



Public Relations

Plan of Action

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The American Legion Auxiliary has been divided into five pods: Youth Development, Membership Development, Family Support, Organizational Support, and Veteran/Military Support. *Publicity falls into the Membership Pod, along with the Auxiliary Emergency Fund (AEF), Membership, Leadership, Strategic Planning, Office Policy, and the M. Louise Wilson Loan.*

Purpose: To inform, promote and publicize the programs of and membership in the American Legion Auxiliary – the largest women’s patriotic service organization in the world.

Department Objectives:

1) Inform

Action Steps

A. To inform, be informed.

- Attend Unit & County meetings, Fall Forum, District Conferences, and State Convention.
- Take the ALA Leadership Course. You will learn by having fun!
- Read *The Badger Legionnaire* and *Wisconsin*.
- Check out the state and national ALA Websites, which link to the Legion Family sites.
- Connect with the Department officers and chairmen with your questions, concerns, or ideas.
- Contact Headquarters. The staff is always ready and willing to help.
- Purchase a Red Book and ALA Unit Handbook.

B. Once informed, share that knowledge and excitement with each other and prospective members.

C. Don’t assume members and the public know about the ALA or the rest of the Legion Family.

2) Promote

Action Steps

A. Be ready!

- *Always carry Legion Family membership applications!* Never leave home without them!
- Make it personal. Share your own story.
- Put to use what works best for your Unit. (one on one, invitation to meeting, open house)
- Have a brainstorming session to come up with fresh ideas to try.

- Don't be afraid to step outside the box. Try something you haven't tried before.
- Draw a potential member's attention by noting that the ALA is the largest women's patriotic service organization in the world and that her membership would be a wonderful tribute to the Veteran in her life.
- Toot your own horn! Talk up your Unit's programs and share your current projects; then explain how they impact our Veterans, the community, and you!
- Let your excitement show!

B. Find your Unit's powerful promotion punch. (What makes it special & attracts members?)

3) Publicize

Action Steps

A. Get the word out by whatever means are available to your Unit.

- Newspaper, Radio, Cable, Website, Facebook, Twitter, Word of Mouth, Flyers, Posters, E-mail, Pictures, Newsletters, Telephone
- Purchase a gift subscription to the *Auxiliary* magazine for a friend, or donate a copy to your local library or other businesses in the area: (\$15 payable to ALA National Treasurer)
 - American Legion Auxiliary National Headquarters
 - ATTN: *Auxiliary* magazine gift subscription
 - 8945 N. Meridian Street
 - Indianapolis IN 46260
- Place ALA brochures around town, stamped with your Unit's name and contact info.
- Share your tried and true ideas, accomplishments, and events with other Units.