

PUBLIC RELATIONS

Public Relations promotes who we are, what we do and why we matter.

COMMITTEE CONTACT INFORMATION:

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WHAT CAN YOU DO?

- Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of the ALA Centennial Strategic Plan (With the American Legion, Build Brand Loyalty) and by using the variety of public relations materials and resources available online.**

IDEAS:

MEMBER

Log onto the www.alaforveterans.org site and go to the Members Only tab. You can log in with Your member number and create a password. The site has a wealth of information, brochures, And handouts for you to use.

Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and at Post. These items can be obtained online from the PR/Marketing Resources section at www.alaforveterans.org.

Wear your officially branded ALA apparel and “Honor Their Service” button when you are in the community to raise awareness of our organization.

Have a two minute “elevator speech” prepared for when you are asked about who the Auxiliary is, what we do in our community and why we matter.

UNIT

Build Relationships with your local media and political figures to educate them on who we are, what we do and why we matter. Local Mayors and Town officials offer great support to our organization if you reach out to them.

Develop a list of local media contacts for your unit. All of the material and instructions can be found online at www.alaforveterans.org under the ALA Public Relations Guide and Tips for Volunteer Recruitment Toolkit.

If you have a local newspaper or weekly mailing, write a letter to the editor and new releases for patriotic holidays and events. These templates are also available online at www.alaforveterans.org.

Go online to our website www.alaforveterans.org often and familiarize yourself with the ALA Public Relations Guide and Tips for Volunteer Recruitment Toolkit, ALA Branding Guide and many other tools available in the Members Only section.

- Build Brand Loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media and other electronic communications.**

IDEAS

MEMBER

Promote Auxiliary events on your Personal social media accounts.

Subscribe to ALA eNews and In the Know eBulletin via our www.alaforveterans.org site

Put the link to www.alaforveterans.org in your personal email signature.

UNIT

Create, improve or actively maintain a unit website that adheres to brand standards. See the ALA Branding Guide in the Members Only section online.

Create and maintain an active social media presence for your unit on one or more platforms that are comfortable working with such as Facebook, twitter, Instagram. Etc.

Public Relations Reporting

Midyear Report is due December 15, 2018 and Year End Reports on April 30, 2019.

Reports will cover activity beginning May 1, 2018 and ending May 1, 2019. Narrative Reports and pictures are the best way to tell the world who we are, what we do and why we do it.

A. Member Award: ALA Brand Ambassador

First Place Award: Lapel Pin

Second Place Award: ALA Branded Tote

Given to Member who shows excellence in promotion the ALA by using social media, her appearance wearing ALA-Branded apparel and any other activity that showcases the Auxiliary's unique branding through visual identity.

B. Unit Award: New Website or Social Media Account Launch

Award: Framed Certificate

Given to all Units developing a properly branded website or social media account during the current ALA administrative year.

Must have been created after September 1, 2018 and must conform to "Website and Social Media Guidelines" in the ALA Branding Guide.

C. Unit Award. Most Outstanding Unit Public Relations Program

Award: Framed Certificate and \$25.00 to Unit

Must include three different media placements/coverage highlighting different ALA programs, featured in three different months from September 1, 2018 through May 1, 2019. Acceptable media publications must support the Auxiliary's missions and goals.