



●● NAVIGATING THE COURSE FOR VETERANS AND THEIR FAMILIES

N - Navigate relationships with Media

E - Explore opportunities to explain Who we are

W - What we do for veterans and their families

S - **Sound Off:** Why we matter to Veterans

Launch a Public Relations Campaign

Don't have any public relations experience? That shouldn't get in your way of launching a successful campaign that gets the word out about the American Legion Auxiliary – who we are, what we do, and why we matter. Search and create a local media list.

Start Early

Don't wait until the last minute to work on a PR plan. Plenty of resources are available at www.ALForVeterans.org to help you start. Think ahead about Unit or District promotional plans for certain events and holidays, as well as fundraisers. For example, for Veteran's Day Observance ceremonies, there is a template on the ALA website that you can personalize for your Unit. Send to news media in a timely manner. Also, make time to write the story yourself.

Be persistent and consistent

You may hear “No” sometimes. Don't take it personally, and don't give up. Since your Unit/District is doing good deeds throughout the year, continue to reach out to the media to provide updates on events, celebrations, and visits to support our veterans. Establish a relationship with reporters and editors to find out which topics they are most interested in publishing or airing. “That's what public relations is all about, It's about being out there consistently over time so that your target market hears our message.

Mix it up

Pitch different type of stories, events, announcements and positive news about ALA programs. Don't forget community calendars, local community newspapers and websites. Don't stop with local newspaper, radio and TV stations: Social network pages, including Facebook pages of ALA members, local community centers and local library, are all easy ways to **Sound off** about the great **ALA NEWS**. For more ALA resources, go to the Members Only area of www.ALForveterans.org. there you'll find a PR toolkit, templates for news releases and letters to the editor, sample speeches, branding guide, and promotional ALA flyers, posters, brochures and banners for a free download.

RAISE WITH PRAISE ALA MEMBER PRIDE

2016-2017 American Legion Auxiliary Public Relations Program Action Plan

Public Relations and the 2014-2019 Centennial Strategic Plan, promoting who we are, what we do, and why we matter, strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize our common goal of helping veterans, service members and their families (Goal 1).

What is this program, and why do we have it?

Public Relations promotes who we are, what we do and why we matter.

What can you do?

1. Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the Centennial Strategic Plan (With The American Legion, Build Brand Loyalty) and the use of the variety of public relations materials and resources available online.

Ideas:

Member

- Give an Auxiliary magazine gift subscription to your local library and doctors' offices. See the subscription form on www.ALAforVeterans.org of the public relations program Plan.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post homes. Print brochures online from the Member Resources section at www.ALAforVeterans.org, or order them from your department secretary.
 - Wear your officially branded ALA apparel and "Honoring Their Service" button when out and about. Button order forms are available at www.ALAforVeterans.org.
 - Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.

Unit

- Develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the Public Relations Guide and Tips for Volunteer Recruitment toolkit, available in Marketing & Promotional Materials in the Member Resources section at www.ALAforVeterans.org
- Build relationships with your local media and political figures to educate them on who we are, what we do and why we matter.
- Write a letter and/or news release to the editor for patriotic holidays and events. Templates can be found in Marketing & Promotional Materials in the Member Resources section at www.ALAforVeterans.org
- Familiarize yourself with and utilize the Public Relations Guide and Tips for Volunteer Recruitment toolkit, ALA Branding Guide and other tools available in the Member Resources section at www.ALAforVeterans.org.
- Download the Florida Public Service Announcement "Step-up to volunteer" send to local television stations. This can be found on Department's website at: www.alafl.org.

National Public Relations Awards

NOTE: Please be sure each award entry includes a cover sheet found at the end of this Program Action Plan, and make arrangements for the return of materials in advance, if desired. Mid-Year and Annual narratives are separate from awards. All must be noted as such and all award narratives entries must have a cover sheet attached to be considered.

- A. Member Award: ALA Brand Ambassador
 - Award: Citation
 - Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity. See National's Program Action Plan at www.alaforveterans.org.
- B. Unit Award: Website or Facebook - New Website or Facebook Page Launch
 - Award: Personalized mouse pad and congrats letter
 - Presented to: All units developing a properly branded website or Facebook page during the 2016-2017 ALA administrative year. See National's Program Action Plan at www.alaforveterans.org.
- C. Unit Award: Public Relations - Outstanding PR Program
 - Award: Plaque Presented to: One unit chairman in each division (5)
See the National Program Action Plan at www.alaforveterans.org.

Department Awards

Marie Weisbrod Trophy-Television

The television Trophy will be awarded to the Unit reporting the most outstanding "single" auxiliary program receiving TV coverage. See Unit Guide for rules and guidelines.

Maude Hollowell Trophy- Press Book

The Press Book Trophy will be presented to the Unit which submitted the Press Book which is judged "BEST ALL AROUND". See Unit guide for rules and guidelines.

Chairman Award: SOUND OFF While Navigating the Course.

Awarded to one Unit in each division with the most points. You receive points each time your Unit is mentioned in the media through newspapers, TV, radio, internet, social media, event sponsorship and also wearing Auxiliary apparel with emblem to events. Keep a notebook or digital file and submit to Department PR chairman Sandi Stepp 3520 Hopi Drive, Orlando, FL. 32839 or digitally to publicrelations@alafli.org by May 1, 2017. **Public Relations Committee Members: Evelyn Kanchok, Chris Howard, Wanda Brandt**

American Legion Auxiliary
Department of Florida
Public Relations
UNIT REPORT

Unit Chairman Name _____ District # _____ Unit # _____

Unit Chairman Address _____ City _____ Zip Code _____

Unit Chairman Phone # _____ Unit Chairman email _____

PRESS/MEDIA INFORMATION

of interviews with reporters _____

of articles published _____

of letters to the Editor _____

of TV aired programs/interviews/event coverage _____

of public television announcements _____

of public service announcements (PSA's) _____

of printed advertisements _____

of letters of appreciation/thank you cards _____

Did your Unit submit an entry for National's Unit Emphasis Award? _____

Did your Unit submit an entry for National's New Website Launch Award? _____

Did your Unit submit an entry for National's Jr. PR Award? _____

Did your Unit submit an entry for National's ALA Brand Ambassador Award? _____

Did your Unit submit an entry for Department's Marie Weisbrod Trophy? _____

Did your Unit submit an entry for Department's Maude Hollowell Trophy? _____

Did your Unit submit an entry for the Department President's Press Book? _____

Did your Unit submit an entry for Department's "**Sound Off while Navigating the Course**" Award?

UNIT COMMUNICATION:

Does your Unit have the following?

Newsletters _____ E-Bulletins _____ Legion Family Newsletters _____

Did your Unit create a media contact list? _____

Did your Unit create a website or social media page? _____ If yes, give information

Date Created _____ Address _____

Date Created _____ Address _____

Date Created _____ Address _____

Date Created _____ Address _____

Did your Unit develop a Public Relations program for 2016-2017? _____

Did your Unit promote the National President's visit? _____ If yes, how?

Did your Unit contribute any articles to the Department Communique “The Navigator” and share “The Course with others?” _____ How and with whom did your Unit share it with (Posted in your Post home, made copies for SAL, etc.)?

Did your Unit share pictures or media on the Department Public Relations’ Facebook page?

Please give any details of additional public relations that your Unit utilized that is not mentioned in this report. _____

USE THIS FORM FOR BOTH YOUR MID-YEAR AND YEAR-END UNIT REPORTS.

UNIT CHAIRMAN: PLEASE SUBMIT A MID-YEAR REPORT OF YOUR UNITS’ PUBLIC RELATIONS ACTIVITIES TO THE DISTRICT CHAIRMAN NO LATER THAN December 1st, 2016.

UNIT YEAR-END REPORTS ARE DUE TO THE DISTRICT CHAIRMAN NO LATER THAN APRIL 1, 2017. Send two copies of this completed form with any attachments to your District Public Relations Chairman.

“Raise with Praise while Navigating the Course”

SOUND OFF about your Unit’s Accomplishments

American Legion Auxiliary
 Department of Florida
 Public Relations
DISTRICT REPORT

_____ District Chairman Name _____ District # _____ # of Units in District

_____ District Chairman Address _____ City _____ Zip Code

_____ District Chairman Phone # _____ District Chairman email

PRESS/MEDIA INFORMATION

/ # of Units participating

- # of interviews with reporters _____
- # of articles published _____
- # of letters to the Editor _____
- # of TV aired programs/interviews/event coverage _____
- # of public television announcements _____
- # of public service announcements (PSA's) _____
- # of printed advertisements _____
- # of letters of appreciation/thank you cards _____
- # of Units that submitted an entry for National's Unit Emphasis Award _____
- # of Units that submitted an entry for National's New Website Launch Award _____
- # of Units that submitted an entry for National's Jr. PR Award _____
- # of Units that submitted an entry for National's ALA Brand Ambassador Award _____
- # of Units that submitted an entry for Department's Marie Weisbrod Trophy _____
- # of Units that submitted an entry for Department's Maude Hollowell Trophy _____
- # of Units that submitted an entry for the Department President's Press Book _____
- # of Units that submitted an entry for Dept's **"Sound off while Navigating the course"** Award _____

UNIT COMMUNICATION:

- # of Units that have the following?
 Newsletters _____ E-Bulletins _____ Legion Family Newsletters _____
- # of Units that created a media contact list? _____
- # created a website or social media page? _____ If yes, give information
- Date Created _____ Address _____
- Date Created _____ Address _____
- Date Created _____ Address _____
- Date Created _____ Address _____

of Units that developed a Public Relations program for 2016-2017? _____

Did your Units/District promote the National President's visit? _____ If yes, how? _____

of Units that contributed articles to the Department Communique "The Navigator" and shared "The share the Course with others. _____ How and with whom did they share it with (Posted in Legion Post home, made copies for SAL, etc.)?

Did your Units/District share pictures or media on the Department Public Relations' Facebook page?

Please give any details of additional public relations that your District utilized that is not mentioned in this report. _____

USE THIS FORM FOR BOTH YOUR MID-YEAR AND YEAR-END UNIT REPORTS.

DISTRICT CHAIRMAN: PLEASE SUBMIT A MID-YEAR REPORT OF YOUR DISTRICT'S PUBLIC RELATIONS ACTIVITIES TO THE DEPARTMENT CHAIRMAN NO LATER THAN DECEMBER 15, 2016.

DISTRICT YEAR-END REPORTS ARE DUE TO THE DEPARTMENT CHAIRMAN NO LATER THAN April 15, 2017. Send one copy of this completed form with any attachments, PLUS one copy of each Unit report with attachments to: Sandi Stepp at: 3520 Hopi Drive, FL 32839 or email publicrelations@alaf1.org.

"Raise with Praise while Navigating the Course"

SOUND OFF about your Unit's Accomplishments



American Legion Auxiliary 2016-2017 National Award Cover Sheet

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: _____

Type of Award:	Department	Unit	Member
Name of the award you are applying for: _____			

Complete the following if you are applying for a department award:

Chairman's phone number: (____) _____ ALA Member ID# _____

Chairman's email address: _____

Name of department: _____

Name of department chairman: _____

Please complete the following if you are applying for a unit award. Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit # _____ Full official unit name: _____

Name of department: _____

Unit president/chairman (circle one) name: _____

Phone number: (____) _____ ALA member ID#: _____

Email address: _____

Please complete the following if you are applying for a member award. Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below

Unit#: _____ Full official unit name: _____

Name of department: _____

Member Name: _____ ALA member ID#: _____

Nominating Member (if different from above): _____

Nominator's Phone number: (____) _____

Nominator's Email address: _____

Please see your committee Programs Action Plan to determine where to send this form.