**2023 – 2024 Public Relations**

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**Purpose:** The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization. Three objectives for this year include:

**Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.***

* Maintain a social media account(s) for your unit with two or more administrators.
* Maintain a current list of local media and build those relationships.
* Send press releases and letters to the editor to local media.
* Contact your local government for proclamations.
* Encourage each unit member to have and use an elevator speech.
* Use the PR Toolkit as you plan your program events.
* Take the [ALA Academy courses](https://member.legion-aux.org/member/online-training)  related to PR:
	+ ALA Branding and Why it Matters to Me!
	+ Using social media to Your Unit's Advantage

**Encourage ALA members to be visible in their communities through valuable, distinct branding.**

* Wear branded clothing, pins, etc., at events.
* Have visible branding at booths, tables, etc.
* Have American Legion Family brochures available at events.

**Share the latest news from ALA volunteer national leadership and ALA National Headquarters.**

* Create and distribute newsletters at unit, district, division, and program levels.
* Conduct video conferences (Zoom, etc.) with members.
* Make unit members aware of national publications such as Auxiliary magazine, ALA blog, ALA eNews, ALA social media, etc. and encourage them to use these resources.

**NC Department objectives include:**

* Encourage unit members to participate in the monthly District PR contest to ‘Earn Back the $6 Dues Increase’.
* Encourage unit PR chairman/members to submit entries in the National Member and National Unit PR awards and to provide information that might aid our department in receiving the Department PR award.
* Encourage unit PR chairman/members to post unit activities on the NC Facebook page and National Facebook group page.