

**Public Relations Program Engagement Plan  
2025-2026 End-of-Year Report  
Due April 15, 2026**

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The American Legion Auxiliary (ALA) uses public relations to promote its mission and programs by building a positive public image.

The ALA's mission is to advocate for veterans, educate citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.

It is your unit's responsibility to share the ALA's Good News!

- Utilize community bulletin boards
- Encourage local newspaper to publish your provided events write-up or invite them to the event to cover.
- Utilize TV spots to share your upcoming events and activities
- Keep copies of items for scrapbooks
- During ALA events, wear branded clothing and pins and have American Legion Family brochures/applications available at booths and tables
- Social Media is your friend.
  - <https://www.legion-aux.org>
  - <https://www.alanorthcarolina.com>
  - ALA social media hashtags
  - ALA eNews and eBulletins
  - ALA FaceBook pages
    - ALA Public Relations  
<https://www.facebook.com/groups/ALApublicrelations>
    - American Legion Auxiliary Department of NC  
<https://www.facebook.com/groups/210845542259638>
    - NC ALA Public Relations  
<https://www.facebook.com/groups/989702484564857>