Americanism Bulletin #1

Hello everyone,

I hope everyone is going well and has had a great start to this new year. I know I am a little late on the first bulletin and I apologize. Let's keep this year going and end it with a bang. Americanism has many different forms. I am going to touch on a few.

First off i want to to let you know what our National Ambassador Mrs. Jessica has to say and what she is looking for this year. This is what she has in the Book. This is one of the ways you can win an Award at National. So Lets Represent South Carolina

As Rosie the Riveter told America in 1942, “We can do it.” The VFW Auxiliary can do it and can spread that spirit of Americanism today. For this Program Year the VFW Auxiliary is sharing this message in a way that “POPs.”

Americanism POP Signs

We have all seen posters from World War II which depict icons like Uncle Sam and Rosie the Riveter, asking you to join the military and do your part. Today people’s attention spans are even shorter than they were in the ‘40s. So, let’s try a technique that worked in the past.

Use a POP Sign to get people’s attention. POP stands for a Point-of-Purchase display, a marketing tool used to promote products and inspire people
to act. America is our product and by incorporating symbols like the American Flag, bald eagles, the Statue of Liberty and other patriotic imagery we
can use the POP Sign to promote Americanism. It can be a physical sign or a post on social media. The goal is to catch people’s attention within a few
seconds because most won’t take the time to read a brochure or listen to our pitches. Make them fun. Enjoy making your signs and be creative!

Think of this like picking a book by the cover or which movie to watch by the poster. Make them bright and keep the wording short. As Uncle Sam
said during World War II, “I want you for the U.S. Army,” we want to be sure to ask our audience for help. Let everyone know what we do and what
they can do to promote patriotism. Let them know about the Flag and holidays.
See the Americanism awards on page 11 for more information on how creating POP Signs can be reported for awards.

There are many other ways to promote Americanism. Here are a few.

Flag Education, POW/MIA Recognition and Ceremonies, Celebrate the Patriotic Birthdays and Holidays. There are many more ways.

I hope everyone has an awesome rest of your day and look forward to seeing some of y'all soon as well as reading those reports. Now let's get POPping.

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