BUTCH’S BULLET POINTS

VETERANS DAY: WHAT’S YOUR WHY?

Honoring Their Service Through Our Own | November 2026 | Sons of The American Legion

Fellow Sons,

On November 11, we honor the men and women who answered our nation’s call to serve. For Sons of The American Legion members, Veterans Day is especially personal: our eligibility comes from the military service of someone else. Their service gave us our eligibility. What we do with that eligibility is up to us.

BULLET POINT #1: WHAT WAS YOUR PATHWAY TO SERVICE?

We all have a story. Maybe you grew up around a Post, attended fish fries and pancake breakfasts, or joined because a family member or friend invited you. And yes, some of us might have been attracted by a pretty good Friday fish fry! Nothing wrong with that—as long as we discovered there’s more to the SAL than the menu.

Somewhere along the way, we saw the mission in action: veterans receiving help, young people finding encouragement, and communities benefiting from our work. Membership became commitment. What brought you here—and what keeps you here? The answer is the beginning of your WHY.

BULLET POINT #2: SERVICE IS LOVE IN ACTION

It’s important to say, “Thank you for your service.” But what do we do after saying it? Visit a lonely veteran? Help a military family? Support children and youth? Place flags on graves or teach the next generation about sacrifice?

I believe service is love in action: turning gratitude in our hearts into work done with our hands. It doesn’t always require a major event or a large donation. Sometimes a phone call, a handshake, or a listening ear makes the difference. We honor veterans not only by remembering what they did, but by showing what their service inspires us to do.

BULLET POINT #3: WHAT’S YOUR WHY? SHARE YOUR STORY!

Why do you remain a Son? Is it to honor a father or grandfather, help veterans, mentor young people, or preserve our patriotic traditions? It probably isn’t a love of meetings—I’ve attended enough of those to know better! Knowing your WHY gives purpose to your service when volunteers are few and the coffee has gone cold.

The American Legion’s “SAL: Share Your Why” initiative invites members to record a short video about why they joined, what makes their Squadron special, and what makes them proud to be a Son. You don’t need to be an officer or a polished speaker. You just need to speak from the heart.

Learn how to participate:
legion.org/information-center/news/sons/2026/february/sal-share-your-why

Someone else may need to hear your story. And if you're nervous about the camera, remember: most of us have already survived Squadron banquet photos!

BULLET POINT #4: WHAT WILL YOUR LEGACY BE?

We speak often about the legacy of the veterans who made our membership possible. But what legacy are we creating? Will others remember that we showed up, welcomed new members, mentored future leaders, and helped veterans feel appreciated? Or that we always had an opinion about how things should be done?

There's a difference between being a Commander and a demander! Legacy isn't measured in titles, awards, or meetings attended. It's measured by the lives we touch and the good we leave behind. Their service is part of our history; our service can become part of someone else's future.

THE BOTTOM LINE: HONOR THEM BY HOW WE LIVE AND SERVE

This Veterans Day, I challenge every member to do three things: Remember your veteran—thank them or share their memory; discover and share your WHY—including through the SAL video initiative; and put gratitude into action—serve a veteran, strengthen your Squadron, or help your community.

Our theme is "Every Member Matters." Every member carries a connection to military service, a story worth telling, and an opportunity to make a difference. We inherited the privilege of membership through the service of others. We honor it through the lives we lead and the service we give.

Let's do more than say thank you. Let's show our veterans their legacy lives through us. That's Love in Action. That's our WHY.

Every Member Matters! Show Up! — Serve Boldly!

For God and Country,
Butch