



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

Handout with Note-Taking Space

General Notes:

Welcome & Introductions

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

Notes:

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

Notes:

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

Notes:

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:

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

Notes:

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

Notes:

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

Notes:

Feedback

What information was new to you?

What was your top takeaway?

What topics would you like to learn more about?

Notes:

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:
