



American Legion Auxiliary

Department of Wisconsin

Unit Public Relations Plan of Action 2009-2010

April E Kollmorgen, Department Chairman

Purpose: The purpose of the Public Relations Committee is to work collaboratively with all Unit Chairmen to create, implement and support a proactive communications network that advances the objectives and programs of the American Legion Auxiliary and positively projects our image and programs to the general public.

Unit Level Objectives

1. Objective: Promote and publicize your Unit and its programs. Work with all Unit Chairmen to ensure all important events are covered. Help get the word out to the general public

Action Steps:

- a. Get necessary information from Unit Chairmen to promote their events. Send out press releases to the local media. Create and distribute flyers to increase attendance
- b. Use Auxiliary Emblem on all written and electronic publications to build public awareness
- c. Give gift subscriptions of the *Homefront* magazine to local public locations.

2. Objective: Use electronic communications with members by using new and proven means of communications

Actions Steps:

- a. Create and maintain a website for your Unit
- b. Use Email communications to keep members up to date
- c. Send monthly newsletters
- d. Encourage Unit members to sign up for email alerts from Department and National.
 - i. Sign up for Department Updates at www.amlegionauxwi.org
 - ii. Sign up for National Updates at www.legion-aux.org

3. Objective: Keep Department Chairman informed of activities and progress. Throughout the year, keep an accurate record of the numbers and types of publicity that took place during the 2009-2010 fiscal year.

Actions Steps:

- a. Send regular email updates to Department Chairman, April Kollmorgen at aekollmorgen@comcast.net
- b. Complete Annual Report and return to Department Headquarters by May 1st, 2010
- c. Compile all press clippings into a Press Book and submit for judging. Judging criteria is available from Department Chairman