

AMERICANISM PROGRAM

Department of California

July 2022 Promotion



I Want You!

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CONGRATULATIONS Americanism Chairpersons!

Not only do you have a fun job but also an especially important one – you get to spread excitement about the pride you have for our Country, our Flag, and our National Anthem!

How do we define “Americanism”?

“Americanism is an unflinching love of country; loyalty to its institutions and ideals; eagerness to defend it against all enemies; undivided allegiance to the Flag; and a desire to secure the blessings of liberty to ourselves and posterity.”

Using the words of Uncle Sam, here are the Goals of our program:

I WANT YOU: to teach Flag Education in Schools and our Communities -for resources, visit: vfwauxiliary.org/what-we-do/americanism.

I WANT YOU: to Recognize Outstanding Community Flag Displays – recognize these patriotic displays by presenting a Certificate of Appreciation from your Auxiliary.

I WANT YOU: to sponsor Flag Retirement Ceremonies – this is one of the most respectful ceremonies honoring our Flag and can involve a whole community. For more information, visit: vfw.org/community/flag-etiquette.

I WANT YOU: to use the hashtag #AuxiliaryPatriotism to tag your activity/event – record the moments of celebrating a patriotic holiday or event by posting them to social media outlets such as Facebook, Instagram, and YouTube. (See the National Program book for great suggestions when to use the #AuxiliaryPatriotism).

I WANT YOU: to Celebrate our Patriotic Holidays – these can serve as the perfect way to show that your Auxiliary supports patriotism, veterans, and their families as a top priority. See the list in this section of all the Patriotic Holidays that can be observed and celebrated. Do not forget to honor/celebrate the Branches of the Service Birthdates!

I WANT YOU: to support our Star Families –. Do not forget to observe GOLD STAR MOTHERS AND FAMILIES' DAY – Last Sunday in September to show your gratitude and respect for our Gold Star Mothers & Families!! Your Auxiliary is encouraged to recognize and honor these families in your community!

I WANT YOU: to host or attend a POW/MIA Recognition Day Ceremony – traditionally the third Friday of September and honors the commitments and the sacrifices made by our nation's prisoners of war and those who are still missing in action. One popular way that Auxiliaries can show their commitment to honoring these veterans is the ceremony of the Missing Man Table (see the enclosed page for this ceremony).

I WANT YOU: to hold a Family Freedom Festival -show your community what the Post/Auxiliary offers – how you positively impact the community. Prepare for and market the event by downloading the sample publicity tools provided behind Member login at www.vfwauxiliary.org



Patriotic Instructor

Your job is a vital one to our organization and keeping its traditions. Remember, the freedoms we enjoy today and take for granted are constantly at risk. Our freedom is in place only because of the sacrifices of our military heroes, the men and women who served and are still serving.

As a Patriotic Instructor, you must instruct our auxiliary members on how they are to stand at attention; the proper way to salute; the recitation of The Pledge of Allegiance; and what parade rest means. And we must make the Public aware of upcoming patriotic holidays and events.

New members often feel they are left out and do not know exactly what to do. It is your job as Patriotic Instructor to help them feel comfortable by sharing with them a copy of the "Understanding Auxiliary Traditions" The video is also available on the website at

vfwauxiliary.org/resources. You should take to time to understand the VFW Auxiliary Ritual and Bylaws and the Federal Flag Code.

As Patriotic Instructor, you will take part in your auxiliary meetings and recite the following:

“Let us be ever mindful of our duties as members of the Veterans of Foreign Wars of the United States Auxiliary, to see that our flag is never desecrated and to teach the people of this land what that means and to see that all are instructed in the Pledge to the Flag.”

. You are serving an especially important part. We need to keep our patriotism growing and alive!

Awards-Please refer to the Department Program book for National and Department Awards.

I am available to help you in any way,

Best wishes for a wonderful year!

Diana