Department of Wisconsin

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Public Relations Newsletter

AMERICAN LEGION AUXILIARY

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Happy Holiday Season!



I can't believe it is getting close to the end of the year already and that the holiday season is upon us.

In this newsletter I have included the flyer that was created by Ann Ritacco, Central Division Public Relations Chairman. This flyer is to remind you to send your information to me at kareuter19@gmail.com so that I can use it for a monthly report and potentially be displayed on the screen at National Convention. She would also like you to post your events on the ALA Public Relations National Facebook page.

On November 10, 2026, the American Legion Auxiliary will be celebrating its 107th birthday. How will you celebrate?

I have also included information on GivingTuesday, which will be held on December 1, 2026. Please consider participating.

And always remember it isn't how many events you do, but that you do the events that matter most.

REPORT TO YOUR DEPT CHAIRMAN

What event did your unit have this month?



Where did you hold it?

Why did you hold this event?

How did you advertise this event?

How many veterans, or children were impacted by the event?

Was this event for the community you live in?

Please provide a summary of the event.

Please provide a copy of the promotional flyer, news article, etc.

Include pictures in jpg format in the highest resolution.

Post on ALA Public Relations facebook page the photos and Misson in Action story.(summary)

Questions, please contact your Department Chairman.

American Legion Auxiliary Birthday

On November 10, 2026, the American Legion Auxiliary will hold its 107th Birthday. How are you planning to celebrate this birthday? Will you be serving a birthday cake? Serving a meal to the members?

However, you celebrate this important Birthday -

Please share so that others can celebrate with you too.



GIVING TUESDAY

GivingTuesday will be held on December 1, 2026. This day is when the whole world comes together to give back, either through acts of kindness, gifts of voice, time, talent or treasure. People actively seek causes to support on this date. There are ways for the Auxiliary to participate in this day. You can:

- Host a holiday food drive for your community
- Host an event so that local residents can learn about our mission
- Use the day to rally new volunteers
- Fundraise for your organization

Find ways that work for your Unit to participate in this special day.

Public Relations Theme for 2026-2027

#Public Relations in Action

According to AI, *public relations in action is the day-to-day process of managing how an organization communicates with its audience, builds trust, and shapes public opinion through earned media and strategic storytelling rather than paid advertising.*

How will you show your public relations in action? Will you create a newsletter to communicate with your members? Will you send more articles to your local paper so that the community learns about the Auxiliary and what our programs are? Will you appear on a radio or television segment promoting your event?

How ever you put your *Public Relations in Action*, please share.

If you share your process, ideas and results you may help another unit figure out ways to help veterans just as successfully.

