

PLAQUES AND AWARDS

2019-2020

PROGRAM – PUBLIC RELATIONS – JEAN HORACK, CHAIRMAN

*All entries to be sent to the Department Chairman – Jean Horack
(1312 2nd Street Waubun, MN 56589)*

Department Awards:

Ruth Hutton Plaque

Award Criteria: To the unit with the best Public Relations narrative put into book form. Complete with news clippings, radio and tv coverage, dates, etc...this must pertain to Unit activities.

Award Guidelines:

- ❖ Any type of book will be acceptable, but no larger than 12" x 15"
- ❖ The name of the Unit and Department
- ❖ The name and address of the Unit Public Relations Chairman
- ❖ A completed copy of the Unit's annual report form
- ❖ A narrative report not to exceed 1,000 words on how you promoted PR in the Unit.
- ❖ News clippings, including newspaper photographs should be included, (do not underline or highlight anything)
- ❖ No more than three articles from your Unit newspaper, bulletins or newsletter

Award: Plaque presented at Department Convention

Best Unit Report Certificate

Award Criteria: To the Unit submitting the best overall Program in Public Relations

Award Guidelines: You are encouraged to include any activities promoted through the Public Relations program. Report must be typewritten in narrative form, not to exceed 1,000 words. Include name and number of the Unit, the name of the Public Relations chairman and her address. Do **not** include pictures, clippings, scrapbooks, folders or protective page covers.

Award: Certificate, presented at Department Convention

Community Display Unit Award

Award Criteria: To the Unit with the most unique community display set up in any location other

than an American Legion home.

Award Guidelines: Send photos of the display and a narrative of less than 250 words explaining where and when the display was used and how and why it was created. Include the name and number of the Unit and the name and number of the Public Relations chairman and her address.

Social Media Unit Award

Award Criteria: To the Unit that best utilizes social media to promote the American Legion Auxiliary

Award Guidelines:

- ❖ Include the name of the Public Relations chairman and/or the social media site administrator if different than the PR chairman
- ❖ Include a copy of the Unit Public Relations annual report
- ❖ Entries must include a list indicating which social media platform (Facebook, YouTube, Twitter, etc.) is being used and the full name of the organization's page (i.e. Facebook, American Legion Auxiliary-Department of Minnesota)
- ❖ Department Public Relations Chairman will review each social media site to determine the award certificate

Award: Certificate, presented at Department Convention

***Note: Please be sure to make arrangements for the return of materials in advance*

National Awards:

A. Member Award: ALA Brand Ambassador

- Award: Lapel Pin
- Presented to: One member in each Department 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;
 - a. Document with action photographs, screen shots, and other evidence of brand promotion activities
 - b. Activity must occur between May 1 prior to the start of the current admin year and May 1 before the end of the current admin year

B. Unit Award; New Website or Social Media Account Launch

- Award: Personalized mouse pad and congrats letter
- Presented to: All units developing a properly branded website or social media
- Materials and guidelines:

- a. Web address/URL, webmaster/administer name and contact info or name and contact info for ALA coordinator if webmaster/administrator is a 3rd party vendor
- b. Site/Account must have been created after September 1 of current ALA admin year
- c. Website/Facebook page must conform to “Website and Social Media Guidelines” in the ALA Branding Guide

C. Unit Award: Most Outstanding Unit Public Relations Program

- Award: Citation Plaque
- Presented to: One unit in each division (5)
- Materials and guidelines
 - a. Include three different media placements/coverage highlighting different ALA programs, featured in three different months (September 1 – May 1 of the current ALA admin year)
 - b. Acceptable media publications must support the Auxiliary’s mission and goals

D. Unit Award: Active PR TEAM Centennial Celebration (per division)

- Deadline June 1, 2020
- the deadline listed above
- Best narrative (with photos and media results) to convey the work a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as unit activities are publicized

E. Department Award: Best Department Public Relations Program (per division)

- Award: Citation
- Presented to: One department in each division (5)
- Deadline June 1, 2020
- Materials and guidelines:
 - a. Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc
 - b. Narrative not to exceed 500 words
- Send to your national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.