



*A Community of Volunteers Serving Veterans, Military, and their Families*

Hello, department leaders! Please take three minutes to read this message from National President Lisa Williamson.

Be the One: It's not a catchphrase. It's not a campaign. It's a mission — one to destigmatize asking for mental health support, provide peer-to-peer support and resources, and educate everyone on how they can Be the One to save a veteran's life. **Unfortunately, we have seen the mission "Be the One" taken out of context.** This phrase should not be used as part of a theme, to invite someone to a meeting, or to ask someone to be a member, etc. It is to be used to Be the One to save a veteran's life.

We know ALA members are playing a big role in supporting the Be the One mission of helping a veteran in crisis; however, tying the phrase into a clever theme is diminishing the power of the words *Be the One*. We understand the ALA tradition of having themes, and we are not pointing fingers, punishing anyone, or assigning blame. But please note that this is a time our members may want to step back from using Be the One as a theme. Remember: This serious topic is not just an ALA focus, but an American Legion Family mission. We would love for people to use Be the One, but only as a stand-alone to really drive the importance of its mission.

ALA National Headquarters has several awareness plans incoming for members, including social media posts, a blog post, magazine story, and discussions at upcoming trainings, so that all levels of the organization are hearing the same message. You can also go to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) to watch the Be the One webinar in the ALA Academy.

Let's keep our momentum going in supporting the Be the One mission, and thank you for all of your hard work in doing so. If you have questions about anything, feel free to reply to this email, or contact our Communications and Marketing Division at [pr@alaforveterans.org](mailto:pr@alaforveterans.org).

Again, thank you for all that you do.

Lisa Williamson

A handwritten signature in black ink that reads "L. Williamson". The signature is fluid and cursive, with a long horizontal flourish at the end.