



Department WI Americanism Chair

Patriotic Instructor Bulletin

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Sally Lamers sslamers@gmail.com

Greetings to the Department WI Americanism and Patriotic Instructors out there!

Something new Jessica, our 26-27 National Ambassador would like to use is a marketing tool known as a Point-of-Purchase display; I'll call a **"POP Sign"** - to get people's attention while promoting products and inspire people to act.

Today people's attention spans are even shorter than they were in the '40s. So, let's try a technique that worked in the past.

Everyone has at least one WWII poster we recall which depicts icons like Uncle Sam and Rosie the Riveter, or Loose Lips Sink Ships.

America is our product and by incorporating symbols like the American Flag, bald eagles, the Statue of Liberty and other patriotic imagery we can use the POP Sign to promote Americanism.

This POP Sign can be a physical sign or a post on social media.

The goal is to catch people's attention within a few seconds because most won't take the time to read a brochure or listen to our pitches.

Make them fun; enjoy making your signs, work together and be creative!

You have five seconds to GRAB their attention and keep it - sharing what we do and what they can do to promote patriotism in America.

LET'S MAKE AMERICANISM POP!