



2021-2022 American Legion Auxiliary Programs Action Plan

Public Relations

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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 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 American Legion *Auxiliary* magazine gift subscription to your local library, senior center and/or doctor's office. Order or print a subscription order form at 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 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.
- Show and share pictures of you and your Veteran/s. 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.
- Create and manage websites and social media pages for your Unit. Detailed information is available under Public Relations Support Tools on 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.
- 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.

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/s 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. It 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 throughout the year and you can post photos and updates from your Unit events for us to see as well.

Public Relations Reporting

Mid-Year Reports (optional)

There are no required Mid-Year reports this year. However, if you would like to keep me informed of your activity, please send me a report that reflects the program work of your unit and members. Email a short narrative report and pictures by **November 16, 2021** to Department Public Relations Chairman Ann Lotter at lotterann@yahoo.com or 7792 County Road I, Lot 5 Oconto Falls, WI 54154.

Year-End Reports

Each Unit Public Relations Chairman is required to submit a narrative report by **April 15, 2022** to the Department Public Relations Chairman at the address found on the cover page of this Program Plan.

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

- How has your Units used or developed social media to promote the ALA?
- Has your Unit been mentioned in local media promotion of mission related activities? What type of promotions? (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 your Unit keep an active and updated media contact list? How has this list impacted your working relationships with the local media?
- Describe any social media events sponsored by your Unit that broadly spread the brand of the ALA.
- Describe how members and your Unit participated in branding opportunities by wearing and promoting ALA apparel and logos.
- How many members reported showing off a picture of themselves with their Veteran?
- Has your Unit been following the Department PR Facebook page? Did you post updates and/or send Department any information to be included?

Public Relations Awards

Note: Please be sure each award entry includes a Cover Sheet found at the end of this Program Plan and arrangements for the return of materials in advance if desired. 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, 2021, and April 30, 2022
- 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, 2022 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 2021-2022 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, 2021
- 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, 2022 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, 2021 – May 1, 2022).
- 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, 2022 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, 2021, and April 30, 2022.
- 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, 2022 • Send to the *Department of Wisconsin Chairman* listed on the cover page.



**American Legion Auxiliary
Department of Wisconsin
2021-2022 Public Relations Award Cover Sheet**

Send completed form to: Ann Lotter 7792 County Road I Lot 5 Oconto Falls, WI 54154

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 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 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: _____