



American Legion Auxiliary Department of Colorado

Monthly News Letter
January 2019



**Happy New Year
May 2019 be Happy, Healthy and Prosperous**

Mid Year Conference



Get ready for Mid Year. Visit alacolorado.com for complete information and agenda.



Don't miss [Mid-Year Family Fun Night](#) and fund raiser.



Message from President Laurie Kuntz

Change....

Many times, people fear the unknown and hold onto the "way we have always done it." The routine and cycle continue. It is now time to take that fear and put it to work. We are a volunteer organization, but we are also a business. We take in revenues (dues, donations). We pay out expenses. That is a business.

Studies have show that fear of change relates to a fear of failure or fear of repeating a past mistake. We must stand behind what we do in order to create success. To be a great leader, change is necessary. A person must see the whole picture and do what is the best for the organization.

In a Harvard Business Review article, they identify 10 reasons that people resist or fear change. The articles points can be vital to identifying challenges with change. As well as talk about the success change has on leadership. See link for article below, be an inspired leader.

If we think about it Change can make a person, stress and be act in ways unbecoming. In a business, we what is the best thing for the organization/business.

At department we are trying new fun things. Mid-Year we are stepping up the fun and bringing a lot of information from "experts" in our organizations.

A volunteer is a valuable commodity. In 2018 the value of your time was \$24.69 per hour. Let us help. If your unit is hosting an event, fundraiser, fun night, craft night, or meeting your department officers would be honored to be a part of what you are doing. Let us join you and learn from you. Take time and attend a fellow units' events. Learn from them.

Promote making annual membership donations online at www.alaforveterans.org.
Recruit and grow your team that helps you to continue to volunteer and support missions.

Be the change.

Harvard Business Review Article: <https://hbr.org/2012/09/ten-reasons-people-resist-change>



Service to Veterans - VA&R Theresa Brandt, Chairman 2018-19

Sometimes in life we are tasked with projects, jobs, and challenges that we fear the most or are the most uncomfortable doing. Mostly because they are our weaknesses, or we don't understand them well enough. We don't know if we can do them right, so we fear doing them. When we are challenged to do uncomfortable projects, they turn out to be rewarding. They push us out of our comfort zones and we end up learning something new and rid us of something that was holding us back. We grow!

I was tasked with creating a training plan for How to Ask for Donations for Fundraising by the Strategic Planning Committee. My first thought was, of all things it would be fundraising. I know nothing about fundraising, let alone how to ask for donations. This is my weakness because I don't like asking for money. I'm always up to a challenge and had to walk out of my comfort zone and do some research on How to Ask for Donations. Fortunately, we live in the world of internet and I was able to find all kinds of information on How to Ask for Donations. We were then challenged with taking the Secretary of State training course on volunteering in nonprofit organizations. Guess what! There was a whole section on fundraising. Because I went out of my comfort zone, I learned a lot about How to Ask for Donations and was able to put a training plan together and grew in the process. I challenge everyone to step out of what you are comfortable with and challenge yourself to do something you struggle with. It only strengthens your being.

Veteran's Day had many activities to recognize our Veterans. On December 16, 2018 the VA Christmas Gift Shop was held at the Rocky Mountain Regional VA Medical Center 1:00 p.m. to 3:00 p.m. and was very successful..

American Legion Auxiliary Department of Colorado President Laurie Kuntz is planning another Women's Summit Workshop for the Northern part of the state. More information will be available later as to when and where.

Remember—challenge yourself!

MEMBERSHIP

Hi Everyone,

The American Legion Auxiliary Department Of Colorado is working on notifying members that it is time to renew their donation by December 31, 2018. We need to maintain our numbers so we can continue to do the work we do for Our Veterans and active duty personnel. This can be done through your Unit or on-line. Please encourage anyone you meet that might be interested to join us We especially need young people who can carry on the work we do. Most organizations are in the same boat as us, but we will persevere and keep on fighting for our Veterans.

ALA Colorado is looking forward to Our American Legion 100th Anniversary in 2019. The Department has many things planned to celebrate. It is like one big party for 2 years as Auxiliary anniversary is 2020.
Thanks,

Sharon K Wilson
Unit President 2527
DEC District 12
Membership Team 2018 - 19



Membership

Evelyn Espinola, Chairman 2018-19

Looking for Suggestions?

Below are some strategies that may help you revitalize your American Legion Auxiliary unit:

RECRUITMENT:

- 1) Ask unit members to wear ALA branded clothing while doing mission-based activities. Inquiries about the branded clothing are opportunities to discuss the American Legion Auxiliary: who we are, what we do, and why we matter. If the inquiring individuals seem interested, the unit members will ask questions to help determine their eligibility and then invite them to join, or to come learn more about the unit and then decide whether to join.
- 2) Set up information booths at popular community events. Make sure you have plenty of ALA and Legion Family material on hand, plus applications and information about membership eligibility requirements. If you have no literature available for distribution, refer prospective members to www.ALAforVeterans.org.

RETAINING MEMBERS:

- 1) Invite and welcome all members in your unit to share suggestions and opinions for ways to fulfill the ALA's century-old mission of serving veterans, the military, and their families. Keep members engaged in ALA mission-based activities and outreach programs.
- 2) Encourage a teamwork environment.
- 3) Determine, as a unit, how to address conflict or differences of opinion among members so when those issues arise, a plan for dealing with them will be in place already.

REGAINING MEMBERS:

- 1) Consider a personalized approach to let those members who have become inactive know that you want them working with the unit to fulfill ALA's overall mission. Whether it's a phone call, a face-to-face visit, or a birthday card, be sincere in what you say to each of those members — and personalize every note when possible.

Committee Highlights

Oratorical Competition

There is still time to apply - the deadline is January 31, 2019 and February 28, 2019 for Post certification. Truly a Legion Family affair, we still need help finding applicants and judges. The competition is March 9, 2019 at Metropolitan State University. For more information visit the [Oratorical Website](#) or click [here](#) for the 2019 brochure.

Strategic Planning Committee

The Committee has been hard at work with our strategic plan and has received another \$500 for our efforts. We have had our first call with National regarding our plan the week before Thanksgiving and have scheduled regulars calls each month through May. Click [here](#) to view our [Strategic Plan worksheet](#) which displays our Goals, Objectives and Tasks, who as been assigned what tasks and their status.

PR Committee - Social Media

Are you a chairman and not sure what you need for your web page. The [Chairman's Web form](#) will help. Click [here](#) to download the form or you can find it on the [Committees and Chairmen](#) page. Also available on the [Committees and Chairmen](#) is a [How To Guide](#) for chairmen - all the basics to use your web page and submit articles for the newsletter.

Email Preferences

Thanks to everyone who has updated their email preferences. We had over 100 members read our August newsletter and our hope is to increase that each month. Please share with your unit members how they can either sign up for our newsletter or read it online.

You now have several ways to add and/or update your email preferences:

- ◆ At the bottom of this email you can click on "update your preferences" which will open a form with whatever we currently have on file for you. Update and save.
- ◆ At the bottom of this email click "unsubscribe" and that will remove you from our email list.
- ◆ Visit our [What's New](#) web page where we have added a link to this email list. You can also find the link on our [Publications](#) page.
- ◆ Visit Facebook. In the left hand side of the page are a list of tabs. At the bottom is "Email Preference Form"

Don't want anymore email, go to our [Publications](#) page where you can read the current and any past newsletter.

We want to put you in control of what you receive from us!

Tech Corner

Have a question about your computer, a piece of software, your Facebook page or how to build your own web page for your unit or district. Trying to figure out how to fill in that online form or you just need some help building a document. Now you have a place to ask that question - check out our [Technology page](#).



Looking for an opportunity to serve our veterans and get paid? Our Secretary/Treasurer's position will be open in 2019 so we are starting now to find the right person - maybe that is you! Interested? Click [here](#) for the job description. Click [here](#) for the application.

Please send applications and resumes to Department Headquarters.

To send via US Mail:

**American Legion Auxiliary
Department of Colorado
7465 East 1st Avenue Suite D
Denver, CO 80230.**

For email, please send to dept-sec@alacolorado.com.



Veteran Passionate

This newsletter is also available on Twitter and our Facebook page.