



Department of Minnesota
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Public Relations Chairman,
Michelle Weaver
weaver.michelle595@gmail.com

Public Relations Corner

As we wrap up another year, I want to take a moment to celebrate the incredible work happening across our Units and Districts. A special shout-out goes to **Margee Keller and Crookston Unit 20** for sending me wonderful articles about what their Unit has been doing. I truly love receiving these emails and seeing the creativity and dedication in action. Keep them coming—they inspire us all!

So, what are you doing to promote your Unit?

That's what Public Relations is all about—sharing your story and showcasing the amazing things your members are doing. When we promote our activities, we're not just spreading the word; we're opening the door for potential new members who see what we do and realize they're eligible to join. Every post, photo, and article is an opportunity to grow our Auxiliary family.

Here are a few **PR tips and ideas** to keep your Unit in the spotlight:

- **Share your mission in action:** Post pictures of your community service projects, holiday events, and veteran support activities on social media and local newspapers.
- **Highlight member stories:** People connect with people—feature a member's reason for joining or their favorite Auxiliary project.
- **Use local media:** Send press releases to your hometown paper about upcoming events or recap what your Unit accomplished.
- **Engage online:** Create short videos or reels showing your members in action. These are great for Facebook and Instagram!
- **Collaborate:** Partner with local organizations for joint events and share those partnerships widely.

Let me know how you are sharing the Auxiliary's mission in your communities. Your ideas and successes can inspire others, and together we can make an even bigger impact.

Wishing you all a joyful holiday season and a strong finish to the year. Keep promoting, keep connecting, and keep making a difference!