

# 2018 AUXILIARY DATES

## February 2018 Issue

### AD CLOSING

Nov. 20, 2017

### DIGITAL ARTWORK DUE

Dec. 15, 2017

### MAGAZINE IN-HOME RANGE

Jan. 31 — Feb. 6, 2018

## May 2018 Issue

### AD CLOSING

February 16, 2018

### DIGITAL ARTWORK DUE

March 16, 2018

### MAGAZINE IN-HOME RANGE

April 24 — May 1, 2018

## August 2018 Issue

### AD CLOSING

May 11, 2018

### DIGITAL ARTWORK DUE

June 8, 2018

### MAGAZINE IN-HOME RANGE

July 17 — 24, 2018

## November 2018 Issue

### AD CLOSING

Aug. 24, 2018

### DIGITAL ARTWORK DUE

Sept. 21, 2018

### MAGAZINE IN-HOME RANGE

Oct. 31 — Nov. 6, 2018



#### MISSION matters

#### WELCOMING NEW ALA MEMBERS USE ALA'S NEW MEMBER KIT TO BOOST RETENTION

Many American Legion Auxiliary members have been part of the organization for decades, some have belonged their whole lives. The dedication and skill of our volunteer members make the ALA the world's largest women's patriotic service organization. It is an incredible legacy — one worth preserving. That's why it's important to focus on enhancing new members. It's by keeping the ALA alive for generations to come. Unfortunately, about 25 percent of new members from the Auxiliary within the first three years after joining, according to the ALA's Organizational Development Report. Let's turn that around! Our ALA New Member Kit, available in the Member Only area of [www.ALAForVeterans.org](http://www.ALAForVeterans.org), can help.



#### 1. Show our Impact!

It's important to start off by explaining the importance of the American Legion Auxiliary to new members. Many times it's because they want to make a difference in the lives of veterans and servicemembers and to honor their own family members who made sacrifices for our country. New members can be encouraged to see the impact of the ALA's mission. The ALA's impact is not just in the lives of veterans and servicemembers, but in the lives of the community as a whole. The ALA's impact is in the lives of the people who serve our country. The ALA's impact is in the lives of the people who support our country. The ALA's impact is in the lives of the people who love our country.



#### 2. Explain ALA's structure

Units, districts, departments, and members are all made up of people who are passionate about the ALA. The ALA New Member Kit includes information on the ALA's structure and how it works. It's important to explain the ALA's structure to new members so they can understand the ALA's mission and how they can get involved. The ALA's structure is designed to support our members and to help them achieve their goals. The ALA's structure is designed to support our members and to help them achieve their goals. The ALA's structure is designed to support our members and to help them achieve their goals.



#### 3. Be available

While the ALA New Member Kit is a great starting point, it's important to be available to new members. This means being a good listener and being a good communicator. It's important to be available to new members so they can feel supported and encouraged. The ALA's mission is to support our members and to help them achieve their goals. The ALA's mission is to support our members and to help them achieve their goals. The ALA's mission is to support our members and to help them achieve their goals.

IT'S ALL GOOD  
GOOD NEWS, GOOD WORKS, GOOD TO HONOR.

"I have a tremendous amount of respect for military families. To have to worry about your loved ones and still try and live a normal life is extremely hard."

— Ashanti Douglas, Army Wives actress and singer

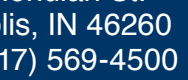
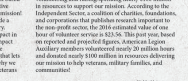
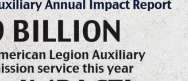
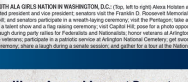


Since 2011, more than 7 million American children have had a pet including this young boy who recently greeted his father after a tour abroad. US Air Force. Studies show that many military children experience mental health, trauma, and other related problems. As the Month's approach in April, let's raise our commitment as American Legion support military families. For more information, visit [page 46 on](http://page 46 on)

[www.ALAForVeterans.org](http://www.ALAForVeterans.org)



#### Survivor of the Age of Hope



#### American Legion Auxiliary Annual Impact Report

**\$1.9 BILLION**  
The value of American Legion Auxiliary members' mission service this year  
**That's IMPACT!**

VOLUNTEER HOURS SERVING MISSION OUTREACH	
Reported	Projected
2,170,797	6,288,351
VOLUNTEER HOURS SERVING VETERANS AND COMMUNITIES	
Reported	Projected
7,390,564	13,374,771
RESOURCES RAISED & SPENT ON VETERANS, MILITARY FAMILIES	
Reported	Projected
\$23,567,560	\$68,291,117
RESOURCES RAISED & SPENT TO SUPPORT YOUTH, SCHOLARSHIPS & COMMUNITIES	
Reported	Projected
\$7,913,855	\$22,748,421

2015-2016 results estimated and projected through September 1, 2016

The American Legion Auxiliary is the world's largest women's patriotic service organization, and has been for over 100 years. We are a non-profit organization, and our mission is to support our members and to help them achieve their goals. We are a non-profit organization, and our mission is to support our members and to help them achieve their goals. We are a non-profit organization, and our mission is to support our members and to help them achieve their goals.

and the values principles for which they've fought by volunteering and raising over \$100 million in support of our mission. According to the Independent Sector, a coalition of charities, foundations, and non-profits, the ALA is the largest women's patriotic service organization in the world. The ALA is the largest women's patriotic service organization in the world. The ALA is the largest women's patriotic service organization in the world.

www.ALAForVeterans.org

#### Auxiliary

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