



Department of Minnesota
October 2025 Unit Mailing
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Strengthening Our Story

A Public Relations Plan for the American Legion Auxiliary





Why Public Relations Matters

Visibility is Belonging

Public relations is our invitation to be seen, understood, and joined.





When people see what we do, they realize they can be part of it.

Strategic Goals


 **Youth Engagement** Connect with younger audiences (teens–30s)  **Leadership Development** Highlight youth leadership opportunities  **Membership Growth** Grow Junior membership and volunteer involvement  **Community Collaborations** Partner with schools, civic groups, and organizations

Mission Minute

At every meeting or event, take 60 seconds to:

-  Share an impact story or veteran fact
-  Reinforce values: Service, Not Self and For God and Country
-  Promote ALA Academy, Girls State, and scholarships
-  Create connection moments members can share

Empowering Juniors & Honoring Our Legacy

 Juniors are part of our present—not just our future.

Create Welcoming Spaces

- 🗉 Invite Juniors to meetings and committees
- 🏆 Recognize them in newsletters and social media
- 👂 Listen and encourage—mentorship starts with being approachable

Embrace Fresh Ideas

- 📱 Say “yes” to innovation: TikTok, youth-led outreach
- 🔍 Ask “What can we learn?” to foster growth over tradition
- ⌚ Assign real roles—let Juniors lead with guidance, not control

📢 Promotion Strategies

🌐 **Visibility** Feature our mission and tagline prominently 📢 **Multi-Channel Outreach** Use newsletters, websites, social media 🏠 **Community Engagement** Host open houses and awareness events 📁 **Highlight Impact** Share stories of care packages, scholarships 📧 **Personal Connection** Use thank-you notes and calls to foster belonging

🛡️ ALA Mission & Vision

Mission:

In the spirit of Service, Not Self, we support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families.

Vision:

To become the premier service organization in every community—shaping a positive future through fellowship, patriotism, peace, and security.

📢 Call to Action

✅ Identify 1–2 outreach goals for the next quarter

📷 Submit stories and photos for statewide sharing

🗣️ Use our tagline to unify messaging:

“Share the Mission. Shape the Future. Strengthen Our Story.”