



## 2018-2019 American Legion Auxiliary Programs Action Plan

### Public Relations

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).



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## What is this program, and why do we have it?

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

## 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

- Attend the ALA Academy online. It's free and the series of courses will expand your knowledge of the ALA and help you better serve our mission.
- 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](http://alaforveterans.org/Magazine). Or, call (317) 569-4500.
- Sign up for the free ALA e-news email at:  
<http://americanlegion.informz.net/AmericanLegion/profile.asp>
- 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](http://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](http://ALAforVeterans.org).
- Show and share pictures of you and Your Veteran. They are your "why" for joining the ALA, show us who they are! They are special to you, make them special to us too.
- Be prepared to answer questions about who the Auxiliary is, what we do, and why we matter. A business card template with our mission statement is available – just ask me!

#### 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](http://ALAforVeterans.org).
- Create and manage websites and social media pages for your Unit. Detailed information is available under Public Relations Support Tools on [ALAforVeterans.org](http://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](http://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](http://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.
- Sign up for the free ALA e-news email at:  
<http://americanlegion.informz.net/AmericanLegion/profile.asp>
- Add a link to ALAforVeterans.org in your personal email signature.
- Show and share pictures of you and Your Veteran on your social media profiles. They are your “why” for joining the ALA, show us who they are and tell everyone about them!
- Be prepared to answer questions about who the Auxiliary is, what we do, and why we matter when posting about events. Refer back to the mission statement.
- Take the time to share a favorite story about the positive impact you or someone you know has had on our mission. Its helps us tell the world who we are, what we do and why we matter!
- Follow us on the Department of Wisconsin Public Relations facebook page! We will share a lot of good information on here throughout the year and you can post photos and updates there for us to see as well. Search for our Group called “ALA Department of Wisconsin Public Relations”
- Attend the Department “ALA in the Know” workshops. Dates are available on the Department Website.

#### Unit

- Create and manage websites and social media pages for your Unit. Detailed information is available under Public Relations Support Tools on ALAforVeterans.org
- Send annual newsletters to your Unit members with upcoming events and information they may have missed at the last meeting. Keep it fun and include “Did You Know” Informational sections and contact information.
- Follow us on the Department of Wisconsin Public Relations facebook page! We will share a lot of good information on here throughout the year and you can post photos and updates from your Unit events there for us to see as well.

### Public Relations Reporting

#### Mid-Year Reports

Each District Public Relations Chairman is required to submit a Narrative Report by **December 15, 2018** to the Department Public Relations Chairman at the address found on the cover page of this Program Plan.

#### Year-End Reports

Each District Public Relations Chairman is required to submit a narrative report by **April 30, 2019** to the Department Public Relations Chairman at the address found on the cover page of this Program Plan.

**As part of your Mid-Year or Year-End Narrative Report, please include the answers to the following questions:**

- How have Units in your District 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 or links 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.
- How many members have reported showing off a picture of themselves with their Veteran?
- Have your Units been following the Department PR facebook page? Have they posted updates and sent us any information?

## **Public Relations Awards**

Note: Please be sure each award entry includes a 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. Award submissions can be emailed. Please also send a copy to the Department Chairman listed above.

### **A. Member Award: ALA Brand Ambassador (National Award)**

Award: Lapel Pin

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, 2018, and April 30, 2019.
- 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: June 1, 2019** Send to the *National Vice Chairman* listed above. Please also send a copy to the Department of Wisconsin Chairman listed above.

### **B. Unit Award: New Website or Facebook Page Launch (National Award)**

Award: Personalized mouse pad and congrats letter

Presented to one Unit who developed a properly branded website or Facebook page during the 2018-2019 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, 2018.
- 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: June 1, 2019** Send to the *National Committee Member* listed above. Please also send a copy to the Department of Wisconsin Chairman listed on the cover page.

### **C. Unit Award: Most Outstanding Public Relations Program (Central Division)**

- Award: Citation
- Presented to one Unit in each Division

Materials and guidelines:

- Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1, 2018 – May 1, 2019).
- 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: June 1, 2019** Send to the *Central Division Chairman* listed above. Please also send a copy to the Department of Wisconsin Chairman listed on the cover page.

### **D. Member Award for Best “Show & Share of Your Veteran”**

Award: Citation

Presented to one member in the Department of Wisconsin who went above and beyond to “Show & Share” their Veteran with us in photos and on social media. Your Veteran is special to you and now we all know why.

Materials and guidelines:

- Document with photographs, screen shots and other evidence of showing off your Veteran and promoting our organization through the love of your Veteran.
- Activity must occur between September 1, 2018, and April 30, 2019.
- 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. You may use the National cover sheet for this.

**Deadline: June 1, 2019** • Send to the *Department of Wisconsin Chairman* listed on the cover page.



**American Legion Auxiliary  
Department of Wisconsin  
2018-2019 Public Relations Award Cover Sheet**

Send completed form to: April Kollmorgen, 25946 NW Circle Drive S, Poulsbo, WA 98370

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: \_\_\_\_\_