

Ames Legion Family In Action

AMERICAN LEGION PUBLIC IMAGE CAMPAIGN

The American Legion has always relied on the tried-and-true methods of telling our story to the public. Those were news releases to tell of our accomplishments and local efforts to tell the public who we are and what we do.

In the last 20 years, those methods have expanded to include websites and communication by e-mail, facebook, twitter and others. It is now time to expand those methods further to directly tell our story to the American public.

The American Legion has recently embarked on an extensive digital marketing campaign involving internet advertising to stimulate interest in The American Legion, and its programs and services. Part of this campaign directs interested people to a unique landing page that is designed to explain The American Legion, its values

and its efforts to help veterans and communities.

This internet landing page has recently been updated, and now includes more information and a dynamic video that concisely explains what The American Legion is all about. The website address is:

www.thelegionserves.org

This site can be viewed by anyone interested in The American Legion. We encourage you to share this link with your friends and family. This site encourages individuals to join, donate and purchase patriotic merchandise from The American Legion.

While the site offers the opportunity to join online and become a member at the national level, the site can also be used as a recruiting tool for out post. You can refer someone to the page to see

all that we do, and then encourage them to become active at the local level by joining Ames Post #37.

The purpose of this program is to spread the word about the great things that The American Legion does to help our veterans and to strengthen America. By expanding our reach, we are trying to engage people unfamiliar with The American Legion, and as a result, continue to keep The American Legion a vital part of American life.

In addition, a Direct Response Television (DRTV) campaign has begun to tell the story of The American Legion through that medium. You may see those commercials on various cable and satellite stations.



Santa Claus is Coming to the Legion



Bring the kids and stop by the Post on Friday, December 12 to see Santa. Santa will be at the Legion from 6- 7pm. This is a great opportunity to bring the entire family. Santa will have special treats for the children and of course a photo too. This is fun for all ages, please join us! December 13 is also \$2 Burger Nite from 5:30-7pm. The Auxiliary will also have Teri Lynn nuts for sale.

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Post Commander Doug's Comments

Happy Holidays!

The weather outside is now frightful, and the snow it's a flyin – so come on down to the Post and enjoy the warm camaraderie with your fellow Post family members.

A lot of events occurred in November, some of them regular or routine events such as the Steak Dinner or Tenderloin Night, and some that are somewhat unique such as our annual Veterans Day Luncheon and our quarterly Building Fundraising Brunch. The month was topped off by a surprise visit by National Vice Commander Paul Sanford and Department Commander Ron Struble on the 17th where several Post members asked questions about membership and discussed other important Legion initiatives. To all who participated in these November events, my sincere thanks. It is your continued support of these events and regular visits to the Post Home that enable us to keep going, so don't let the impending cold weather deter you from continuing to stop on down for a visit and to participate in the many events scheduled throughout the month.

If we thought November was busy, December may be more so with a visit by Santa on December 12th along with



Burger Night and the SAL Biscuits & Gravy Breakfast and Auxiliary Cookie Fair on tap for December 13th. Add in the regular Steak Dinner, Tenderloin Night and Bingo and the supplemental Monday Night Drawings early in the month, and the schedule is full.

Don't forget that the Post is the best place to watch the many different college bowl games on tap at the end of the month as well as the Cyclone and Hawkeye men's and women's basketball games. The Cyclone Men's home games are sold out and most of those games will be televised, so come on down and watch the game on the big

screen.

I issued a challenge to the post membership in July to reach the half-way mark for our Building Fundraising goal by the end of the year. While we have made some progress, it appears that we will fall short of the goal. As the year comes to an end, and many of us look to make a charitable gift to lower our annual payments to the IRS, or more hopefully, increase the amount we get back from the IRS, please consider making a charitable gift to the Post Building Remodeling Fund. Your charitable gift to this Fund is tax deductible and will be put to very worthwhile use.

As we celebrate this holiday season, I ask that you please be mindful of those still serving our country overseas and give thanks that we have young men and women around us who are willing to volunteer and answer the call to service. It is especially important this year as many of them are our family members, friends and neighbors.

In closing, my family and I extend our best wishes to the Post 37 Family for a warm and most joyous holiday with family and friends and a prosperous and Happy New Year.

I hope to see you around the Post.

Unit President Sharon's Comments

Hi everyone,

I hope everyone had a good Thanksgiving! We are busy getting ready for the Cookie fair on Dec. 13. You will be getting a phone call from us. So please start baking the cookies we need 5000 of them.

Story County ALA President. Mary Jo McLaughlin will be at our next meeting on Dec.2. Please come to the meeting.

Well I made a mistake last month. We do not have 261 members who paid their dues we have 216 plus so please get your dues in ladies.

Hope you all have a safe and Merry Christmas!

Remember to sign up for Bingo we need helpers!

The Jrs. made cards to send to our active duty members at their last meet-

ing. They meet the first Sunday of the month at the Post at 2P.M. Anyone wishing to join please come and see what we do. The Past Presidents Parley met on Tuesday and made Turkey treats for our Veterans in Marshalltown.

.Hope to see you at the cookie fair and tell all your friends to come too. Remember this our biggest fundraiser.

Hope to see you at the Post!

Squadron Commander Keven's Comments

Ave Veterans, we are here to help you. It has been another busy month. We served 64 at the steak dinner. The Veteran's Day Program, thanks to Dave Rehbein, was a success. It's too bad that weather kept so many away from it and the lunch. The Academic Awards Program went very well. Over 200 AHS Juniors and Seniors were presented with either letters or bars. The Merit Award topic was set. AHS already has

the applications and GHS will soon have them.

The Biscuits and Gravy Breakfast, along with the Unit Cookie Fair is on 13 December. Some of the help has already committed. Don't be surprised if you receive a call (or make the call yourself). Mike Deacon and Steve Malmquist are in charge. Please work, or come and eat, or better yet, do both. (Buy some cookies too!)

Tis the Holiday season. It's that time to remember those service men and women who are not here because they are deployed. It is also time to remember (and help) those veterans and families who need help. It might only be a Hello, or a conversation, or possibly a little financial assistance. Whatever it takes, try and make that difference.

Whatever Holiday you observe, enjoy it and above all, be careful.

Clubroom News

Season's Greetings!! We hope that everyone enjoyed a safe and happy Thanksgiving. Of course, the clubroom will be filled with all kinds of wonderful and fun activities for the holiday season. We hope that everyone will have an opportunity to stop by the post and participate in the festivities.

The Clubroom is excited to announce a fabulous winter drink menu. We also encourage everyone to join us for the Iowa State basketball games; we have an enormous TV for your viewing enjoyment, as well as, great drink specials and seasonal beers.

Weekly drawing bonus night!! The end of the year bonus drawings will commence the first two Tuesdays in December. Six drawings will be held every half hour beginning at 6:30pm. Members that have signed in a minimum of fifty percent of the year are qualified for the drawings and must be present to win.

Stop in and see us, we have something for everyone!!

Monday- Weekly Drawing- Once a week, drop your dollar into the wishing well and enter for a chance to win up to \$500.

Toasted Cheese Tuesday- Enjoy a toasted cheese sandwich and a cup of soup for only \$3.00!! Add ham to your sandwich for \$1 more.

Wineday Wednesday- Stop in and check out our new selection of wines. We have red and whites varying from sweet to dry. Enjoy a glass for \$3 or bring in some friends and share a bottle of our new Carletto wine for \$12. Dur-

Holiday Canape Contest



We will hold our first annual Holiday Canape Munchie Contest on December 19.

Bring in your best holiday canape for our contest. Your munchie must incorporate some-

thing red, white, or green as an ingredient or all colors. The munchie that is appropriately themed and delicious will win a fabulous gift basket!! Please have munchies at the post by 6pm.

ing November you can also enjoy anti-pasto with your wine.

NFL Thirsty Thursday-Featuring \$2 Chili Dogs all night and \$2 Bottles (Bud Family) from 7-9pm. Catch all the action of NFL on the big screen.

Friday-munchie night!! After a hard week, it's great to sit back with your friends and have a snack and beverage.

Check out the activities in December:

Friday, December 12 is \$2 Burger Nite and a visit from a special guest. Burgers will be served from 5:30-7pm. This is a fabulous opportunity to bring down the whole family for a great meal at a great price and to get your picture taken with Santa. Start your night off right with one of our many appetizers!

Wednesday, December 17 is Tenderloin Basket Night. It's getting busier and busier as we are quickly approaching the big day, so take a break from the hustle and bustle and let us cook for you.

Friday, December 19 is Texas Hold-Em. Don't forget to mark it on your calendar. Play begins at 7pm, please check in early.

December 24th the Clubroom will be open from 12-6pm. If you have never joined us on Christmas Eve, please do. We have so much fun and cheer. Please bring a munchie to share. Please note that we will be closed on Christmas day.

The clubroom will be having our weekly meat raffle again this season. Stop by for a chance to win one of four fabulous weekly prizes.

Is Post on Your Gift List?

While you are working on your gift list for this Christmas, don't forget Ames Post #37. Think of all that The American Legion family has done this year; Boys and Girls Staters, Academic Awards, funeral honor guards and lunches, scholarships, etc.

Beyond the good you will do for the Post is the tax deduction you will receive for your generosity. Please consider making a charitable gift to the Post remodeling Fund. Your charitable gift to this fund is tax deductible and will be put to a very worthwhile use.



CLUBROOM COUPON

**Any Tuesday in December
Present Coupon to get
2 drinks for the price of 1.
Cash Purchase Only**

Post Fundraiser



The post is selling Rada Cutlery!! This is a great opportunity to do your Christmas shopping while supporting the post. You may order at the post or log on to www.helpourfundraiser.com, using order #502770 and password post37. The full catalog is available on this site. Rada cutlery sells all types of kitchen knives as well as soups, dips, cookbooks, stoneware and so much more.

The post is also selling Koozies, which make great stocking stuffers!

Kudo Korner



Well done to the following this month:

Kathy Link, Robert Metzger Jr & Liz for cooking the Pork

Tenderloin Dinner in November; Ann Rehbein, Sandy Deacon, Bob & Sharon Bellinghausen, Stan Hyer, Ian Murken, Lois Kyle, Alan Benson, Keven & Darlene Brace, Randy Freele and Steve Malmquist for their efforts with the November Steak Dinner; Marion Eacret and Lois Poppe for their continued work on membership renewals; Sarah Schendel, Michelle Sime, Sandy & Mike Deacon, Bob & Sharon Bellinghausen, Jan Hansen, Lois Poppe, Kathy Link, Owen Link, Cindy Hofbauer and Ken Woodley for their work putting on the Building Fundraising Brunch, and; Stan & Tami Hyer, Sharon Mott, Jan Anderson and Bob & Sharon Bellinghausen for helping with the Veteran's Day Luncheon.

AMERICAN LEGION POST NO. 37
 225 Main Street
 Ames, IA 50010

RETURN SERVICE REQUESTED

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US POSTAGE PAID Permit 147 Ames, IA

LOOK INSIDE FOR COUPON **DECEMBER**

<i>Sun</i>	<i>Mon</i>	<i>Tue</i>	<i>Wed</i>	<i>Thu</i>	<i>Fri</i>	<i>Sat</i>
	1 LEGION RIDERS 6:30	2 TOASTED CHEESE BONUS DRAWING AUXILIARY REGULAR 7:00	3 WINESDAY WEDNESDAY BINGO	4 NFL THIRSTY THURSDAY SOCIAL COMMITTEE 6:00	5 MUNCHIES NIGHT	6 STEAK DINNER 5:30—7:00
7 BINGO	8 BUILDING FUNDRAISING COMMITTEE	9 TOASTED CHEESE BONUS DRAWING SAL REGULAR 6:30	10 WINESDAY WEDNESDAY BINGO	11 NFL THIRSTY THURSDAY LEGION BOARD 6:30 REGULAR 7:30	12 SANTA AT THE POST \$2 BURGER NIGHT	13 BISCUITS AND GRAVY BREAKFAST & COOKIE FAIR
14 BINGO	15	16 TOASTED CHEESE TUESDAY PAST PRESIDENT'S PARLEY 7:00	17 WINESDAY WEDNESDAY TENDERLOIN 5:00-6:30 BINGO	18 NFL THIRSTY THURSDAY OPERATIONS & SOCIAL COMMITTEES 6:00	19 HOLIDAY CANAPE CONTEST TEXAS HOLD-EM 7:00	20
21 BINGO	22	23 TOASTED CHEESE TUESDAY 40&8	24 WINESDAY WEDNESDAY CHRISTMAS EVE CLUBROOM CLOSING @ 6:00	25 CHRISTMAS DAY CLUBROOM CLOSED	26 CLUBROOM OPEN AT NOON MUNCHIES NIGHT	27
28 BINGO	29	30 TOASTED CHEESE TUESDAY	31 WINESDAY WEDNESDAY BINGO	 Find us on Facebook at American Legion Family of Ames, IA Post 37		American Legion Family of Ames, IA Post 37