



American Legion Auxiliary, Department of California
Public Relations – Rosemary Barron – rosemarybarron@msn.com
November 2024, Bulletin

Hear Yee, Hear Yee! Paul Revere here! How are you feeling about your programs? Great, I hope!

Hello, November and Fall is officially here. Enjoy the cooler days and nights- sweater weather! Don't let the change in daylight savings get you down. Maintain the sunshine in your step.

It's terrible the destruction the hurricanes brought to the east coast. I hope all your families who live in those areas are safe. My heart breaks when I see the stories in the news. Let's keep them in our prayers. Be careful if you are donating to help, you know the thieves are out there to prey on the generous people, be very careful. You may want to contact a Post directly.

I hope many of you attended the southern workshop held on October 12th. Sorry I had to miss it. It's important to participate when you can so that you can learn the processes of ALA. There are necessary changes that must happen to keep up with the changing times. There is a new ALA Unit Guide, revised April, 2024, for free to download. IF there is a Leadership course that becomes available in your area, be sure to sign up and take the opportunity to learn and grow.

When your Unit participates in events helping the Veterans and their families, don't forget to share on social media. It is important to the Auxiliary that we know firsthand that work is being done and we show our gratitude for their sacrifices!

November 2nd is the day of the dead (día de los Muertos). It is a Mexican holiday that can be celebrated by many cultures. This is where families welcome back the souls of their deceased loved ones for a reunion that includes a celebration with food and drinks and a dedicated altar.

November 11th is Veteran's Day. YAY! Many American Legion Posts and American Auxiliary Units will be participating in various events and activities on this very special day. Continue to promote the Auxiliary Brand as often as possible. Your local communities may also be having a celebration as well, be sure to get involved anywhere you can. Show your spirit for the living and deceased Veterans! Let's not forget the American Legion Auxiliary is not about self, it's about Veterans, Military, and their families first.

It is enjoyable when you can collaborate with other programs and get the Juniors to pitch in. It could make a big difference on how many people you can reach with a village behind you.

Remember it is about Service not self.



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Bulletin on Hashtags - 11/1/24

HASHTAGS – Where have we seen these before?

You have probably heard of a hashtag (#). Some might know the hashtag as the “pound sign” on phones. I know I do LOL!

Well, hashtags have found another function in today’s social media world. Now, you can tag a social media content or flyers by using a #hashtag.

This enables other users to see a collection of related content when they click on the hashtag.

You must be sure that this is something you want to share.

You simply put the # sign in front of the words or topic you want to use.

For example, we use it quite often in the American Legion Auxiliary.

[#AmericanLegionAuxiliary](#)

Try using an existing hashtag or creating your own the next time you create your post on social media to help users get more content about our organization.

