Michigan Department VFW Auxiliary
Americanism Bulletin
June 2026

www.vfwauxmi.org

UNWAVERING SUPPORT

FOR UNCOMMON HEROES

National Theme: Serving America's Heros

Department Theme: Leading with a Patriot's Heart

Welcome to the 2026–2027 administrative year! As we kick off this new term, our mission remains as vital as ever: to promote Americanism, honor our veterans, and ensure our communities understand the history and heart behind the Stars and Stripes. We aren't just "showing the flag" we are teaching the next generation why it's worth flying.

Flag Education: More Than Just Etiquette
The U.S. Flag is the living symbol of our nation's spirit. Our goal is to ensure every citizen knows how to treat it with the dignity it deserves.

- In the Schools: Reach out to local elementary schools to perform flag folding demonstrations. Kids love the "story" behind the 13 folds.
- Flag Etiquette Citations: Keep a stack of "Thank You" cards or official citations in your car. When you see a local business or residence flying a well-maintained flag, recognize them! A little appreciation goes a long way in encouraging proper display.
- The "When to Retire" Talk: Many people don't realize that a tattered flag should be retired. Educate your community on how to identify a flag that is no longer fit for display and offer your Post as a collection point.

Celebrate Flag Day: June 14, 2026, Flag Day is our time to shine. Let's paint the town red, white, and blue! Happy Birthday Army, June 14, 1775.

Community Outreach Ideas:

1. Flag Retirement Ceremony: Partner with your VFW Post and local Boy/Girl Scout troops for a respectful, public burning of unserviceable flags.
2. "Star-Spangled" Storytime: Partner with your local library to read patriotic books to children.
3. Pocket Flag Project: Host a "folding party" to create small, hand-folded flags to send to deployed troops or hand out at naturalization ceremonies.

Remember: If you didn't report it, it didn't happen! Please keep track of:

- Number of flags presented (large and small).
- Number of Flag Education citations given.
- Total hours and money spent on Americanism projects and materials.

A final thought, Americanism isn't a seasonal hobby; it's a year-round commitment to the values that make our country unique. We might not all be able to march in every parade, but we can all ensure that when our neighbors look at the flag, they see more than just fabric—they see the "uncommon heroes" we stand for.

Let's get to work!

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Happy 4th of July!

What Makes a "Pop" Sign? Unlike a detailed informational bulletin, a pop sign is meant to be read from a distance or while someone is walking by. Key features should include:

- High Contrast: Bold colors (Red, White and Blue) that stand out against the background.
- Minimal Text: Usually, 10 words or fewer.
- A Call to Action: It tells the viewer exactly what to do next ("Ask us how to fold a flag").
- Visual Hook: A striking image, such as a high-resolution photo of a veteran, a waving flag, or eagle that represents what Americanism is.
- Remember the 3-30-3 rule: 3 seconds to catch attention, 30 seconds to read information and 3 minutes to engage in deeper information by discussion or QR codes.

Promoting Americanism & Patriotism

1. Flag Education "Fast Facts": Place small pop signs on tables at community events or in local shop windows. Instead of a long history lesson, use one powerful fact per sign:
   - *"Did you know? The blue on the flag stands for Vigilance, Perseverance, and Justice."*
   - *"Is your flag tattered? Let us help you retire it with dignity."*
2. Interactive Signage: Use signs to spark a conversation. At a booth, a pop sign that says "Do you have a hero in your family? Tell us their story!" invites people to stop and engage rather than just walking past. This builds a personal connection to the concept of Americanism.
3. "Thank a Veteran" Stations: Create a pop sign for a "Thank You" card station at a library or school. A bold sign saying "Write a Note, Brighten a Hero's Day" acts as a silent recruiter for the mission of the Auxiliary.

Strategic Placement Ideas

- Point of Entry: A "Welcome" pop sign at the door of your Post or meeting hall that reminds people: *"You are in the home of the brave."*
- Community Boards: Brightly colored, high-resolution signs on local bulletin boards that stand out from the sea of black-and-white flyers.
- Digital POP: Use the same "pop" philosophy for social media graphics one clear image, one bold headline, and a link to learn more.

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