

Greetings Americanism Chairs and Patriotic Instructors,

I am honored to be the 2021-2022 National Americanism Ambassador and Patriotic Instructor. On the heels of finishing my first Ambassadorship at the National level, I am excited to return in a different Program capacity. This cross-functional Program not only emphasizes all things red, white and blue; but also highlights all the other Programs rooted in patriotism. I am thrilled to further serve this elite organization and continue to work with all of you.

My name is Francesca 'Frankie' Bill from the Department of Minnesota. I am a Life Member of Palmer Lake Auxiliary #3915 in Brooklyn Park, Minnesota. I joined on the eligibility of my husband, Scott Bill, in 2007. He served in the Minnesota Air National Guard (MNANG) from 1985-2007 earning his eligibility in the U.S. Air Force from 2002-2004. I have served the organization in many capacities, including Auxiliary, District and Department President. I currently serve at the local, District and Department level as a mentor and technology advisor.

There are four Program goals:

- Flag Education
- Promote #AuxiliaryPatriotism
- POW/MIA Recognition
- Star Family Recognition

Lean on your appointed Patriotic Instructors as a key partner to coach and guide Auxiliaries in fulfilling each of these goals. They are great resources who can assist in areas such as U.S. Flag etiquette and Auxiliary Traditions. Include them in a variety of events (e.g., celebrating patriotic holidays and recognition ceremonies) and involve them in promoting creative ways to ignite and inspire the newest hashtag #AuxiliaryPatriotism.

The Americanism Program is an excellent way to network with our communities. Not only can we fuel patriotic unity and enhance community connections, but we also extend the legacy of respect for the red, white and blue within each of our members. Highlight patriotic opportunities across every Auxiliary Program where #AuxiliaryPatriotism is actively in motion.

Respectfully,

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## Americanism Promotion #1 | July 2021

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# #AUXILIARYPATRIOTISM

Americanism is expressed through various forms of actions or deeds. Examples include patriotic unity, community connection, and honoring the red, white and blue. This Program is designed to teach Auxiliary traditions and instill patriotism in a way which preserves our legacy. More than ever, we want to see those activities and/or events your Auxiliaries are either hosting or planning to conduct which demonstrates #AuxiliaryPatriotism. Tag these moments on social media and share them. Refer to the National Program Book for several examples. Additional ideas include:

- Host a School of Instruction for Auxiliary members led by the Patriotic Instructor.
- Partner with school officials to offer U.S. Flag education and proper etiquette.
- Recognize local businesses or community members who display the 'Stars and Stripes.'
- Observe the following patriotic holidays and branch of service birthdays with community events such as parades, open houses or flag raising ceremonies:
  - Independence Day – July 4
  - U.S. Coast Guard Birthday – August 4, 1790
  - Patriot Day – September 11
  - POW/MIA Recognition Day – Third Friday in September
  - U.S. Air Force Birthday – September 18, 1947
  - Gold Star Mother's and Family's Day – Last Sunday in September
- Record Auxiliary Traditions when displaying military flags in their order of precedence.
- Invite Star families as special guests or keynote speakers to special programs such as:
  - U.S. Flag retirement ceremonies
  - Auxiliary membership recognition events
  - Awards celebrations which include VFW and/or VFW Auxiliary members, youth and/or community members.

Demonstrate #AuxiliaryPatriotism through the shared passion and commitment we all hold for veterans, their families and the community. Honor America's history by exercising patriotism and promoting Americanism through daily actions. Team up with your VFW counterparts to make the Program a rewarding experience of strengthened patriotic unity for all involved.