

# **Public Relations**

## **Program Action Plan – 2016-2017**

### **Pam Shook, Chairman**

Promoting who we are, what we do and why we matter strengthens our brand and makes us appealing to potential members who will recognize our common goal of helping veterans, service members and their families.

#### **What Can You Do?**

- **Members**
  - Give the Auxiliary magazine as a gift to your local library and doctor's offices
  - Distribute brochures and posters in the community.
  - Wear Auxiliary apparel, buttons and badges.
  - Answer when asked who the Auxiliary is and what we do and why we matter.
- **Units**
  - Do all of the same things listed for members as a unit, plus:
    - Make sure you have the list of local media contacts and build a relationship with these contacts.
    - Take pictures and write a news release statement to the local newspapers of all patriotic holidays and events. Conduct interviews with guest speakers and Veterans attending to include in your news release.
- **Districts**
  - Do all of the same things listed for members and units, plus:
    - Stay in close contact with the units and take every opportunity to visit with units to educate and promote Public Relations.
    - Supply any Public Relations materials to the units needed to assist in their distribution of their local communities.
    - Work with the American Legion chairman to promote Public Relations throughout the communities.

#### **Public Relations Reporting**

##### **Mid-Year Reports - Narrative**

- One paragraph describing the activities done within the unit and district
  - December 1, 2016 – Deadline for Unit Chairmen to send their narrative to the District Chairman
  - December 15, 2016 – Deadline for District Chairmen to send their narrative to the Department Chairman

##### **Annual Reports - Narrative**

- Use forms that will be provided
  - April 15, 2017 – Deadline for Unit Chairmen to send their narrative to the District Chairman
  - May 1, 2017 – Deadline for District Chairmen to send their narrative to the Department Chairman

##### **National Awards** - Each entry must include a cover sheet

- **Member Award - ALA Brand Ambassador – Citation**
- One member in each department who achieves excellence in promotion of the ALA with their use of social media, wearing branded apparel through visual identity

- Document with photographs
- Activity must occur between May 1, 2016 and May 1, 2017
- Deadline June 1, 2017 – send to National PR Committee Member Shylynn Jones, 5425 Maybee Road, Clarkston, MI 48346 (540-656-3372) – [raven\\_14378@gmail.com](mailto:raven_14378@gmail.com)
- **Unit Award:**
  - **Website or Facebook**
  - New Website or Facebook launch – personalized mouse pad and congrats letter
  - All units developing a new website or Facebook
  - Web address/URL, webmaster/administrator name and contact info
  - Site page must be created after September 1, 2016
  - Deadline – June 1, 2017 – send to National PR Committee Member Karon Cook via email – [klckaron01@sbcglobal.net](mailto:klckaron01@sbcglobal.net)
- **Unit Award:**
  - **Public Relations Outstanding PR Program – Plaque**
  - One Unit Chairman in each Division (5 total)
  - Three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1, 2016 – May 1, 2017) and must support the Auxiliary’s mission and goals
  - Deadline – June 1, 2017 send to National Division Chairman via email – [sirovina@att.net](mailto:sirovina@att.net)

#### Department Awards

- **Carol LaGard Monetary Award** to the Unit under 200 members for the best Press Book
- **Vee Titus Monetary Award** to the Unit over 200 members for the best Press Book
- **Thelma Butler Monetary Award** to the District Chairman with the best year round Press Book – may include pictures

#### Department Chairman Personal Award

- Award to the District Chairman with the highest percentage of Units reporting

#### Additional Resources you can use:

- [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- **Public Relations Guide and Tips for Volunteer Recruitment**
- **ALA Branding Guide**
- **Marketing Resource Guide**

Public Relations may take some work to obtain results – whether it’s sending news releases to local newspapers, radio, TV outlets or designing and updating a website or Facebook page – the rewards for your accomplishments are a better focus on the American Legion Auxiliary for your unit, district, department and national organization. If you have questions about promoting the ALA, developing a website or Facebook page, don’t hesitate to contact me for assistance.

**Pam Shook, Department Public Relations Chairman**

**217 Henry Place**

**Angola, IN 46703**

**[pamshook@yahoo.com](mailto:pamshook@yahoo.com)**

**260-413-2490**