



PUBLIC RELATIONS
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Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*

Building relationships with the Media are the foundation of successful Public Relations!

To be a successful Public Relations person in your districts and units **Create a Useful Media List**

- Compile a list of outlets to receive the information
- Identify Contacts and use existing relationships
- Include every detail and keep it updated

You will need to Build relationships with Media

- Do your research
- Know **WHEN** to follow up
- Approach media carefully
- Be genuine. Comment first. Pitch later.
- Show them you know who they are
- Keep it simple
- Get to know TV producers and assignment editors
- Offer visuals and interviews
- Say "Thank You."

Recommended Information to Include in Event Flyers

- **Headline**
- **Location, Date and Time**
- **Event description**
- **Questions and contact information**
- Check the rules for flyers locations. What area gets a lot of traffic? Examples are Military bases, dining establishments, libraries, supermarkets ,banks, shopping Centers and Post Offices.

Promote Volunteer Events using Social Media

- Provide all of the information
- Share photos/videos
- Encourage interaction
- Ask questions
- You can also add a Media Release of your event. After the release do *media alerts* (reminders) for your event.

Follow up with responders by phone, email, or personal contact. Always **THANK** them for their service.

ALA Committee Facebook Groups are spaces on the social media network for ALA members to discuss or share about broad or narrow topics related to each committee

Visit the Public Relations Facebook Group. <https://www.facebook.com/groups/ALAPublicRelations/>



American Legion Auxiliary Key Messages for Public Relations

The mission of the American Legion Auxiliary is to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. We advocate for veterans' needs, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace, and security.

Founded in 1919 during the First National Convention of the American Legion Auxiliary, we have grown to be the world's largest women's patriotic service organization.

We are nearly 800,000 wives, mothers, daughters, grandmothers, granddaughters of veterans who served our great country during times of war. Some of us are veterans ourselves.

We have nearly 9,000 units local communities across the USA and a handful of foreign units around the world.

*If you are not eligible to join, will you work side-by-side with us as a **volunteer**?*

American Legion Auxiliary members volunteer more than six million hours a year for a collective value of service to our veterans, servicemembers and their families of more than \$1.4 billion.

If you value patriotism, responsible citizenship, volunteerism and advocacy for veterans, the military, and their families, you will feel right at home in the American Legion Auxiliary.

You can educate our nation's school children about the AMERICAN Flag assemble care packages to send to our troop, or volunteer at a local VA Medical Center.

As a volunteer or member of our local Auxiliary unit, you will have many hands-on opportunities to serve in ways that truly make a difference.

Reminders for ALA members:

- Always wear your ALA branded clothing and do not forget to wear your pins.

Awards will be given for the Most Out-standing unit Public Relation Program Honorary Mention Awards.

Your report should include:

- Unit Name and number
- Unit Public Relation Chairperson
- Dates of activities
- Hours Served
- Add a narrative with your activities. Add videos, pictures, and other sources to complete your PR report.

If you have any questions, please contact me.

Report Due May 15th, 2023.

Please send to: Marjorie Petersen

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