

NATIONAL AWARDS 2017-2018

AMERICANISM

Unit Award: Dorothy Pearl Most Outstanding Americanism Program

Type of award: Citation Plaque, announced at the National Convention

Presented to: One unit Americanism chairman that reports the most outstanding Americanism program targeted to children and youth.

Materials and Guidelines:

- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- The entry may include no more than five pictures and five news articles.
- Attach an award cover sheet including the name of the award, as well as the name and contact information for the unit Americanism chairman.
- Deadline: Send to Natl Central Division Chairman postmarked or emailed by 5 p.m. EST.

AUXILIARY EMERGENCY FUND

A. Citation Plaque Recognition – Given to one unit contributing the largest donation (per capita) to the Auxiliary Emergency Fund as of June 1.

B. Citation and Lapel Pin Recognition – Presented to any individual contributor donating \$50 or more. The citation form is available at www.ALAforVeterans.org. Citations may be printed by the unit or department.

CHILD WELFARE FOUNDATION

Unit Award: “Children First” Gift Club

Type of Award: Plaque

Presented to: Units

Materials and guidelines:

- Presented for their cumulative donations to The American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
- Guardian Level - \$1,000
- Advocate Level - \$750
- Caretaker Level - \$500

Unit Award: 100% Per Capita Banner Program

Type of Award: Banner

Presented to: Units

Materials and guidelines:

- Presented to units donating at least one dollar for each member to the American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
- Application form can be found at www.cwf-inc.org.

Member Award: “Cornerstone” Gift Club

Type of Award: Pin

Presented to: Members

Materials and guidelines:

- Presented for their cumulative donations to the American Legion Child Welfare Foundation during the contribution year (June 1 through May 31).
- Foundation Ambassadors - \$1,000
- President’s Circle - \$500
- Foundation Partners - \$250
- Century Club - \$100

CHILDREN AND YOUTH

Youth Hero Award

Type of Award: Youth Hero Medal and Citation

Presented to: Youth under 18 years of age who have performed a heroic act of physical valor

Materials and guidelines:

- Complete the Youth Hero and Good Deed Award Nomination Form and mail to your **Department Secretary**, who certifies, then mails the application to National Headquarters. (Please, members/units **do not** mail applications directly to National Headquarters.)

The award certificate, signed by the National President, and Youth Hero Award medal will be returned to the unit to be presented on behalf of the national organization.

Good Deed Award

Type of Award: Citation

Presented to: Youth under 18 years of age who are great examples of community service in action

Materials and guidelines:

Complete the Youth Hero and Good Deed Award Nomination Form and mail to your **Department Secretary**, who certifies, then mails the application to National Headquarters. (Please, members/units **do not** mail applications directly to National Headquarters.)

Unit Award: Outstanding Unit Children & Youth program

Type of Award: Engraved Plaque

Presented to: One unit in each division (5 overall awards)

Materials and guidelines:

- Awarded to the unit in each division with the most outstanding Children & Youth program.
- Narrative not to exceed 1,000 words. Include specific examples of how your unit worked the Children & Youth program.
- May include pictures, news articles, news releases, etc.
- Attach an award cover sheet including the name of the award, as well as the name and contact information for the unit Children and Youth chairman.
- Deadline June 1 sent to Central Division Natl. Chairman postmarked or emailed by 5 p.m. EST.

COMMUNITY SERVICE

Unit Award: Unit Community Service Award

Type of Award: Citation

Presented to: One unit in each division (5 awards)

Materials and Guidelines:

- Include pictures and newspaper articles.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the unit Community Service chairman.
- Deadline: June 1, sent to Natl Central Division Chairman postmarked or emailed by 5 p.m. EST.

EDUCATION

Member Award: Give 10 to Education

Type of Award: Printable citation

Presented to: Those who have participated in Give 10 to Education

Materials and Guidelines:

Recognition certificates are available to download and print at www.ALAforVeterans.org on the Education Program webpage.

Unit Award: Most Outstanding Unit Education Program

Type of Award: Citation plaque

Presented to: One unit Education chairman

Materials and Guidelines:

- Entries must include the award cover sheet.
- Presented to a unit Education chairman.
- The entry must be typewritten in narrative format, not to exceed 1,000 words, describing specific examples of how your unit worked the Education program.
- Include pictures, clippings, scrapbooks, folders, etc.
- Deadline: June 1 sent to Central Division Natl Chairman postmarked or emailed by 5 p.m. EST.

JUNIOR ACTIVITIES

Unit Award: Best Overall Unit Junior Activities Award

Type of award: Citation Plaque

Presented to: One unit in each division (5 overall awards)

Materials and Guidelines:

- Entries must include the award cover sheet.
- Awarded to the unit with the most outstanding Junior Activities program.

- Narrative not to exceed 1,000 words. Include specific examples of how your Juniors worked the ALA mission.
- May include pictures, news articles, news releases, etc.
- Deadline: June 1 sent to Central Division Natl Chairman postmarked or emailed by 5 p.m. EST.

Junior Member Award: Junior Member of the Year

Type of award: Engraved Plaque

Presented to: One Junior member, in recognition of her dedicated service, efforts and talents.

Materials and Guidelines:

- Entries must include the award cover sheet.
- Entries must be typewritten and include the following information:
 - o Consideration of only Junior members in good standing for the current year.
 - o Outstanding contribution the Junior has made through an ALA program or project.
 - o Nominee should not be serving as an honorary department Junior president.
 - o Length of membership is not a criterion.
 - o Name, email address and complete mailing address of nominee must accompany nomination.
 - o A narrative, typed essay not to exceed 500 words summarizing the nominee's accomplishments during the current administrative year.
 - o Please include pictures, clippings, scrapbooks, folders, etc., either electronically or via postal mail.
 - o Nomination must be signed by the candidate's unit Junior Activities advisor.
 - o Attach an award cover sheet, including the name of the award, as well as the name and contact information of the Department Junior Activities chairman.
 - o All entries must be sent by the unit chairman to national headquarters, to the attention of the Junior Activities Program Coordinator. Entries must be emailed by 5:00 p.m. EST June 1.
- o Entries will be judged by the national Junior Activities committee.

LEADERSHIP

Unit Award: Most Outstanding Unit Leadership Program

Award type: Citation: one in each division (5)

Presented to: One unit Leadership chairman who best demonstrates innovative methods to help members develop the leader within.

Materials and guidelines:

- Narrative not to exceed 1,000 words.
- Pictures and examples are encouraged.
- Types of training provided. Must have participation in *ALA Senior Auxiliary Basics, A Course on our History and Legacy*.
- Number of members attending leadership skills workshops/trainings. Must show increased participation in Mission Training.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the unit Leadership chairman.
- Deadline: June 1 sent Central Division Natl Chairman postmarked or emailed by 5 p.m. EST.

LEGISLATIVE

Unit Award: Most Outstanding Unit Legislative Program

Type of Award: Citation

Presented to: One unit in each division (5 overall awards)

Materials and Guidelines:

- Entries must include the award cover sheet.
- Each entry must be typewritten in narrative form
- Include pictures and newspaper articles.
- Deadline: June 1 sent to Central Division Natl Chairman postmarked or emailed by 5 p.m. EST.

MEMBERSHIP

Member Award: R5 – Recruit/Rejoin

- Award: Special gift from the national Membership chairman
- Presented to: Members
- Deadline: May 1, 2018
- Materials and guidelines:

- o Award will be presented to members who recruit or rejoin five or more Auxiliary Junior or senior members. Rejoins must not have paid dues after 2015.
- o Send to National Headquarters, Attn: Membership Division.
- o One entry per recruiter.
- o All verified entries will be eligible for \$250 cash drawing.

Member Award: Silver Brigade

- Award: Special gift from the national president
- Presented to: Members
- Deadline: May 1, 2018
- Materials and guidelines:
 - o Award will be presented to members who recruit 25 or more new senior Auxiliary members.
 - o Send to National Headquarters, Attn: Membership Division.
 - o All verified entries will be eligible for a \$500 cash drawing.
 - o One gift per recruiter.

NATIONAL SECURITY

Unit Award: Most Outstanding Unit Program

Type of Award: Citation

Presented to: One unit in each division (5 overall awards)

Materials and Guidelines:

- Entries must include the award cover sheet.
- Each entry must be typewritten in narrative form.
- Include pictures and newspaper articles.
 - Deadline: June 1 sent to Central Division Natl Chairman postmarked or emailed by 5 p.m. EST.

PAST PRESIDENTS PARLEY

Unit Member of the Year Award:

1. Only senior members in good standing are eligible.
2. Current membership dues must be paid.
3. The member cannot have obtained an elected or appointed leadership role higher than that of unit president.
4. Selection is based on accomplishments, activities, etc. for the current administrative year.
5. Years of membership are not a part of the criteria; the nominee may be a new member.
6. All entry forms, including a narrative, must be completed and submitted by the deadline. The unit president and secretary must sign the entry form unless the nominee is one of them, in which case a past unit president must sign the entry form.
7. Each department may submit only one department winner.
 - Deadline: May 1 to Department Chairman.

Salute to Servicewomen Award:

1. Nominees should be willing to attend National Convention in Reno NV, if possible.
2. All entry forms, including a narrative/YouTube video, must be completed and submitted by the deadline. A YouTube video can take the place of a written narrative.
3. Entry must have the nominee's name and address, unit name and number (if applicable) and most importantly, contact information for the servicewoman.
4. One applicant for each branch of service per unit.
 - Deadline: May 1 to Department Chairman.

POPPY

Unit Awards: Most Outstanding Unit Poppy Program

Type of Award: Citation

Presented to: One unit chairman in each division (5) announced by the national Poppy committee at the pre-convention meeting.

Materials and Guidelines:

- Entries must include the award cover sheet.
- The entry must be typewritten in narrative format not to exceed 1,000 words.

The report should cover all areas of emphasis and any relevant information involving program activity and describing your use of the poppy throughout the year.

- Deadline: May 1 to Department Chairman.

PUBLIC RELATIONS

Member Award: ALA Brand Ambassador

- Award: Lapel pin
- Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.
- **Materials and guidelines:**
 - o Document with action photographs, screen shots and other evidence of brand promotion activities.
 - o Activity must occur between May 1, 2017, and May 1, 2018.
 - Attach an award cover sheet, including the name of the award, as well as the name and contact information for the unit Public Relations chairman.
 - Deadline: June 1, 2018 to Natl PR Committee Member, Laurie Kuntz postmarked or emailed no later than 5 p.m. EST.

B. Unit Award: Website or Social Media Account Launch

- Award: Personalized mouse pad and congrats letter
- Presented to: All units developing a properly branded website or social media account page during the current ALA administrative year.
- **Materials and guidelines:**
 - o Web address/URL, Webmaster/administer name and contact info, or name and contact info for ALA coordinator if Webmaster/administrator is a third party vendor.
 - o Site/Account must have been created after September 1 of the current ALA admin year..
 - o Website/social account must conform to "Website and Social Media Guidelines" in the *ALA Branding Guide* (found at www.ALAforVeterans.org).
 - Attach an award cover sheet, including the name of the award, as well as the name and contact information for the unit Public Relations chairman.
 - Deadline: June 1, 2018 sent to Natl PR Committee member Mary Hendrickson postmarked or emailed by 5 p.m. EST.

C. Unit Award: Most Outstanding PR Program

- Award: Plaque
- Presented to: One unit chairman in each division (5)
- **Materials and guidelines:**
 - o Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1 to May 1 of the current ALA year).
 - o Acceptable media publications must support the Auxiliary's mission and goals.
 - Attach an award cover sheet, including the name of the award, as well as the name and contact information for the unit Public Relations chairman.
 - Deadline: June 1 sent to Central Division Natl Chairman postmarked or emailed by 5 p.m. EST.

VETERANS AFFAIRS AND REHABILITATION

Member Award: Hour Bar Recognition for Service to Veterans Volunteers

Type of Award: Hour Bar

Presented to: Member by her department via the ALA National Headquarters

Materials and Guidelines:

- Volunteers are recognized when specific hour milestones are reached: 50, 100, 300, 500 and 1,000.
- After the first 1,000-hour bar is awarded, the next bar will be earned in 1,000 hour increments up to 20,000 hours.

Individual Award: 100 Percent VAVS Meeting Attendance Award

Type of Award: Attendance Card presented by the Department of Veterans Affairs

Presented to: Hospital Representative and Deputy

Materials and Guidelines:

No entry form required.

- An "Attendance Card" will be awarded to each representative and deputy who has 100 percent attendance to VAVS committee meetings at her assigned facility.

The national VAVS representative will verify the winners from VA records.

Unit Award: Outstanding Unit VA&R Program Award

Type of award: Citation

Presented to: One unit chairman per division (5 awards)

Materials and Guidelines:

- Entries must include the award cover sheet.
- Awarded to the unit chairman in each division who conducted the best overall promotion of the VA&R program.
- The entry must be typewritten in narrative format, not to exceed 1,000 words.
- Include pictures, clippings, scrapbooks, folders, etc.
 - Deadline: June 1 sent to Natl VA&R Chairman postmarked or emailed by 5 p.m. EST.

NVCAF Award: National Veterans Creative Arts Festival (NVCAF) support recognition

Type of Award: Verbal announcement during VA&R chairman's remarks at the 2017 ALA National Convention

Presented to: Departments, units and/or members who qualify for stated contribution level to NVCAF. Donations are made through the American Legion Auxiliary Foundation.

Guidelines:

- NVCAF will recognize departments/units/members that contribute in this way
 - o Bronze: \$1,000-\$2,400 to the NVCAF from Aug. 1, 2017-July 31, 2018
 - o Silver: \$2,500-\$4,999 to the NVCAF from Aug. 1, 2017-July 31, 2018
 - o Gold: \$5,000-\$14,999 to the NVCAF from Aug. 1, 2017-July 31, 2018

Member Award: 10,000 Hour Volunteer Service Award

Type of Award: Citation + \$100 donation to VAVS facility or VCAF of her choice presented by The American Legion Auxiliary

Presented to: Member

Materials and Guidelines:

- Given to volunteers who have reached 10,000 hours of service in a VA facility during April 1 to March 31 of the following year.
- Verification of hours must be received at National Headquarters by Department.

Member Award: 20,000 Hour Volunteer Service Award

Type of Award: Citation + \$200 donation to VAVS facility or VCAF of her choice presented by the American Legion Auxiliary

Presented to: Member

Materials and Guidelines:

- Given to volunteers who have reached more than 20,000 hours of service in a VA facility during April 1 to March 31 of the following year.
- Verification of hours must be received at National Headquarters by Department.

Individual Award: Volunteer Recruitment & Service Department Award

Type of Award: Citation presented by the Department of Veterans Affairs

Presented to: Hospital Representative

Materials and Guidelines:

NO ENTRY FORM REQUIRED.

- Awarded to the hospital rep at every facility that shows an increase in both volunteers and volunteer hours at a VA Medical Center from April 1 to March 31 of the following year.
- The award winner will be determined by the national VAVS representative through verification of hours and number of volunteers as recorded by VAVS.