



## Department of Minnesota September 2025 Unit Mailing Public Relations

Strengthening Our Story

A Public Relations Plan for the American Legion Auxiliary

### ◆ Why Public Relations Matters

The American Legion Auxiliary (ALA) has a powerful legacy—but many still don't know who we are. Public relations is our invitation to be seen, heard, and joined. It's how we amplify our mission and open doors to new members, supporters, and opportunities.

### ♡ ALA Mission & Vision

**Mission:** To honor those who serve by enhancing the lives of veterans, military, and their families.

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

### 📣 Call to Action

- Each unit: Set 1–2 outreach goals for the next quarter
- Submit stories and photos for statewide sharing (email them to me for a book I'm putting together).

### 🎯 Strategic Goals

Goal	Focus
Youth Engagement	Connect with teens and young adults through outreach and education
Leadership Development	Highlight youth leadership and involvement in ALA programs
Membership Growth	Grow Junior membership and volunteer participation

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