Public Relations
Plan of Work 2020-2021
Jean Drew, Chairman

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.

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.ALAmorVeterans.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.ALAmorVeterans.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:

Assisting veterans with groceries, masks, yard clean up.

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
• 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 submitting 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) Gapinski Trophy

The trophies to be given to the Unit in each class submitting the best Press Book. By a vote of the Executive Board on 6/17/1993 to Classes to be the same as the History’s.

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.

Goodwill Ambassador Award Rules for Units

Narrative for the Goodwill Ambassador Award Rules and Entry

Rules for the Goodwill Ambassador Award are set forth to maintain clarity and uniformity of expectations and criteria that support selected based on the nomination and entry forms. An entry form simply organizes pertinent information and provides for units and departments to verify nominee eligibility.

These guidelines will help to make this prestigious award meaningful and special. The American Legion Auxiliary is comprised of quality individuals who deserve recognition beyond that provide by their units or departments.

A strong narrative is key to determine each year’s recipient. Five suggestions are offered on rules page to prompt writers as they consider how best to showcase their nominees. It also prepares the ALA national president as she makes the announcement at the ALA National Convention.

How to Apply:
Each unit has a special, hardworking, dedicated Auxiliary member who goes above and beyond expectations to represent her unit well at all events. She is a true example of goodwill to her peers.

Show appreciation by nominating her for the Goodwill Ambassador Award during the current administrative year.

Rules for Selection:

1. Member is at least 18 years old and in good standing
2. Selection is based on the Goodwill Ambassador model
3. Your nominee may be a new member
4. Each unit may submit one entry.
5. The unit will submit their unit members winning narrative of 500 or fewer words. Consider the following:
   A. How does the nominee exemplify the mission of Service not Self?
   B. How does she embrace inclusiveness in her service?
   C. Describe your nominee’s purpose-filled actions, accomplishments, and activities that foster a culture of goodwill.
   D. How does she inspire positive decision-making that grows the organization?
   E. Include any pertinent information.
6. Required unit president and secretary signatures appear on the nomination form. If one of these two is the nominee, a past unit president may sign.
7. Complete the Goodwill Ambassador Award Nomination entry form and attach the narrative. Your department office must receive it by March 1 of the current administrative year.
8. The department completes the Goodwill Ambassador Award Scorecard to evaluate Goodwill Ambassador nomination entries received from units to make one department selection. The department selection must be received by national division vice president by May 1 of the current administrative year.
9. The national division vice president selection must be received by ALA National Headquarters by June 1 of the current administrative year.

The national president will honor the National Goodwill Ambassador Award recipients as ALA National Convention.