

Public Relations Bulletin 2019-2020

Yvonne Drury, Chairman - 541-390-4231
63521 Boyd Acres Road, Bend, OR 97701 - ydrury47@gmail.com

What is this program, and why do we have it?

Public Relations promotes who we are, what we do and why we matter both internally to all our members, to potential members, and to the general public.

What can you do?

Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of the Centennial Strategic Plan and the use of the variety of public relations materials and resources available online at www.ALAforVeterans.org.

Public Relations Awards Deadlines and Submission Requirements:

Taking the time to celebrate ALA's Centennial Celebration and share a favorite story about the positive impact you or someone you know has had on our mission this year is our goal! It helps us tell the world who we are, what we do, and why we matter. Just two simple steps to add our part to our national birthday celebrations and success story:

- 1) Please follow instructions as you complete the reports and awards entries.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 National Programs Action Plan at www.ALAforVeterans.org.

Member Award: ALA Brand Ambassador

Award: Certificate

Presented to: **One member in each Unit** who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Document with action photographs, screen shots and other evidence of brand promotion activities.
- Activity must occur between May 1, 2019, and May 1, 2020.
- Deadline: May 1, 2020, to Department chairman at address on the front of this Bulletin.

Unit Award: Website - New Website or Social Media Account Launch

Award: Certificate

Presented to: **All units developing a website or Social Media Account** during the 2019-2020 ALA year.

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Website address/URL, webmaster name and contact info
- Website must have been created after September 1, 2019.
- Website must conform to Website Guidelines in the ALA Branding Guide (found at www.ALAforVeterans.org)
- Deadline: May 1, 2020, to Department chairman at address on the front of this Bulletin.

Unit Award: Most Outstanding Unit Public Relations Program

Award: Certificate

Presented to: One Unit chairman in the Department

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1, 2019 – May 1, 2020).
- Acceptable media publications must support the Auxiliary's mission and goals.
- Deadline: May 1, 2020, to Department chairman at address on the front of this Bulletin.

Junior Public Relations Award - Best Media Coverage of Activity or Project

Award: Certificate

Presented to: One Unit Junior group

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
- Narrative not to exceed 500 words.
- Deadline: May 1, 2020, to Department chairman at address on the front of this Bulletin.

Public Relations Reporting

Mid-Year Reports reflect the program work of Units and are intended as an opportunity for mid-year correction. Each Unit Public Relations chairman is required to submit a narrative report by December 15, 2019 to the Department PR chairman. A Questionnaire is attached to assist in making the Unit narrative report. Add additional details as are available

Year-End Reports Annual Reports reflect the program work of Units and may result in awards for participants if award requirements are met. Unit Public Relations chairman is required to submit a narrative report by May 1, 2020 to the Department PR chairman. A Questionnaire is attached to assist in making the Unit narrative report. Add additional details as are available.

Special 100th Anniversary History Program Facts:

Public relations has always been an important part of the American Legion Auxiliary. From word of mouth to personal phone calls and letters to Unit bulletins, public relations has been utilized many ways over these hundred years. ALA members have been using PR at the grassroots level since its inception in 1919. One example of unit public relations is distributing poppies. As members encouraged the public to remember those who sacrificed for our freedom, it also spread awareness of the ALA. This same concept is true today for each and every program. Each unit can use public relations to increase awareness on programs and events. These PR efforts can get the units powerful positive results.

At the national level, public relations has been used to connect members across the country. In 1927, the national magazine was first printed and named the American Legion Auxiliary Bulletin. Over the decades, the national magazine has changed names and morphed into different sizes, but today Auxiliary magazine is an award-winning quarterly publication. Public Relations tools have changed over this last century and today's ALA media includes Auxiliary magazine, the website www.alaforveterans.org, the ALA Blog www.alaforveterans.wordpress.com, YouTube, and social media pages on Facebook, Twitter, Instagram, Flickr, and LinkedIn. This also includes more than a dozen Facebook groups. These same opportunities are available for the Units to utilize in today's fast-paced lifestyles. Keeping both members and the public aware of what the unit is doing will result in pride in membership and more involvement.

As we celebrate our 100 years, units should look ahead on how to strengthen their unit for the next century. Putting public relations practices to use at the local level can lead to a strong future of service, growth of both membership and program strength and assure another hundred years of service. We encourage PR teams to work with each unit program chairman as the unit hosts or participates in events.

Enjoy your rewarding year as Public Relations Chairman!

Please contact me anytime if you have questions or need some help...I am here for you! Yvonne

2019-2020 PUBLIC RELATIONS QUESTIONNAIRE

(Please submit to Department Chairman with December 15, 2019 Mid-Year Report, and by May 1, 2020 Year-End Report.)

As part of your Narrative Report, please include the answers to the following questions, adding details as are available:

• Does your Unit have a website (Yes) (No) or a Facebook page (Yes) (No)? _____

• How many times has your Unit been mentioned in local media promoting mission-related activities?

• How many Public Service Announcements (PSA's) were distributed by your Unit? _____

• Does your Unit have an active and updated media contact list? (Yes) (No) _____

• Are you planning to have entries for any of the Unit PR awards in 2019-20 year? (Yes) (No) _____

• What specific activities have you done to work toward Goals of the Centennial Strategic Plan? _____

Thank you for reporting your Unit activities, no matter how extensive or limited! Please contact me anytime if you have questions or need some help...I am here for you! Yvonne