



Americanism Program

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Department Chairman 2026-2027
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Our National Americanism Ambassador is Jessica Gardner of Dayton, Ohio

Jessica remembers Rosie the Riveter and her slogan in 1942, “We can do it.” She says that “the VFW Auxiliary can do it and can spread that spirit of Americanism today.”

Helpful hints -so you can be a successful Americanism Program Chairman:

1. Make sure to read the monthly mailers. www.vfwauxmd.org
2. Check out the National website. Go to Programs > **Americanism**. www.vfwauxiliary.org
3. While browsing the website, go to Member Resources > **Americanism**.
4. Organize efforts to educate people on the importance of Flag etiquette.
5. Educate people on the meaning and history of national symbols and traditions.
6. Remember September 18, 2026 – National POW/MIA Day, a solemn remembrance of those unable to return home or those who are still missing.
7. Keep in mind that National President Donna Mills’ 2026-2027 Special Joint Project with VFW National Commander-in-Chief Cory L. Geisler is “Operation Bring them Home” which supports the Defense POW/MIA Accounting Agency (DPAA).
8. Promote “Loyalty Day” on May 1, a patriotic holiday created by Congress in 1958 following decades of promotion by the VFW and Auxiliary.
9. Create a POP sign to get people’s attention: A “Point-of-Purchase” display or marketing tool used to promote products and to inspire people to act. Use symbols like our American Flag, a bald eagle, the Statue of Liberty to make a physical sign/flyer or post your sign on social media. Always send me a copy.

Report, report, report: on everything you do to educate your members and/or your community.

PATRIOTIC INSTRUCTORS

Educate the members about our country's history, symbolism, and proper etiquette regarding the American Flag.

Instruct them on the proper way to stand at attention, to stand at parade rest, and to salute the flag.

Tell them what the different taps of the gavel mean. Remind them of the patriotic holidays.

Refer to "Understanding Auxiliary Traditions" and provide copies when needed.



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