

LEADERSHIP

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Key Program Statements:

- To raise awareness of ALA leadership development opportunities.
- To promote participation in the ALA Academy.
- To enhance knowledge about ALA history, programs, and organization.

Knowledge is important in everything that we do in our day to day activities. Knowledge is also important in the American Legion Auxiliary. How do you bring knowledge to your members? Do you provide information about our programs at your unit meetings and promote mentoring relationships?

As leadership chairman, your task is to motivate, educate and inspire the Auxiliary members in your Unit, encourage mentorships and develop new leadership activities and resources.

Utilize experienced members to assist fellow members in using their skills and energy to promote the Auxiliary programs in creative ways. We have to remember that one person cannot do it all. It is our responsibility to use the talents of all of our members to help make our programs successful.

The ALA Academy offers two options:

1. Self-paced courses that you can take from any device. These are designed for you to take whenever you have time with no need to pre-register.
 - ALA 101: is the introductory course to the ALA Academy, focusing on who we are, what we do and why we matter.
 - ALA Communication Methods: is an introduction to how the ALA uses E-Communication. The course also provides basic how-to information about using social media.
 - ALA Leadership: Living Our Motto of Service Not Self: reviews what it means to be a leader, and that leadership is not only a title – it is helping others to stay mission-focused and leading by our guiding principles. By the end of this course, participants will have the tools they need to develop a personal leadership plan.
 - Establishing an ALA Culture of Good Will: is a thought-provoking course designed to help ALA members better understand how our attitudes,

beliefs and behaviors impact ALA membership and the ALA's ability to serve our mission.

- ALA Branding and Why It Matters to Me: ALA members will learn that branding is more than just a logo – it's also how the public perceives our organization and our values. In this course, members will gain a better understanding of why branding is critical to continue our mission of serving veterans, military, and their families.
- ALA Juniors E-Learning Course is designed with younger members in mind. Juniors will learn about the purpose of the program, how to excel as leaders, tips for speaking to groups, and much more.
- The ALA Fundraising course teaches members about the four different ALA Foundation grants and how to apply for them, how to plan a fundraiser, how to market a fundraiser, and much more.
- How to Deal with Conflict: How you handle conflict determines whether it turns into a major battle or leads to a deeper understanding of others and a more positive relationship. In this module, you will learn about conflict and the process of resolving it in a professional, positive and proactive manner.

2. Live virtual webinars are now also offered. These courses are free but are offered live and you will need to register in advance. Watch ALA National Headquarters' social media channels @ALAforVeterans for the most up-to-date course registration information.

We must continue to move forward in the learning process. There is much to be learned about our organization and the way it works. Not just for Unit officers, but anyone can learn of the history of the American Legion Auxiliary, its protocols, parliamentary procedures, responsibilities of members, chairmen and officers alike.

How? A good start for you as members and/or officers is to attend a Leadership Course in your District or any District if you cannot attend the one scheduled in the District where you are a member. I am available to Units for mini workshops as well. Learn what tools are available to help us. And, you are encouraged to ask questions as we all learn from each other.

Who? ANYONE CAN ATTEND!

When and Where? The dates, times and location of these workshops will be posted in the bulletin as they become available.

Unit Member of the Year:

The Unit Member of the Year award recognizes those serving at the unit level who exemplify the values and ideals of the Auxiliary and whose accomplishments significantly impact the program work in their units.

Submit a narrative of 1,000 words or less to this chairman by April 1, 2026.

Describe the nominee's accomplishments and activities and include the nominee's name and address.

There will be eight (8) District winners selected. Winners will be recognized at the Department Convention in May 2026. One winner will be selected to be NH's Unit Member of the Year.

Department Award:

Nichols Trophy- Awarded to the District who has the highest percentage of Units attending a District Leadership Workshop.

Leadership Resources:

- Unit Handbook (Includes Manual of Ceremonies & Rehabilitation insert)
- National Constitution and Bylaws
- Policies and Procedures
- Robert's Rules of Order Parliamentary Procedure
- Let's Be Right On Flag Etiquette

There are many resources provided at no cost by our National Headquarters such as the downloadable and printable Unit Guide and other handbooks specific to many of the ALA programs, and hard copies can also be purchased from Emblem Sales.

There are opportunities to learn about programs and activities through engagement on social media platforms such as the National ALA Facebook group pages, available to members only. We encourage everyone to explore these and to remember to share with others who may not have or prefer electronic access.