



**AMERICAN LEGION AUXILIARY
DEPARTMENT OF WISCONSIN
2017-2018 PROGRAMS ACTION PLAN**

PUBLIC RELATIONS

Amy Luft, Department Chairman

366 Indigo Drive, Port Washington, WI 53074
Email: amyluft@gmail.com ♦ Ph: 414-651-7300

Public Relations and the 2014-2019 Centennial Strategic Plan – Promoting who we are, what we do and why we matter, strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize are common goal of helping veterans, servicemembers and their families (Goal 1).

What can you do?

- 1. Promote a positive image of the American Legion Auxiliary Department of Wisconsin by supporting and the efforts of Goal 5 of the Centennial Strategic Plan (*With the American Legion, build Brand Loyalty*) and the use of the variety of public relations materials and resources available online.**

Ideas:

Member

- Give an *Auxiliary* magazine gift subscription to your local library, senior center and/or doctor's offices. Order or print a subscription order form at alaforveterans.org/Magazine. Or, call (317) 569-4500.
- Distribute ALA brochures and posters throughout your community at libraries, job fairs, medical facilities and Post homes. Print brochures online from the Member Resources section at ALAforVeterans.org, or order them from your Department secretary.
- Wear your officially branded ALA apparel, ALA pins and/or "Honoring Their Service" button. Button order forms are available at ALAforVeterans.org.
- Be prepared to answer questions about who the Auxiliary is, what we do, and why we matter.

Unit

- Develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit available in the Marketing & Promotional Materials of the Member Resources section at ALAforVeterans.org.
- Build relationships with your local media and political figures.
- Write a letter to the editor and/or News Release for patriotic holidays and events. Templates can be found in Marketing & Promotional Materials in the Member Resources section at ALAforVeterans.org.
- Familiarize yourself with and utilize the *Public Relations Guide and Tips for Volunteer Recruitment* toolkit, *ALA Branding Guide* and other tools available in the Member Resources section at ALAforVeterans.org.
- Order a copy of the "*Step Up, ALA*" public service announcement DVD (\$10) to take to your local television stations and request they air it, or request a free 15-second version for your public broadcasting station. To order the 60-second version DVD or request the 15-second version, email pr@ALAforVeterans.org.

2. 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* at ALAforVeterans.org.
- Add a link to ALAforVeterans.org and/or the “*Step Up, ALA*” commercial (<https://youtu.be/TgahjxlhGC0>) in your personal email signature.

Unit

- Create or improve and actively maintain a unit website that adheres to brand standards (see ALA Branding Guide at ALAforVeterans.org).
- Create and maintain an active social media presence for your Unit on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).

Resources:

National Public Relations contact information:

Melanie Taylor, National Chairman
Department of California
Ph: 707-894-0857
Email: mtaylor95425@gmail.com

Angela Galbraith, Central Division Chairman
Department of Michigan
Ph: 248-420-3456
Email: argalbraith@aol.com

Committee Contact Information

publicrelations@ALAforVeterans.org

Public Relations Reporting

Mid-Year Reports

Each District Public Relations Chairman is required to submit a Narrative Report by **December 22, 2017** to the Department Public Relations Chairman at the address found on the front page of this Program Plan.

Year-End Reports

Each District Public Relations Chairman is required to submit a narrative report by **April 30, 2018** to the Department Public Relations Chairman at the address found on the front page of this Program Plan.

As part of your Narrative Report, please include the answers to the following questions:

- How have you used or developed social media at the local level to promote the ALA?
- Have Units in your District been mentioned in local media promotion of mission related activities? What type of promotions have they received? (Enclose newspaper articles if available).
- Describe any public service announcements (Press Release/radio/TV) that were distributed and what type of response was received? (Enclose samples if available).
- Did any Units keep an active and updated media contact list? How has this list impacted their working relationships with the local media?
- Describe any social media events sponsored by a Unit that broadly spread the brand of the ALA.
- Describe how members and Units participated in branding opportunities by wearing and promoting ALA apparel and logos.

Public Relations Awards

Note: Please be sure each award entry includes the cover sheet found at the end of this program plan, and make arrangements for the return of materials in advance if desired. Mid-year and Year-end narratives are separate from awards. All must be noted as such and all award narrative entries must have a cover sheet attached to be considered.

A. Member Award: ALA Brand Ambassador

Award: Citation

Presented to one member in each Department who achieves excellence in promotion of the American Legion Auxiliary with the use of social media, appearance in public wearing ALA-branded apparel/logo, and other activities that showcase the Auxiliary's unique branding through visual identity.

Materials and guidelines:

- Document with action photographs, screen shots and other evidence of brand promotion activities.
- Activity must occur between May 1, 2017, and April 30, 2018.
- Attach an Award Cover Sheet, including the name of the award, as well as the name and contact information of the Unit Public Relations Chairman.

Deadline: May 15, 2018 • Send to the Department Public Relations Chairman at the address found on the front page of this Program Plan.

B. Unit Award: New Website or Facebook Page Launch

Award: Personalized mouse pad and Citation

Presented to one Unit who developed a properly branded website or Facebook page during the 2017-2018 ALA administrative year.

Materials and guidelines:

- Web address/URL, Webmaster/Administer name and contact info, or name and contact info for ALA coordinator if Webmaster/Administrator is a third-party vendor.
- Site/Page must have been created after September 1, 2017.
- Website/Facebook page must conform to "Website and Social Media Guidelines" in the ALA Branding Guide (found at ALAforVeterans.org).
- Attach an Award Cover Sheet, including the name of the award, as well as the name and contact information for the Unit Public Relations Chairman.

Deadline: May 15, 2018 • Send to the Department Public Relations Chairman at the address found on the front page of this Program Plan.

C. Unit Award: Most Outstanding Public Relations Program

Award: Plaque

Presented to one Unit within the 12 Districts who achieves excellence in promotion of the American Legion Auxiliary with the use of social media, promoting of wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.

Materials and guidelines:

- Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1, 2017 – May 1, 2018). Acceptable media publications must support the Auxiliary's mission and goals.
- Attach an Award Cover Sheet, including the name of the award, as well as the name and contact information for the Unit Public Relations Chairman.

Deadline: May 15, 2018 • Send to the Department Public Relations Chairman at the address found on the front page of this Program Plan.



**American Legion Auxiliary
Department of Wisconsin
2017-2018 Public Relations Award Cover Sheet**

Send completed form to: Public Relations Department Chairman: Amy Luft, 366 Indigo Drive,
Port Washington, WI 53074

This cover sheet should be attached to each narrative submitted for a Department award. Please complete the information as accurately as possible.

Award information will be compiled using the information given on this sheet - please print carefully.

Unit sponsoring award: _____

Type of Award Member Unit

Name of the award you are applying for: _____

Please complete the following if you are applying for a **Unit Award**. Be sure to give the complete name of your Unit. The award will be prepared using the information you included below.

Unit #: _____ Full official Unit name: _____

Unit president/chairman (circle one) name: _____

Phone number: (____) _____ ALA member ID#: _____

Email address: _____

Please complete the following if you are applying for a **Member Award**. Be sure to give the complete name of the member. The award will be prepared using the below.

Unit #: _____ Full official Unit name: _____

Member Name: _____

ALA member ID#: _____

Nominating Member (if different from above): _____

Nominator's Phone number: (____) _____

Nominator's Email address: _____