



**Department of Minnesota**  
January 2026 Unit Mailing  
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## **The Americanism Program in the American Legion Auxiliary**

### **Promoting Patriotism and Community Engagement: January Projects**

#### **Introduction**

The American Legion Auxiliary (ALA) has long been committed to fostering patriotism, civic responsibility, and democratic values among citizens. One of its key initiatives, the Americanism Program, seeks to instill appreciation for American ideals, encourage active citizenship, and honor those who serve our nation. Through educational activities, community projects, and youth engagement, the program plays an important role in strengthening the fabric of American society.

#### **What Is the Americanism Program?**

The Americanism Program is one of the core pillars of the American Legion Auxiliary. Its mission is to promote an understanding and appreciation of the rights, freedoms, and responsibilities that come with being an American. The program encourages members and communities to participate in activities that highlight patriotic traditions, honor veterans, and educate the public about the history and principles of the United States. Key objectives of the program include:

- Promoting respect for the American flag and its proper display
- Educating youth about American history and citizenship

Supporting activities that honor veterans and active-duty military personnel

- Encouraging civic participation, such as voting and community service

#### **January Projects for the Americanism Program**

As a new year begins, January is an ideal time for ALA units to kick off Americanism projects that engage their communities and set a patriotic tone for the months ahead. Below are several suggested projects that can be undertaken in January:

##### **1. Flag Etiquette Workshops**

Organize a workshop at a local school, library, or community center to teach proper flag etiquette and the history of the American flag. Distribute informational pamphlets and

demonstrate how to properly fold and display the flag. This activity helps reinforce respect for national symbols among youth and adults alike.

## **2. Martin Luther King Jr. Day of Service**

January brings the observance of Martin Luther King Jr. Day, a federal holiday dedicated to service and equality. Plan a community service project, such as volunteering at a food bank, organizing a neighborhood cleanup, or supporting veterans in need. Emphasize how service to others exemplifies American values and honors Dr. King's legacy.

## **3. Promote the Americanism Essay Contest**

The cover sheet is on the Department website and must be signed by a teacher. Due to Department Americanism Chair before March 26<sup>th</sup>. Essay Title: "Celebrating America's 250<sup>th</sup> Birthday and the Veterans who Fought for Our Freedom."

## **4. Citizenship and Voting Awareness Campaign**

Begin an awareness campaign about the importance of citizenship and voting. Create informative displays at local events, distribute voter registration information, and encourage eligible community members to register to vote. This is especially timely in presidential election years or during local election cycles.

## **5. Care Packages for Deployed Service Members**

Organize a drive to collect items for care packages to send to deployed military personnel. Items like snacks, toiletries, and handwritten notes of encouragement go a long way in boosting morale and showing appreciation for their service.

## **6. Americanism Education in Schools**

Partner with local schools to present lessons or activities on American history, the Constitution, and the responsibilities of citizenship. Offer to provide guest speakers or materials, and encourage schools to incorporate Americanism themes into January classroom activities.

## **Conclusion**

The Americanism Program within the American Legion Auxiliary is vital for instilling patriotism, supporting veterans, and promoting civic responsibility. By starting the year with meaningful projects in January, ALA members can inspire their communities to celebrate and uphold American values throughout the months ahead. Whether through education, service, or advocacy, every effort contributes to a stronger, more united nation.