



## *Public Relations*

### *Jean Horack ~ Chairman*

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.

At the national level, public relations has been used to connect members across the country. Public Relations tools have changed over this last century and today's American Legion Auxiliary media includes Auxiliary magazine, the website [www.alaforveterans.org](http://www.alaforveterans.org), the ALA Blog [www.alaforveterans.wordpress.com](http://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 "Remember, Honor, Serve" our veterans; we must record and publicize our activities to increase awareness of our programs and events. Public Relations promotes who we are, what we do, and why we matter to all our members, to potential members and to the general public.

What can you do?

As a member - Give an Auxiliary magazine gift subscription to your local library and doctor's office

- Distribute ALA brochures and posters
- Wear your officially branded ALA apparel and "Honor Their Service Button"
- Be prepared to tell who the Auxiliary is, what we do in our community and why we matter

As a Unit - Develop a list of local media contacts for your Unit to use

- Build relationships with your local media and political figures to educate them on who we are, what we do, and why we matter
- Write a letter to the editor and/or news release for patriotic holidays and events
- Familiarize yourself with and utilize the ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit, ALA Branding Guide, and other tools available in the Members only section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- Read the Department and District Unit mailings

## Additional Resources You Can Use

1. *American Legion Auxiliary Branding Guide*, available under PR/Marketing Resources in the Members Only area at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
2. “Photography Guidelines,” see *ALA Branding Guide* pages 20 and 21, available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
3. *ALA Public Relations Guide and Tips for Volunteer Recruitment* toolkit: [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
4. *ALA Style Guide*: Available by emailing [publicrelations@ALAforVeterans.org](mailto:publicrelations@ALAforVeterans.org); and the AP Stylebook: [www.apstylebook.com](http://www.apstylebook.com)
5. [www.ALAforVeterans.org](http://www.ALAforVeterans.org) : for submissions to national ALA media; templates for posters, flyers, news releases, and others; marketing materials and more
6. The national Public Relations Committee Facebook group, search “ALA Public Relations”
7. Your national Public Relations committee members (see Public Relations program page on the national website or Annual Supplement for contact information)