



American Legion Auxiliary

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Public Relations

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Branding is essential to building our organization. It identifies who we are as an organization and it is how our communities see our organization. There are so many tools for units to use. You do not have to be a professional public relations or marketing professional to brand your unit and we have so many resources available.

Available on the American Legion Auxiliary National website is a ton of **marketing and promotional items** that you can download and use. There are newsletters, flyers, power points, door hangers, posters and letterheads.

The use of letterhead or an emblem on all of your unit's mailings and newsletters is a great way to brand. Do you leave your newsletters in your community? At the doctor's office, beauty salon, or right out at your post for community members to see. Remember to include how they can become a member in your newsletter. You never know who is going to pick it up and look at all of the great work your unit does. This article is on the Department of MN letterhead for you as an example if you don't already have one.

A great resource that is available is the **American Legion Auxiliary Branding Guide**. It is a go to resource for everyone. It is 44 pages worth of information on our emblem and its usage, branding styles, photography and video guidelines, designing, social media guidelines, website guidelines and our brand promise and voice. Each section has a lot of information and you don't need to print it off, you can save or just go back to the website. Take a look at it.

Our emblem is an important branding tool. The department office has magnetic emblems that you can purchase for \$5.00 and put on your clothing, bags, etc. A great item to carry in your purse so you will always be ready to show your community you are a proud member of the American Legion Auxiliary. You can also purchase clothing from the American Legion Flag and Emblem Sales. They currently have the Auxiliary's 100th Anniversary items on sale too.

Did you know there are rules for the usage of our American Legion Auxiliary emblem? On the National website there is an **ALA Emblem Approval Request form** to use if your unit is looking at have your own merchandise made. Check with the company that you are using if they have permission to use our emblem, if not supply them with this form to send to National before you have your items made.

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