



MCLA NEWS

Be Excited, Encourage, Invite and Be Thankful!

JUNE 2016

WE'RE ONLINE! VISIT US AT: WWW.NATIONALMCLA.ORG

National President:
Deborah Evans

National Sr Vice
President:
Karen Aune

National Jr Vice
President:
Carol Smith

National Judge
Advocate:
Evelyn Joppa

Jr Past National
President:
Jackie Hunter

National Chaplain:
Barb Nobile, PNP

National Big Flea: Pat
Engle

National Regent: Joyce
Brickett



**Dates to
Remember:**

**June 14 –
Flag Day**

June 19 –
Father's Day

From the Desk of the National President

Greetings Ladies! I know many of you are preparing for Department Conventions and/or the National Convention. It is time to get your reports ready and send them in. Committee Chairs were listed in last month's newsletter. If you do not have a copy of that newsletter you can find a copy on line at Nationalmcla.org. Have you sent your Delegate and Alternate registrations in to National Headquarters? If not, please do so before July 1, 2016 so you can save because the cost of registration goes up on that date.



Unit's and MCLA Departments who have their own newsletters, may submit their newsletters into the National Marine Corps League's National Newsletter Competition. Enclosed in this newsletter is additional information for this competition, where it states Detachment, is where you will be placing your Unit name and number. Three (3) Newsletters are to be submitted.

By the time this letter is received, Memorial Day will be past. I hope that many of you have participated in activities that recognize the sacrifice of the many who have given their all for our country and our freedoms. There will be ceremonies at National Cemeteries, State Veteran's Cemeteries (where there are some) and some will be held at local cemeteries. Please send pictures and reports by June 15 so we can put some in the newsletter for July.

I attended the NAC (National Advisory Committee) convention to represent you and our Auxiliary. Nancy Calleja, VAVS National Deputy, attended as well. It was a great opportunity to meet many of the VA Volunteer Office employees and get to know them. Nancy has contributed a report for this newsletter. If you have a VA Hospital, a VA Clinic, a Vet Center or a National Cemetery near you, please check to see if they can use you as a volunteer. We did find out that volunteer hours spent at the National Cemeteries can be counted toward your volunteer hours at the VA Hospital. If you are going to volunteer at a VA Hospital and your Unit does not have a Deputy or Representative, please check out the application process listed in our Administrative Procedures.

While I was at the NAC, I met some very interesting people. At the Health Fair Exhibit, I met two ladies who are related to Marines. One lives in Albuquerque and is willing to look for a few other good women who are related to Marines and perhaps get a unit started in Albuquerque! The other lady lives in St. Louis and I am going to follow up with information on the closest Unit in the area to get her connected. I also met VA employees who work in the main office in Washington,



**Division
Conferences:**

Calling all Division
Vice President's:
Send in the Dates of
when you're
Division Conference
to be listed here.

**Mid-East Division
Conference**

24-26 June 2016

Hilton
Wilmington/Christiana 100
Continental Drive
Newark, DE 19713

**Rocky Mountain Division
MCL & MCLA
Conference**

June 16 to June 19, 2016 in
Cheyenne, WY at Historic
Plains Hotel.

For additional information
contact Division Vice
Commandant Charles Davies
at
MCL_hossmarine@yahoo.com



**Deadline for
ALL articles is
the 15th of each
month.**

DC. I did some networking while visiting with them to let them know we are looking for a part-time employee at our headquarters office.

There is a new web site to file your 990/990N reports. That web site is <https://www.irs.gov/charities-non-profits/annual-electronic-filing-requirement-for-small-exempt-organizations-form-990-n-e-postcard>

If you have not filed your 990N for several years, you will need to contact PNP Jackie Hunter as she is our liaison to the League for pulling our Auxiliary together on this venture in getting everyone on board. You can contact PNP Jackie at dfhusmc@aol.com. All Units, Departments and Subsidiaries of the Marine Corps League Auxiliary that file with the IRS need to remember that they need to be on the same fiscal year as National Auxiliary which is July 1 to June 30. This information needs to match on all levels of our organization for fiscal years when filing the 990/990N forms.

There have been several resignations from committees on our National Roster. We are still in need of someone to chair the Ship's Store. If you are planning on attending the National Convention in Tulsa in August and would like to volunteer to work during the convention, please contact me ASAP at DeborahEvansMCLA@bellsouth.net.

We are still working on filling the secretarial position at National Headquarters. If you know of anyone who lives in the Fairview Park or Merriville VA who might like a part time job to supplement their income, please have them send a resume to me at DeborahEvansMCLA@bellsouth.net.

I am looking forward to seeing many of you at our National Convention. I will be attending some Department Conventions in June and will report on those in the July newsletter.

Semper Fi,

Deborah Evans

National President

From the Desk of the National Sr Vice President

Semper Fidelis,

Very shortly it will be time for the National Convention in Tulsa, Oklahoma, and I hope to see you all there. It is the perfect opportunity to be involved in the decisions making process that guides our Auxiliary at all levels. A lot of great ideas are shared and you may find these helpful in your Unit. It is very likely that you will learn something new, meet someone interesting and extremely likely that you will have lots of fun!

Please remember that the credential forms are due to National by July 1 in order to be pre-registered for convention. You can register at convention, but the best

way to make sure your Unit gets the proper number of delegate/alternate votes is to send it in early.

In addition, the hosts of the convention have some great events planned.

Please remember our Marines, Veterans and their families daily.

*Karen Aune,
Nat'l Sr. Vice President*

‘No act of kindness, no matter how small, is ever wasted’

From the Desk of the National Jr Vice President

Ladies of the Marine Corps League Auxiliary,

Since my article that I submitted for the May newsletter was inadvertently omitted last month, I would like to first touch on a few items that I had included from the Central Division Conference in Westlake, Ohio. Hopefully, you will find some useful and inspiring ideas.



In April, I attended our Central Division Conference in Westlake, Ohio, which was one of the most informative and educational conferences that I have had the pleasure of attending. Congratulations and many thanks to our outstanding Division Vice President Judy Blackmer and her very capable assistant, Mary Brief (pictured left). Thanks also to Department of Ohio President Lynn Harkness and her officers who thought of everything to make us feel welcome and to make our weekend fun and memorable.

Peggy Tuohy shared that the Flint Unit in Michigan has an annual Spring Tea. This year they are “taking it on the road” with small groups visiting various members who are no longer able to attend their meetings. In addition to having a nice visit with them, they also assist them in filling out their volunteer activities sheets. What a wonderful idea! She also shared that the Department of Michigan has a “mail-in” rose program. Every year or so, they send a letter to all League and Auxiliary members on “rose” stationery (do a computer search for “free printable stationery”) and share what the membership has accomplished (fundraisers, service projects, etc.). They ask for their support by sending donations for the rose program. This is a great opportunity to keep all members involved, especially those who are unable to attend meetings and/or support volunteer activities with their physical presence. Remember that donations from the rose program must be used solely for veterans’ causes.

From the Whitewater Valley Unit in Indiana, Loretta See shared some great fundraising ideas. They partner with the local Warm Glow Candle Company and receive a percentage of all candles they sell. If you have creative members, she also suggested using discarded wine bottles for decorative craft projects as another fundraiser. She shared some pictures from her phone of some of her creations...adorable! If you (like me) are not that imaginative, you can do a computer search for projects. I found lots of cute and easy ideas!

More fundraising ideas: bakeless bake sales; poker or dice runs for vehicles (advertise on billboards – sometimes free for non-profit organizations); basket raffles; brown bag raffles (clear your kitchen drawers of items you never use and donate them for the project or look for clearance items in stores).

More recruiting ideas: send letters to League members who may have wives or other female relatives that would like to join our organization; carry business cards with meeting information on the back side; check with the local recruiter about recently discharged Marines and their families; wear “Marine” attire everywhere (don’t forget to carry a membership application with you); hold a recruiting challenge with the winner receiving one night’s free stay at the Department Convention hotel (found the idea in the Dept. of MI MCLA newsletter provided by Mary Brief); use social media.

More service project ideas: sign holiday cards for deployed troops (put a donation jar next to them); volunteer with hospice; host Bingo, a picnic, luncheon, or other entertainment at veterans’ homes and VA hospitals; collect empty pill bottles (labels removed) and give to doctors or nurses who volunteer in under-developed countries; donate electric toothbrushes to nursing homes or VA hospitals for stroke victims.



During the Central Division Conference, Judy Blackmer and Mary Brief hosted an Operation Little Angel event for Blessing House in Lorain, OH, which provides

temporary care for children (birth to twelve) of families in crisis. Many needed items were donated (pictured left).



In May, I was honored to represent Madam President Deborah Evans at the Department of Maryland Convention in Ocean City, MD. Department of Maryland President Judy Horensky and all of the Maryland ladies made me feel so welcome! I had the honor of installing their new officers while there. What a great group of ladies! An Elvis impersonator entertained the League and Auxiliary on Friday

evening.

The Maryland ladies hosted an Operation Little Angel event (picture included) to benefit the Life Crisis Center which provides support services to victims and child victims of domestic violence, rape, and sexual assault and serves the Lower Eastern Shore of Maryland. Along with the tangible gifts shown in the photo, several checks were presented to the Crisis Center by the members.

I hope you will be inspired by some of the ideas shared above. Now, let's all go forth and recruit, raise funds, and continue to serve our communities and our veterans!

Semper Fidelis,

Carol Smith

Carol Smith

From the Desk of the National Judge Advocate

Ladies,

A recent question that has been asked: can a member hold more than one elected or appointed office?

The answer is found in the National Bylaws in Article Five Units, Section 510, A. and Article 1, Section 130 Term of Office

SECTION 510- OFFICERS- A new Unit must elect officers prior to receiving its charter.

(A) Each Unit must elect a President, a Senior Vice President, a Junior Vice President and a Judge Advocate. The Unit shall elect or appoint a Chaplain, Guard, Secretary, Treasurer and such other officers as necessary. The office of Secretary and Treasurer may be combined. **Elected officers of President and Judge Advocate may not hold two elected offices and may not hold the elected or appointed office of Secretary or Treasurer or**

Secretary/Treasurer.

SECTION 130- TERM OF OFFICE- **The National Officers,** except National Vice Presidents of Divisions and Assistant Division Vice Presidents, **elected shall be for one (1) year, and may succeed themselves in office one (1) additional year if reelected by the Delegates.** Division Vice Presidents shall be elected for a term of two (2) years and may succeed themselves in office for one (1) additional term. Assistant Division Vice Presidents shall be elected for a term of two (2) years and may succeed themselves in office for one (1) additional term. (Rev. 08/11)

Reminder as you choose your Delegates for
Department & National Convention.

ARTICLE ONE

NATIONAL CONVENTIONS

SECTION 105- CREDENTIALS- DELEGATES, ALTERNATES, MEMBERS-

(A) Delegates and Alternates desiring to attend business sessions of a National Convention must possess paid up membership cards, plus properly executed, signed and prepaid credentials, and must be registered with, and approved by, the Convention Credentials Committee. No recognition will be given Delegates and Alternates by the Committee unless the approved National Credentials Form, with names thereon, is on file at National Headquarters. (See Enclosure #1) Every Member in good standing is entitled to her one (1) vote and need not have a Credentials Form on file at National Headquarters, but must possess a current membership card.

(1) Associate members in good standing must possess a current Associate membership card and must register in order to be able to attend business sessions of a National Convention. Associate members may not vote as per Section 600 (B) (2) on any issue but may attend and speak if properly registered and recognized by the Chair as per Section 140.

(B) Delegates and Alternates to the National Convention shall be determined on the basis of said Unit's membership on record at National Headquarters as of July 1, immediately preceding the National Convention. For the first fifteen (15) Regular members, one (1) Delegate and one (1) Alternate; for each additional full block of fifteen (15) Regular members, one (1) Delegate and one (1) Alternate; for a partial number of fifteen (15) Regular members, one (1) Delegate and one (1) Alternate. Only members in good standing are eligible for election as a Delegate or Alternate Delegate.

(C) Should a Department or Unit be in default of payments or funds from any source due the National Headquarters as of July 1, prior to the National Convention, such fact shall be reported by the National Secretary to the affected Unit and to the National Convention Credentials Committee. The Credentials of that Unit's Delegates and Alternates shall not be approved unless settlement is made by the Unit's Delegates at the Convention site in cash, unless previously resolved.

(D) A Unit which, as of July 1st immediately prior to the current National Convention, fails to report on standard transmittal forms to National Headquarters that it has five (5) or more members, the National Secretary shall report such fact to the National Convention Credentials Committee which shall not approve that Unit's Delegates and Alternates.

(E) Notwithstanding the provisions of Section 105 (D) above, no paid member in good standing may be deprived of her individual vote at a National Convention.

(F) Delegate/Alternate badges of a Unit may only be claimed by a registered member of that Unit.

The National Convention in Tulsa, OK should be fun & I hope to have the opportunity to greet old friends & make new friends. This is your opportunity to voice your opinion & make a difference.

It is my pleasure to serve you the membership.

Semper Fi

Evelyn B. Joppa

National Judge Advocate

VAVS REPORT

As your National VAVS Deputy Rep, I had the honor of representing our members at the 70th Anniversary VA Voluntary Service conference in Albuquerque, NM. Each year the VA Voluntary Service hosts a conference for Representatives and Deputies of all Service Organizations. At this year's conference, National President Deborah Evans connected with people in the DC area which she hopes will turn into an opportunity to receive a recommendation for a secretary in our headquarters and others from several parts of the country to garner new units.

The workshops we attended included (1) how to get a new volunteer onboard faster, (2) using social media to advocate getting more veterans signed up to the VA, (3) forming volunteer partnership and (4) having a system in place to gather volunteer hours worked at facilities other than the VA. The Veterans Homeless programs are accomplishing amazing feats that in 2015 alone 98,000 Veterans and their families were placed in a secure or remain in permanent housing.

At this yearly conference a check was presented to Shane Mathew, a youth volunteer at the Miami-Dade, FL VA system for \$20,000, courtesy of the Parke Scholarship recognizing the outstanding student volunteers. Each year the Marine Corps League Auxiliary presents a check for \$250 towards this scholarship. The donations given at this year's luncheon just by the organizations there totaled \$20,000!

Some facts about the VA: The oldest veteran served at the VA was Alyce Dixon, who just died this January at the age of 108. A VA doctor invented the pacemaker. The VA was the first to do a lung transplant. The VA medical staff is constantly improving on prosthetic prototypes and their burn units are beyond compare.

The important part to remember is that because of selfless volunteers, the VA can continually serve our Veterans with the utmost care and respect they deserve.

NANCY CALLEJA

NATIONAL VAVS DEPUTY REP

From the Desk of the Girl Scout Chair

Please be advised that the Girl Scout organization holds a copyright regarding the use of its logo. Our National Auxiliary has been given special permission to publish the Girl Scout logo on the certificates. In connection with this special permission is the stipulation that we purchase our certificates from our National auxiliary. Previously, instructions had been circulated about how to make your own certificates. Going forward, out of respect to the Girl Scout Council and our National Auxiliary, please use only the authorized certificate forms so that we do not jeopardize our relationship with these organizations.

The Girl Scout Gold Awardees will have been completed in most Girl Scout councils by June 5, this year.

You should have sent in your: MARINE CORPS AUXILIARY VOLUNTEER REPORT to your department auxiliary. On the form, near the bottom, it asks **Girl Scouts only. Number of Awards Given _____. So if you could please send me a copy of what you turned into your State Department Auxiliary, that would help me know what is going on in your auxiliary. Mail your reports to:

Carole Lyston, 5813 Oak Ranch Dr., St. Louis, MO 63128

Thank you to the auxiliaries that did honor the girls that received the Gold Award.

Carole Lyston, Girl Scout Chairman

carolelyston@gmail.com

Operation Little Angel



THE OKLAHOMA BAPTIST CHILDREN'S HOME IN OWASSO, OK WILL BE THE RECIPENT OF OUR OLA GIFTS THIS AUGUST IN OKLAHOMA.

Right now they have 37 children in house and serve ages 10-18. The average at the moment being 13 & 14 year olds.

THEY HAVE MANY PROGRAMS BUT ONE THAT CERTAINLY MEETS OUR GOALS IS THE TEEN MATERNITY PROGRAM. ALL BABY ITEMS ARE CERTAINLY ON THAT LIST. Diapers included.

Other items on their wish list are as follows:

Hygiene supplies, bath towels and wash clothes, mattress covers for twin beds as well as sheets and blankets. Socks and undies for the ages listed above.

The only school supplies requested, were flash drives, poster board and tri-fold boards.

Gift cards to Wall-Mart are always welcome.

MCLA Memorial Fund

Ladies;

I am honored to say your Memorial fund is doing great and has blessed several Members this past year. I like to also say Thank You to those Members that have blessed the Memorial with their donations. The Memorial committee will be setting up once again at the National Convention and asking the Auxiliary and League members to help us by buying tickets for the items. If anyone would like to also donate any items for us to use, please let me know. Remember, we are here, for you, the Membership. I like to also say Thank you to my Committee Members, we are stronger due to all of us wanting to see the same come out of the Memorial Fund. If you have any questions on the Memorial Fund Please feel free to contact me.

Debby Krueger
Memorial Fund Chairwoman
kruegdeb@aol.com
303-919-4911

June 2016 National Chaplain News

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Again this month we were asked for prayers or cards for our members and those in their family that they love.

Irene Marine, Hardware City Unit member from Ct. Fell after going into her home following an award banquet. She suffered a broken hip. Cards of cheer go to her at: 24 Fairview Drive, Bristol, CT. 06010-2802.

Kelly Brennan, a 26-year-old member from Southington, CT, was in a car accident that took the life of her boyfriend. She had a broken foot and will need the support of her new unit members at this most difficult time. Kelly may receive cards at: 102 Bristol Street, Southington, CT. 06489.

Dept. of Colorado member Sally Fine is mourning the death of her 54-year-old niece who passed away from breast cancer. Cards of condolence may be sent to Sally Fine, 1925 W, Nebecker Circle, Prescott, AZ. 86305.

Julie Jirovsky, from Nebraska, shared that her mom had surgery for a very large tumor in her fallopian tubes. The surgery was a success and her mom is back home in Wyoming.

Annemarie Ballinger, daughter of PNP Gerri Tuohy has been diagnosed with breast cancer and has begun chemo treatments. Annemarie is from the Flint Unit in Michigan. Cards of encouragement may be sent to her at: 2043 Forest Heights Drive, Flint, Michigan, 48507.

Brass City Unit member, Frances McCann broke her wrist requiring surgery. Franny is a Gold Star mother who lost her son in Vietnam. Cards of cheer may be sent to this spry 89-year-old at: room 13 Cheshire House Rehab Center, 3396 East Main Street, Waterbury, CT. 06705.

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Debi Rivera, Charter member of the Claude Rogers Unit in Ft. Smith passed away on April 28th. Cards of condolence may be sent to her husband Robert Rivera at: 2301 Wirsing Ave. Fort Smith, Arkansas. 72904.

Sauk Valley Unit in Illinois lost member, Joyce Allen on April 28th, Cards of condolence may be sent to her sister at: Dottie Habben and family, Felton Road, Morrison, IL. 61270.

As you prepare for your Dept. Conventions, please pay tribute to those you have lost in your unit this past year. I send my love and blessings as well as those of assistant National Chaplain.

Semper Fidelis,

Barb Nobile, PNP
National Chaplain

2015/2016 Newsletter Competition

Communication is one of the keys to success. The National Newsletter Competition encourages all Detachments and Departments of the Marine Corps League to be successful in sharing their news with others. Keep in mind that the Newsletter may be the only information some members receive. The Newsletter should give members a reason to attend meetings and remain as active as possible in the Marine Corps League.

The Newsletter Judging Criteria does more than establish standards for judging. It makes an outline of what an editor should utilize to publish a newsletter that is both interesting and informative, that encourages readers to read through the publication, and that conveys a sense of pride.

Newsletters can serve as a valuable tool to communicate with all members of a Detachment or Department. It is the most convenient way of keeping in touch with members, Marines and other Detachments. Newsletters can also be effective recruiting or public relations tools. It should serve as a means by which the League can reach out to its members, the general public and potential members as well as for the officers of the Detachment to make the members aware of goals and achievements of the Detachment and encourage participation.

The newsletter Judging Criteria can be broken down as follows:

- Is the name of the Detachment/Department, its number, if a Detachment and the name of the newsletter clearly and pleasingly displayed? Are the Commandant and the Editor's names plainly and clearly displayed, along with their contact information, be it by phone or email or both? It should not be difficult for a reader to contact the persons responsible so that they can pass on corrections, questions and information. Additionally, the date, issue and/or volume information should be clearly noted.
- Does the newsletter contain a Commandant's Corner (or editor's column)? This section should read like an editorial. The emphasis should be on Detachment/Department goals and/or encouragement as well as praise for a job well done. Quality over quantity should be the focus here.
- National, Division and/or Department issues which the editor should be passing on to the membership should appear in the newsletter.
- Are articles about the Marine Corps and/or military History, General Information and Community activities included? Part of being a Marine is pride in who we are and where we come from. Historical anecdotes, information on current military activities, or information for all Veterans should be included.
- Public Service items such as Toys for Tots, Young Marines, VAVS, Youth Physical Fitness, Eagles Scouts Program and Community Service are given credit in this segment. Photos with identifying descriptions are encouraged.
- Awards to members and awards to community figures from the Detachment or Department provide an excellent opportunity to draw attention to the work of the Detachment/Department. Include photos whenever possible.
- A Calendar of Events is important. A simple agenda, located in the same place in the newsletter each month and even set off in a box, will be most useful. A listing of future meetings including, when, where, at what time as well as directions to the meeting place should be included somewhere in the newsletter. What is missing often in the newsletters is who to contact for further information, sign up, ticket purchases, reservations, etc. The contact person's name, phone number and/or email address is crucial and often ignored.
- Good, clear photos are highly prized; even black and white. Identifying who is in the picture and what is the event are important and should enhance the overall reading enjoyment of the publication.

- Overall Appearance is where the Judge can sit back and look at the complete presentation and have some flexibility in assigning points. Not all Detachments/Departments can produce a 25 page color newsletter month after month! The Newsletter Committee wishes to encourage wide participation for this Competition. BLACK AND WHITE, PUBLISHED OR EMAILED NEWSLETTERS ARE ALL WELCOMED. The editors of the online newsletter merely need to create 3 hard copies to submit to the competition. This seems to be a new direction for many detachments and we do NOT wish to exclude anyone.

The Newsletter Committee recommends that any Detachment/Department that has won the competition for THREE OR MORE CONSECUTIVE YEARS should refrain from entering for a year or two to widen participation.

Elizabeth S. McCleaster/Chairman
National Newsletter Committee

Details for the 2015/2016 Newsletter Competition Criteria are as follows:

There will be four classes of eligibility:

- Class I (Platoon size detachments): up to 50 members
- Class II (Company size detachments): between 51 and 100 members;
- Class III (Battalion size detachments): 101 or more members;
- Class IV (Division size, i.e., departments): all

Your class will be determined by the detachment strength report published by National Headquarters as of July 1, 2016.

Considering the number of newsletters the Committee could receive if each detachment sent one newsletter for each month, we are asking that each participating Detachment/Department select three of their newsletters published between July 1st, 2015 and June 1st, 2016 and submit them for judging.

Please send your three newsletters to:

MCL National Newsletter Committee
c/o Elizabeth S. McCleaster, Chairwoman
36 Hillcrest Avenue, 1st Floor
Erdenheim, PA 19038

Please do not send copies of your newsletters each month. Send all three together with the attached information sheet (Enclosure 2). Newsletters must be received no later than June 17th, 2016. It is advised that all mailings be done via a delivery providing a receipt to the sender for tracking purposes. Case in point: for the 2015 Competition the Department of Texas' entries were returned undelivered to the Editor a month after they had been sent. A receipt allows for tracking of your package.

Awards will be presented as follows: First, Second and Third Place in any Category. All entrants will receive Certificates of Participation.

The Committee will complete judging/evaluations and awards will be presented at the 2016 National Marine Corps League Convention.

If you are interested in the 2016 Newsletter Competition you can use the signup form attached, but the 2015 competition is now over. Additionally, a copy of the Judging Criteria Form utilized by our Judges is attached to serve as a guide for your editors to assist in their design of a winning newsletter.

2016 Newsletter Competition Information Sheet

Newsletter Name: _____

Newsletter Editor & Email address: _____

Unit Name: _____

Unit Number: _____

Unit President Name: _____

Region: _____

No other cover letter is required!

Send only three newsletters!

Due Date is June 17, 2016 at the Committee Chairman's address.

Encl: 2

NEWSLETTER JUDGING CRITERIA – MCL AUXILIARY

<u>CRITERIA</u>	<u>POINTS</u>
President's Name - Prominently displayed?	(3 Max)
On front, large print, in a listing of officers or standing alone.	3
On front, smaller print is a listing of officers or standing alone.	2
Inside, small print – hard to read or find.	1
Editor/Correspondent's Name - Prominently displayed?	(3 Max)
On front, large print, in a listing of officers or standing alone.	3
On front, smaller print is a listing of officers or standing alone.	2
Inside, small print – hard to read or find.	1
Detachment Name & Number – Is Detachment or Department's Name Prominently Displayed?	(3 Max)
On front at very top, large print, and in a pleasing style.	3
On front at very top, small print, and in a pleasing style.	2
On front, small print, no style or attractiveness.	1
Newsletter Name – Is there Name for the Newsletter and is it Prominently displayed?	(2 Max)
On front, near the top, large print, and easy to read.	2
On front, near the top, small print, and easy to read.	1
Date of Newsletter – Is the Newsletter's Publication Date Displayed?	(3 Max)
On front, near the top, large print, and easy to read.	3
On front, middle or bottom of page, large print and easy to read.	2
On front, middle or bottom of page, small print and easy to read.	1
History & General Information Articles – Does the Newsletter Contain Historical or General Interest Articles?	(5 Max)
Each Article Earns One (1) Point	0 – 5
Community and/or Detachment Activities – Are Individual Events/Activities (planned or completed) Publicized?	(10 Max)
For Each Upcoming Event - Each Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
For Report the Outcome of that Event after the Event Date - Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
National and/or Regional Information – Does the Newsletter Relay National and/or Division Information?	(10 Max)
Each Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
For Reporting the Outcome of That Event after the Event Date Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5

<u>CRITERIA</u>	<u>POINTS</u>
Public Service Information - the Newsletter, publicize MCL & MCLA, TFT, YM, Community Service, Youth Physical Fitness and similar programs or activities and involvement?	(5 Max)
Each Article Earns One (1) Point (Up to 5 Points Total); NO Points for Repeat Articles.	0 – 5
Awards - Does the newsletter publicize member's awards or achievements or the Detachment/Department's awards or achievements that have been received?	(5 Max)
Each Item Earns One (1) Point (Up to 5 Points Total). (Presentation of any awards that are given to non-members or businesses are considered COMMUNITY ACTIVITIES.)	0 - 5
Calendar of Events - Are future events and activities publicized?	(3 Max)
A listing of upcoming events by itself and displayed with medium print. Points of Contact listed with phone or email addresses.	3
A listing of upcoming events by itself and displayed with very fine print. No point of contact listed.	1
Clarity - Are articles accurate, complete, and easily understood?	(3 Max)
Accuracy	1
Completeness	2
Graphics & Photos - Does the newsletter make use of graphics and photos?	(5 Max)
Uses clear and recognizable photos and graphics.	5
Uses graphics & black and white photos.	4
Uses graphics.	3
Uses cartoons or the Detachment Letterhead Stationery.	1
Overall Appearance - Does the newsletter look "professional"? Is it appealing to the eye?	(25 Max)
Outstanding Style and Appearance.	23 – 25
Excellent Style and Appearance.	18 – 22
Good Style and Appearance.	1 – 17

Maximum Total Points	85
Scored Total Points	
Reviewer's Initials	
Date Reviewed	
Notes:	



**NATIONAL HEADQUARTERS
MARINE CORPS LEAGUE AUXILIARY**

8626 Lee Highway, Suite 207
Fairfax, VA 22031-2135

ADDRESS SERVICE REQUESTED

*DATED MATERIAL – Monthly Newsletter
June 2016*



Article Submissions: The Deadline for all articles is the 15th of each month, without exception and is strictly upheld. All articles will be subject to both appropriateness and to space available, and should be of interest to all Members not just one individual or Unit/Department. Email your articles to Meg Krebs at MCLA-Newsletters@msn.com in a Microsoft Word formatted document.

Newsletters Requests: To receive the Monthly MCLA Newsletters via email send your request to MCLAHQ@aol.com and MCLA-Newsletters@msn.com in the subject line please type in ***MCLA Newsletter Request***, as it may come from either email address.