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The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

## #ALA100Celebration Using Social Media to Promote the 100<sup>th</sup> Anniversary

### Contact Information for Questions:

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### Show us how you're celebrating the ALA's 100<sup>th</sup> anniversary!

The national president and the national chairman of the 100<sup>th</sup> Anniversary Committee want you to show us how you're celebrating our centennial in your units, districts, and departments!

Log in to your Facebook account and share what you are doing for the special anniversary by posting pictures on your own page. Be sure to use the hashtag **#ALA100Celebration**. We will search the hashtag and share on the National Headquarters and the national president Facebook pages.

### Guidelines:

1. Use your Facebook account to post pictures of your 100<sup>th</sup> anniversary celebrations held at your unit, district, and department.
2. Include hashtag **#ALA100Celebration**.
3. ALA National Headquarters will share pictures of the celebrations via our national Facebook page (@alaforveterans) and on the national president Facebook page (@alanationalpresident)!



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## 2019 - 2021 Annual Supplement to the Programs Action Plan 100<sup>th</sup> Anniversary



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The American Legion Auxiliary's 100th anniversary celebration will continue through our National Convention in 2021 in Phoenix, Ariz. The national 100th Anniversary Committee remains intact, as does the information contained in this supplement.

The 100<sup>th</sup> Anniversary Committee was formed to inform our members and communities of who we are, what we do, and why we matter. As we extend the 100<sup>th</sup> anniversary celebration of our organization, we want every member, every department, and every community to let our story of *Service Not Self* ring out. To that end, the ALA national 100<sup>th</sup> Anniversary Committee has set up three subcommittees covering history, public relations, and programming. ALA departments may set up their own committees according to what works best for them. Each department is urged to contact their districts and units to encourage them to participate in this exciting anniversary. Encourage your units to dig through records, find their original officers, and the date the unit was chartered. Be sure to share findings and activities with the community.

In addition to the three major areas noted above, members of this committee have been tasked with contacting each department to offer help, share ideas, and act as a conduit between each department and the National organization.



Communication is a key element to the continued success of our 100<sup>th</sup> anniversary celebration. To that end, a Facebook group was created, and all Legion Family members are encouraged to join the group by searching “ALA Centennial” on Facebook. There you can share ideas with members throughout the country. Another resource is *ALA eNews* and *In The Know eBulletin*. Check these monthly online publications to find articles on the 100<sup>th</sup> Anniversary. If, for some reason, you aren’t receiving these emails, check your junk/spam mailboxes.

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