

**PLAQUES AND AWARDS
2018-2019**

PROGRAM - PUBLIC RELATIONS - Cheryl Nymann, Chairman

**All entries are to be sent to the Department Chairman - Cheryl Nymann
(Address list included with instructions).**

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 & tv coverage, dates, etc..this must pertain to Unit activities.

Award Guidelines:

1. Any type book will be acceptable, but no larger than 12" x 15"
2. The name of the Unit & Department.
3. The name and address if the Unit Public Relations Chairman.
4. A completed copy of the Unit's annual report form.
5. A narrative report not to exceed 1,000 words on how you promoted PR in the Unit.
6. News clippings, including newspaper photographs should be included (do not underline or highlight anything.)
7. 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 r 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: 1. 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.
2. Include the name and number of the Unit, the name of the Public Relations chairman chairman and her address.

Award: Certificate, presented at the Department convention.

SOCIAL MEDIA UNIT AWARD

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

- Award**
1. Include the name of the Public Relations chairman and/or the social media site administrator if different than the PR chairman.
 2. Include a copy of the Unit Public Relations annual report.
 3. 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)
 4. 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 account during the current ALA administrative year
- 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 the 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 administrative year)
 - b. Acceptable media publications must support the Auxiliary's mission and goals.

D. Department Award: Best Department Public Relations Program

- Award: Citation
- Presented to: One department in each division (5)
- 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