



American Legion Auxiliary

Department of Minnesota
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PUBLIC RELATIONS

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Why is our brand so important?

We need to create an informed and interested audience to learn about our American Legion Auxiliary to make sure our audience is aware of our organization, our mission, why we matter, and why we do what we do.

Why branding?

Branding is vital to spread awareness and it creates a noticeable identity for our organization. Our brand is what people think about when they think of our American Legion Auxiliary. It impacts our image, engagement, and our mission to serve our veterans and our military and their families. Branding helps influence and shape the way we are perceived.

Branding spreads awareness and it will help our audience associate our mission with our programs. To spread awareness make sure you are targeting the right audience.

Branding creates trust. If we actively demonstrate how we are making a difference people are more likely to seek out information on becoming a member.

Branding crosses different mediums through newsletters, newspapers, promotion of websites, social media, volunteer events, and through wearing Auxiliary branded attire.

Thank you to everyone who has sent articles this year for President Donna's press release book. Please continue sending and if you haven't please consider sending any newspaper, newsletters, etc. to me to be included in her book. Help make this a great book from the Department of Minnesota.



There are still three more workshops available for you to attend this year. The workshops are combined efforts of the leadership, membership and public relations chairman. The workshops are packed with useful information for unit members and a time to share ideas with each other. Reservation flyers are available on the Department website or by contacting Leadership Chairman Sandy Wersal. The next dates are February 10th in New London, February 24th in Waite Park, and March 10th in Buffalo.

Robin Dorf
Public Relations Chairman

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