out the vote. This is an extremely important time to encourage all citizens to register and/or vote. We must have our voices heard. That is one of the tenets our Veterans fought and still fight for – our right to vote. There are guidelines that need to be followed. You must not support any specific candidate or issue when you are wearing branding items of the ALA. When you are not identifying yourself as a member of the ALA, that is a different story. If there is specific legislation, it must be supported by the American Legion. If you have questions, please reach out and ask.
- The Pocket Flag program. If you send out care packages to deployed troops, or partner with a Blue Star Mothers of America Chapter, consider providing pocket flags to be included in the boxes.
- Promoting Americanism in the schools, such as assisting the students to learn the Pledge of Allegiance or flag etiquette, as well as the essay contest once the titles for this year are released.

There are many ways to promote this program, and I look forward to hearing all your ideas. Think outside the box and let's wave our flags and show our support for our country.

I will have more to come in my next bulletin. I wanted to give you a few ideas to start planning your year. Please feel free to reach out if you have any questions.

Yours in Service~

*Robin Falkenberg*

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American Legion Auxiliary  
Department of California  
Americanism Program  
Clovis workshop 2024

Welcome to Clovis!

I am so glad to see all of you as we gather to kick off the 2024-2025 Auxiliary year as we celebrate America the Beautiful from Sea to Shining Sea for our Veterans, our communities and our youth.

The Americanism program provides the opportunity to show our patriotism flying our flags, providing pocket flags for our deployed troops, getting out the vote to encourage all citizens to register and exercise their right to vote. This year is an especially important time for our voices to be heard. Please remember, when wearing your ALA branded clothing or accessories, we are not allowed to support any specific candidates. We also support issues that the American Legion supports. If you have any questions, please do not hesitate to reach out. If I do not know the answers, I will find one.

The Americanism essay contest titles are on the website (or will be shortly) along with the rules for each category, the coversheet and all relevant information you may need or want to promote your program.

I have a couple of questions: 1-How many of you fly the American flag at home? If you do, you are participating in the Americanism program. Do you volunteer in your community for citizenship events, such as swearing in ceremonies? Remember to participate in your city's patriotic holidays. It's not very hard at all.

On a personal note, just this last week I learned that my son, who is serving in the US Army, in year 5 of a 6-year contract, has reenlisted for another 6 years. I am so proud of him, I could bust, but I must admit I am scared to death for his safety and wellbeing. I know active duty falls under another program (do you know which one?), but the pocket flag program is a way to work both programs with one activity. Please keep our service men and women in your prayers. They are defending the freedoms we enjoy today. As a very special friend always reminds us: This country was formed on the backs of our Veterans. We would not have what we do today if it were not for them. Show them their sacrifices mean something to us. Work the Americanism program to the best of your ability.

Thank you!

Yours In Service~

*Robin*

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