



VFWA NEW MEXICO
AMERICANISM PROGRAM
Kristin Saavedra Program Chair 2026-2027



Promotional July 2026

TO: VFW Auxiliary President, Americanism Chairperson, and Members

Subject: Promoting Americanism Throughout Our Communities

Greetings from the Department of New Mexico!

Americanism is at the heart of who we are as members of the VFW Auxiliary. Every time we teach a child about the American Flag, recognize a veteran, participate in a patriotic ceremony, or encourage civic responsibility, we strengthen our communities and honor those who have defended our freedoms.

As your Department Americanism Chairperson, I encourage every Auxiliary to make Americanism visible in your community throughout the year. Every activity—large or small—makes a difference.

Ways Your Auxiliary Can Promote Americanism:

- Conduct U.S. Flag education and etiquette presentations.
- Organize or participate in Constitution Week activities (September 17–23).
- Host respectful Flag retirement ceremonies.
- Encourage members to display the American Flag properly at their homes and businesses.
- Support local schools with patriotic educational programs.
- Recognize students, teachers, first responders, and community members who demonstrate outstanding citizenship.
- Participate in Memorial Day, Veterans Day, Patriot Day, Independence Day, and Pearl Harbor Remembrance Day ceremonies.
- Partner with schools, Scout troops, JROTC/ROTC units, and civic organizations.
- Visit veterans in hospitals, nursing homes, and assisted living facilities while sharing patriotic messages.
- Promote VFW youth scholarship programs, including Patriot's Pen and Voice of Democracy.



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Monthly Promotion Ideas:

January

"Start the New Year with Patriotism."

February

Honor the Presidents whose leadership helped shape our nation.

March

Celebrate citizenship by volunteering in your community.

April

Teach proper Flag etiquette before Memorial Day preparations begin.

May

Honor the Fallen. Participate in Memorial Day ceremonies.

June

Celebrate Flag Day by hosting a Flag education or retirement ceremony.

July

Celebrate Independence Day and share the history of July 4, 1776.

August

Prepare schools for patriotic education programs.

September

Celebrate Constitution Week and Patriot Day.

October

Recognize community heroes and encourage civic involvement.

November

Honor America's veterans during Veterans Day activities.

December

Remember those who served during Pearl Harbor Remembrance Day and encourage patriotic giving.

Promotional Messages

- **Patriotism Begins With Us.**
- **Honor the Flag. Honor Our Veterans. Honor America.**
- **Freedom Is Never Free.**
- **Teaching Patriotism Today Creates Stronger Communities Tomorrow.**
- **One Flag. One Nation. One Purpose.**
- **Service, Sacrifice, Patriotism.**
- **Americanism Is a Year-Round Commitment.**



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Please document your Americanism activities throughout the year with photographs, attendance numbers, news articles, and brief descriptions. Your reports help demonstrate the outstanding work being accomplished across our Department and ensure your Auxiliary receives the recognition it deserves. Entry forms are required and are available in MALTA Member Resources. Entry forms are due by March 31, 2027 for judging.

No project is too small. Whether you present one Flag to a classroom or organize a community-wide patriotic event, your efforts matter.

Thank you for your continued dedication to the VFW Auxiliary, our veterans, and the principles of patriotism that unite our nation. Together, we can inspire future generations to appreciate the freedoms we enjoy and remember those who made them possible.

With appreciation for all you do,
Kristin Saavedra
Department Americanism Chairperson
Veterans of Foreign Wars Auxiliary
Department of New Mexico