



American Legion Auxiliary

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PUBLIC RELATIONS

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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. In order to accomplish the continued growth of our organization we must promote ourselves. As we “*Remember, Honor, Serve*” our veterans, we need to record and publicize our activities to increase awareness of our programs. Public Relations has always been an important part of the American Legion Auxiliary. From word of mouth to person phone calls and letters to unit bulletins, public relations has been utilized many ways over these hundred years.

Public Relations tools have changed over this last century and today’s American Legion Auxiliary media includes Auxiliary magazine, the website www.alaforveterans.org, the ALA Blog 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. I encourage units to host and participate and **publicize** events to celebrate our 100 years as well as **publicize** your activities in all our programs.

Please send me your newspaper articles so I can put together a Press Book for President Mary Hendrickson. Send me the whole page, do not cut out the article, do not circle, underline, or highlight the article. Please inform the newspaper that we are the American Legion Auxiliary. If it is an American Legion Family article please include the American legion, Sons of the American Legion, American Legion Auxiliary, Juniors, and Legion Riders—whoever is in your article and photos.

Have a great year!

Jean Horack
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