Public Relations  
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Purpose:  
Public Relations promotes, who we are, what we do, and why we matter. It is vital to promote who we are, strengthens our brand, and makes us appealing to potential members who will recognize our common goal of helping veterans, servicemembers and their families.

Objectives:  
Promote Auxiliary events on your personal social media accounts, newspapers, flyers, and bulletins. It is important to make sure it has who, what, where and when the event will be. The American Legion Auxiliary will be 100 years old.

What is the program, and why do we have it?  
Public Relations promotes who we are, what we do, and why we matter. Public Relations is vital. Public Relations promotes who we are, strengthens our brand, and makes us appealing to potential members who will recognize our common goal to helping veterans, servicemembers, and their families.

What can you do?  
Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the ALA Centennial Strategic Plan (With the American Legion, Build Brand Loyalty) and the use of the variety of public relations materials and resources available online.

Ideas:  
Member  
- Give an Auxiliary magazine gift subscription to your local library and doctors’ offices. See the subscription form at the end of this program Plan.
- Distribute ALA brochures and posters in the community - at libraries, job fairs, medical facilities, and post homes. Print brochures online from the PR/Marketing Resources section at www.ALAforVeterans.org or order them from your department secretary.
- Wear your officially branded ALA apparel and “Honor Their Service” button when out and about. Button order forms are available at www.ALAforVeterans.org.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.

Unit  
- Develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit, available in PR/Marketing Resources in the Members Only section at www.ALAforVeterans.org.
- Build relationships with your local media and political figures to educate them on who we are, what we do, and why we matter?
- Write a letter to the editor and/or news release for patriotic holidays and events. Templates can be found in PR/Marketing Resources in the Members Only section at www.ALAforVeterans.org
• Familiarize yourself with and utilize the ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit, ALA Branding Guide, and other tools available in the Members Only section at www.ALAForVeterans.org

Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media, and other electronic communications.

Ideas:
The American Legion Auxiliary is 100 years old this year. On Nov 10, 2019 the American Legion Auxiliary will officially celebrate its 100th anniversary. It is time to showcase our legacy! I encourage everyone to put articles, events, on Facebook, Twitter, and your local Newspaper.

Member
• Promote Auxiliary events on your personal social media accounts.
• Subscribe to ALA eNews and In the Know eBulletin via www.ALAForVeterans.org
• Link to www.ALAForVeterans.org in your personal email signature.

Unit
• Create or improve and actively maintain a unit website that adheres to brand standards (for tips, see ALA Branding Guide, available in the Members Only section at www.ALAForVeterans.org).
• Create and maintain an active social media presence for your unit on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).

Department
Create or improve and actively maintain a department website that adheres to brand standards. Be familiar with “Department Website Best Practices,” which can be found in the ALA Branding Guide located in the Members Only section at
www.ALAForVeterans.org
• Promote American Legion Auxiliary and The American Legion collaborations through links to www.ALAForVeterans.org and www.legion.org.
• Create and maintain an active social media presence for the department on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).
• Encourage members to sign up for ALA eNews and In the Know eBulletin via
www.ALAForVeterans.org
Forward electronic publications such as ALA eNews and In the Know eBulletin to your unit PR chairman.

Department Awards:
Trophies to be given to the Unit in each class summitting the best scrapbook as per the rules.

Trophies:

Class “A” (200+ members) Gordon Trophy
Class “B” (100-199 members) Gladu Trophy
Class “C” (10-99 members) Gacinski Trophy

The trophies to be given to the Unit in each class submitting the best Press Book.
Jackie Chasse Public Relations Award:
To be awarded to the Unit in the Department for the best overall report to include annual report form, narrative, press book and number of articles submitted for the Department Press book.

National Public Relations Awards:
Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why it matters. Just three simple steps to add your part to our national success story:

1. Please follow instruction as you fill out the National Report and awards cover sheet found in the awards section of the programs action plan.
2. Provide details/examples about the activity as outlined in the award’s materials and guidelines section.
3. Submit as indicated in the Annual Supplement to the Programs Action Plan.

National Report and Awards Cover sheet, deadlines and Public Relations committee contract information may be found on the Public Relations committee page on the national website – www.ALAforVeterans.org.

A. Member Award: ALA Brand Ambassador
- **Award:** Lapel Pin
  - Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branding apparel, and other activities that showcase the Auxiliary’s unique branding through visual identity.
  - Materials and guidelines;
  - Document with action photographs, screen shots, and evidence of brand promotion activities.
  - Activity must occur between May 1 prior to the start of the current admin year and May 1 before the end of the current admin year.

B. Unit Award: New website or social media account launch
- **Award:** Personalized mouse pad and congrats letter
  - Presented to: All units developing a properly branded website or social media account during the current ALA administrative year.
  - Materials and guidelines:
    a. Web address/URL, webmaster/administrator name and contact info, or name, and contact info for ALA coordinator if webmaster/administrator is third party vendor.
    b. Site/Account must have been created after September 1 of the current ALA admin year.
    c. Website/Facebook page must conform to “Website and Social Media Guideline” in the ALA Branding Guide

C. Unit Award: Most outstanding Unit Public Relations Program
- **Award:** Citation Plaque
  - Presented to: One Unit in each division (5)
  - Materials and guidelines:
    a. Include three different media placements/coverage highlighted different ALA programs, featured in three different months (September 1 – May 1 of the current ALA administrative year)
    b. Acceptable media publications must support the Auxiliary’s mission and goals.