

Americanism Program

Program Goals:

Flag Education

Respect for the Flag

Promote Patriotism

Prisoner of War/Missing in Action Remembrance

Department President's Theme

"Growing Stronger for Our Veterans"

National President's Theme

"Serving America's Heroes"

Let's talk Americanism!

If you ask Webster, you will get this:

Amer-i-can-ism

1: a characteristic feature of American English especially as contrasted with British English

2: attachment or allegiance to the traditions, interests, or ideals of the U.S.

3: a custom or trait peculiar to America

4: the political principles and practices essential to American culture

The VFW Auxiliary defines Americanism as "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" and views Americanism as a daily commitment to active citizenship and the protection of freedom that forms the core of the Americanism program, which emphasizes the following:

- Patriotism: Promoting love for the country and supporting veterans and their families.
- Flag Education: Teaching respect and proper care for the U.S. flag, including following the Federal Flag Code.
- Commemoration: Honoring POWs/MIAs and celebrating patriotic holidays, such as Loyalty Day (May 1), Memorial Day, and Independence Day.
- Community Involvement: Encouraging civic responsibility, conducting flag ceremonies, and fostering patriotism in youth and schools.

We can sum the above up by saying, Americanism reflects unity, respect, and a shared commitment to the ideals that define our Nation, cherish freedom, honor diversity, and value family.

The VFW Auxiliary honors, educates, and remembers by practicing proper etiquette and sharing knowledge, helping to preserve that spirit guided by the National President's theme, "**Serving America's Heroes**," and Department of Florida President's theme, "**Growing Stronger for Our Veterans**" we remain dedicated to strengthening our Nation for generations to come.

As the Americanism Chairman for the Department of Florida, I am here to help, together we will promote, educate, honor, and be involved in our communities, recognizing Patriotism, flag education, POW/MIA, and Star Families. **We will achieve these by posting on social media, videos/reels, using #AmericanismFL, and S.W.A.P.**

The VFW Auxiliary S.W.A.P (Share Wonderful Auxiliary Projects) initiative, started in 2018, encouraging members to share successful projects, events, and recruitment ideas. Auxiliaries can "swap" or adapt these proven ideas to strengthen their own, promoting creativity and enthusiasm.

Key Aspects of VFW Auxiliary S.W.A.P.:

- **Purpose:** To generate new ideas, motivate creativity, and share successful projects, programs, events, and membership promotion strategies among Auxiliaries.
- **How it Works:** It is not simply using an idea but rather taking inspiration from the successful projects of another Auxiliary.

- **Participation:** Members are encouraged to post their successful projects with 1-3 photos on social media using #AmericanismFL. Remember to praise each other's hard work and use the ideas and inspiration to make your own.

Benefits:

- Encourages "thinking outside the box" to promote the Auxiliary's Americanism mission.
- Fosters collaboration and strengthens local Auxiliaries.

Remember Uncle Sam and Rosie the Riveter posters? We have been drafted, show your best Point-of-Purchase displays on social media, hanging posters at your Post, and in your community. Americanism **POP signs** are used to catch your attention, pique your interest, draw you in, ask you to join, and do your part. Remember this year we celebrate 250! Show your amazing POPs with an Americanism theme. Use **#AmericanismFL!** Post on social media!

Flag Education, organize efforts to educate the community on the importance of Flag etiquette. Topics include folding the Flag, respectful disposal of the Flag, and displaying the Flag. Consider events in the community and/or schools.

Respect for the Flag – Engaging the Community, Flag education, encourage members of your Auxiliary to volunteer in schools and community centers. Outstanding community Flag displays, recognize the business and/or organization by presenting a certificate of appreciation from your Auxiliary. Flag retirement ceremonies, ceremonies that honor our Flag serve as one of the most beautiful forms of respect for our Country.

I am excited to share that Department of Florida Auxiliary will give each District President a set of 3X5 flags to be given to an organization in need. The set of flags need to be donated to an organization preferably by traditional ceremony, event videos and photos, use the #AmericanismFL and post event on Facebook. Please research your Districts and get each Auxiliary involved to help support the chosen organization, we look forward to seeing your #AmericanismFL posts.

Prisoner of War/Missing in Action Remembrance, September 18, 2026, is National POW/MIA Day, a solemn remembrance of the sacrifices, honor, and bravery of those who served and were unable to return home, are still missing or suffered at the hand of our enemies. It is a day to honor, pray, remember, and support the families through their grief and in the relentless hope that their loved one will return. We are asking that you NOT use the acronym POW/MIA, instead show us how you educate our members and community on what the letters POW/MIA stand for.

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). Operation Bring Them Home is reportable under Veterans and Family and Americanism: funds get reported under Veterans and Family, time is reported under Americanism.

I hope you are excited about the 2026-2027 year!!

Let's Serve our Heroes by Growing a Stronger Auxiliary for our Veterans.



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 #AmericanismFL

DEPARTMENT AWARDS:

A Special Award to one Auxiliary in each of the 5 membership classes that creates the most unique POP sign and/or meme showcasing the VFW Auxiliary. Entry form is required and available in MALTA Member Resources or under Americanism Resources on the Dept. Website. Auxiliaries must send the required entry form to the VFW Auxiliary Department Americanism Chairman by March 31, 2027 for judging.

Special Award to one Auxiliary in each of the 5 Membership Classes that host an activity and/or event that educates the community that our VFW Auxiliary acronym for POW/MIA are more than just letters. Prisoner of War/Missing in Action

NATIONAL AWARDS

Citation and \$25 to one VFW Auxiliary in each of the 10 Program Divisions that creates the most unique POP sign and/or meme showcasing the VFW Auxiliary. Entry form is required and available in MALTA Member Resources. VFW Auxiliaries must send the required entry form to the VFW Auxiliary Department Americanism Chairman by March 31, 2027 for judging. The VFW Auxiliary Department Americanism Chairman must sign and send a copy of the completed Department-winning entry form to the VFW Auxiliary National Americanism Ambassador by April 30, 2027 for judging. Citations will be mailed directly to winning VFW Auxiliaries from VFW Auxiliary National Headquarters and money will be deposited into the VFW Auxiliary account after the 2027 VFW Auxiliary National Convention.