



**Department of Minnesota**  
February 2026 Unit Mailing  
**Public Relations Chairman,**  
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Happy New Year! I hope 2026 is off to a strong and inspiring start for you and your Units. January is always a natural reset point for our communications efforts, and it gives us a wonderful opportunity to highlight the mission, service, and heart of the American Legion Auxiliary as we move into Mid-Winter and beyond. As you support your Units this month, here are a few PR ideas and reminders to help keep our Auxiliary visible, connected, and celebrated across Minnesota.



### January Promotion Ideas for Your Units

#### 1. "New Year, Same Mission" Social Posts

Encourage Units to share short posts about:

- Why they serve
- What they're looking forward to in 2026
- A favorite memory from last year

These posts help reinforce our purpose and invite new members to learn more.

#### 2. Highlight Mid-Winter Preparations

Share behind-the-scenes photos or quick updates as Units prepare for Mid-Winter.

This builds excitement and shows the teamwork that makes our events meaningful.

#### 3. Showcase Community Impact

January is a great time to spotlight:

- Holiday service projects
- Donations delivered
- Volunteer hours completed
- Partnerships with Posts, SAL, and Riders

These stories remind our communities that the ALA is active year-round.

#### 4. Promote Membership & Engagement

Encourage Units to post reminders about renewing membership or inviting new members.

A simple "Join us in service this year" message goes a long way.

#### 5. Share Veteran & Family Support Stories

If Units have supported a veteran, family, or community member recently, encourage them to share the story (with permission).

These are some of our most powerful PR moments.



### Mid-Winter Photos & Stories – Please Send to Me

As you attend Mid-Winter events, please remind your Units to take photos, capture quotes, and write short summaries of their experiences.

I am collecting:

- Photos from workshops, speakers, and gatherings
- Unit or District highlights

- Special recognitions
- Human-interest stories
- Any memorable or meaningful moments

Please send all Mid-Winter photos and stories directly to me so they can be included in District communications and shared across our platforms.



Thank You

Thank you for everything you do to keep our Auxiliary visible, connected, and represented with pride. Your work in Public Relations is essential to telling our story and honoring the service of our members and veterans.

If you need help with messaging, templates, or ideas, I'm always here to support you.

# New Year, Same Mission

Share why your unit serves, what you're looking forward to in 2026, and a favorite memory from last year

- Share why your unit serves
- What you're looking forward to in 2026
- A favorite memory from last year



**AMERICAN LEGION  
AUXILIARY**