



# American Legion Auxiliary

*A Community of Volunteers Serving Veterans,  
Military, and their Families*

**TO: National Executive Committee Members, National Officers, National Chairmen, Past National Presidents**

**CC: Dept Presidents; Dept Secretaries, NHQ Staff; National Committee Members**

From: Kelly Circle, Executive Director

Re: **Weekly Briefing 02-05-2021**

The “We Miss You” campaign is having success! Over 500 expired memberships have been renewed from the postcards and emails we’ve sent out. Congratulations to Director Kelly Harrier and her team on executing their great idea!

Next week, we are debuting the new ALAMIS Unit User Training! We will be sending invitations to the new users but if you would like a refresher course, please send an email to [alamishelp@alaforveterans.org](mailto:alamishelp@alaforveterans.org).

Our Communications team is working on a membership feature article for the next edition of *Auxiliary* magazine. This time, the focus will be on recruiting for the entire Legion Family. If you know of any Auxiliary members, Legionnaires, Sons, or Riders who recruit for all of the Legion Family organizations in their post homes, please contact Landa Bagley at [alamagazine@ALAforVeterans.org](mailto:alamagazine@ALAforVeterans.org) by noon, Feb. 15.

Facebook is our No. 1 social media channel to reach media, and it is going strong. So, we are now working on our Instagram account trying to make it more visual.

- Each Monday, you will see a post with a photo that somehow relates to our mission. The posts are part of our Monday Motivation series.
- If you are not following us on Instagram, please do. You can find us on Instagram by going to [www.instagram.com/alaforveterans](https://www.instagram.com/alaforveterans)

Top website downloads:

1. National Presidents Scholarship Application
2. ALA Membership Application
3. Spirit of Youth Scholarship Application

The Legion DC office staff is working hard putting together the virtual DC Conference for this year. Because it is virtual, we can invite more representatives from the ALA to attend the Commission meetings. There is a cap on the number of attendees because of the platform being used so we can’t just send out links to everyone though. NEC members, please alert your Legislative Chair, National Security Chair, and VA&R Chairs to look for an email with the date, time, and link for their respective committees.

No Red Book updates this week.