



American Legion Auxiliary Public Relations – Zoom Chat #2 10.29.25

Welcome & Introductions

- PR Team Members (Natalia, Jenna, Julie, Bob)
- Contact Info
- Visit Requests (form available online)

Notes:

Branding – It Matters

- Power of Branding:
- Sets your organization apart
- Builds trust
- Raises awareness
- Strengthens reputation

Notes:

Examples of Branding

- Name these logos (activity)
- Wear OUR brand (apparel, signs, giveaways)
- Example

Notes:

Branding Guidelines

- National Branding Guide & Tip Sheet
- Correct emblem/logo usage
- Patriotic color scheme
- Consistent messaging (avoid yearly themes)

Notes:

Slogans & Mottos

- Why they matter
- Examples: "Be The One," "Service Not Self," etc.

Notes:

Tools & Resources

- Webinars
- ALA Blog & Magazine
- Online branding materials

Notes:

Special Guest

- Background & service
- Leadership roles
- Advocacy passion

Notes:

PR & Membership

- Using PR to attract & engage
- Storytelling & testimonials
- Mission-led campaigns
- Ambassadors & partnerships

Notes:

Membership Growth Ideas

- Hosting public events
- Referral incentives
- Partnerships with other groups
- Website/Facebook optimization

Notes:

Event Ideas

- Red Cross classes/blood drives
- Pet adoption event
- Fun socials (cornhole, trivia, karaoke, chili cook-off, etc.)

Notes:

Resources

- WI Department Membership Tools
- "Unit Mailing" & "The Wisconsin"
- National resource pages & recruitment videos

Notes:

Zoom Etiquette

- What NOT to do (YIKES!)
- Do's & Don'ts

Notes:

Social Media Ideas – November Holidays

- Authors Day, Candy Day, Tongue Twister Day
- Sesame Street Day, World Kindness Day
- Pickle Day

Notes:

Feedback & Wrap-Up

- What was new?
- Key takeaways?
- Future topics?
- Next Session: January 28, 2026 – S.M.A.R.T. PR Campaigns

Notes:
