



2019 - 2020 Annual Supplement to the Programs Action Plan 100th Anniversary

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The ALA national 100th Anniversary Committee was formed to inform our members and communities of who we are, what we do, and why we matter. As we near the 100th anniversary 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 100th Anniversary Committee has set up three subcommittees covering history, public relations, and programming. Each department may set up its own committee according to what works best in its own department. Each department is urged to contact its districts and units to encourage them to participate in this exciting anniversary. Encourage your units to dig through its records, find their original officers, and the date the unit was chartered and then share its 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 and offer help, share ideas, and act as a conduit between each department and the National organization.

Communication is a key element to the success of our 100th anniversary celebration. To that end, a Facebook group has been 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 100th Anniversary. If for some reason you aren't receiving these emails, check your junk/spam mailboxes.

Remember: The American Legion began celebrating its 100th anniversary at the Legion's National Convention in 2018 and will conclude on Veteran's Day 2019; while the Auxiliary will be celebrating our centennial on November 10, 2019 through the National Convention 2020. Work with your local post on its celebration and use the best ideas for your unit. Let's have 2020 vision for our 2019-2020 celebration!

Show us how you are celebrating the ALA's 100th Anniversary!

The National President and the National Chairman of the 100th Anniversary Committee want you to show us how you're celebrating our 100th Anniversary in your unit, districts, and departments!

Log into your Facebook account and share what you are doing for the special anniversary with us by posting pictures on your own page – make sure to use the hashtag: **#ALA100Celebration**. We will search the hashtag and share on the National Headquarters' and the National President's Facebook pages.



#ALA100Celebration Using Social Media to Promote the 100th Anniversary

Contact Information for Questions:

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Guidelines:

1. Use your Facebook account to post pictures of your 100th Anniversary celebrations held at your unit, district, and department.
2. Include hashtag **#ALA100Celebration**
3. ALA NHQ will share pictures of the celebrations on our national Facebook page and on the National President's Facebook page!