



## ALA PR Chat – February 25, 2026 – Chat #4

### Handout with Note-Taking Space

#### **General Notes:**

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#### **Welcome & Introductions**

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

#### Notes:

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## **Session Focus – Branding, Business Partnerships & SWOT**

- Why branding matters for the American Legion Family
- How branding supports visibility, credibility, and membership growth
- Using PR and branding together to strengthen the Legion Family

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## **Welcome to Special Guests – Sons of the American Legion**

- SAL leadership perspective on branding
- How SAL utilizes branding to support membership growth
- Aligning messaging across the Legion Family

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Julie Deleeuw - Department of WI PR Committee

- Owner of Julie's Blue Ribbon Cookies -  
<https://www.juliesblueribboncookies.com/>
- Wisconsin State Fair Award Winner
- American Legion Auxiliary Member
- Understanding business partnership preferences
- What businesses value in community collaborations
- How the American Legion Family can provide value to business partners
- Examples of successful partnerships and collaborations

## Notes:

## SWOT Analysis Overview

- Strengths – Internal advantages to leverage
- Weaknesses – Internal challenges to address
- Opportunities – External trends we can act on
- Threats – External risks to plan for

Notes:

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- How SWOT can be used as a PR, branding, and planning tool?

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## **Building Relationships with Businesses – 4 Steps**

- Identify and research high-value local business partners
- Prioritize veteran-friendly and community-minded businesses
- Create tailored partnership and collaboration proposals
- Maintain relationships through communication and record-keeping

## Notes:

## **Avoiding Donor Fatigue**

- Track business support and donations
- Thank partners promptly and personally
- Avoid over-asking the same businesses
- Share impact stories and outcomes

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## **March Social Media Ideas**

March 1 – National Compliment Day

March 2 – Dr. Seuss Day

March 3 – National Anthem Day

March 8 – International Women’s Day

March 12 – National Girl Scouts Day

March 21 – World Poetry Day

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## Feedback

What information was new to you?

What was your top takeaway?

What topics would you like to learn more about?

Notes:

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## Next Session

April 29, 2026 – Poppy Day, Newsjacking & Maximizing Your Social Media  
(with very special American Legion and American Legion Auxiliary guests, and much, much more!)

## ALA PR Reporting – Department of Wisconsin

*Department PR Reports Due April 15*

- Examples of what to report
- How to describe PR activities clearly
- Estimating audience reach
- Avoiding duplication
- Highlighting impact in online reports

Notes:

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