

# Public Relations Program Engagement Plan

American Legion Auxiliary-Department of Florida

2025-2026 Theme: *Passionate about Veterans*



## Why Public Relations Matters

The American Legion Auxiliary has a proud, positive reputation in our communities—and that doesn't happen by accident. Behind the scenes, Public Relations (PR) teams are working to share our mission, tell our story, and show the impact we're making for veterans, military families, and our communities.



## What's Our Goal?

- Build awareness of who we are and why our work matters to audiences both internal and external to the American Legion Family.
- Support other ALA programs like Membership, Americanism, Poppy, Girls State, and more by helping them get seen and heard.



## How We Do It - Strategies & Tactics



### Media Relations

- Create a list of reporters from local newspapers, TV stations, radio, and other media outlets.
- Email news releases about big events, donations, awards, and holidays.
- Submit letters to the editor to promote patriotism and community service.
- Invite reporters to cover events and celebrations.



### Advertising & Public Service Announcements

- Contact local media to learn about free event listings or PSAs.
- Boost important Facebook posts or events for as little as \$10.
- Send out press releases in advance. Many media outlets will run your story if you make it easy for them!



### Social Media & Websites

- Keep your Unit Facebook page updated with events, photos, and stories.
- Encourage members to share and tag events on their personal accounts.
- If possible, build or refresh a simple unit website or link to your post's site.



### Face-to-Face Connections

- Wear ALA-branded clothing and your name badge at events.
- Keep ALA membership applications with you always!
- Practice your 30-second answer to "What's the Auxiliary?"
- Add [www.Legion-Aux.org](http://www.Legion-Aux.org) to your email signature and encourage others to do the same.



### Tools & Resources Available

- Visit [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and check your Department website and Facebook group regularly for updates.



**Let's make sure the world sees the heart and passion of the ALA**

# Duties of the Public Relations Chairperson

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## DISTRICT PUBLIC RELATIONS CHAIRPERSON

**Your Leadership Role:** As the PR lead for your district, your job is to guide, support, and connect unit-level PR chairpersons while promoting consistent branding and visibility across all platforms.



### Key Responsibilities

#### Branding

- Review and follow the ALA Branding Guide.
- Share it with all Unit PR Chairpersons in your district.

#### Contact Info

- Send your name, phone, email, and mailing address to: [publicrelations@ALAFL.org](mailto:publicrelations@ALAFL.org)

#### Training

- Present Program Engagement Plan (PEP) at the District School of Instruction.

#### Education

- Teach units what PR materials are available and how to access them (brochures, logos, templates, etc.).

#### Communication & Support

- Keep a current list of unit PR chairs (name, phone, email).
- Reach out monthly to offer help, answer questions, and collect success stories.

#### Social Media

- Maintain an active District social media presence (Facebook recommended).
- Encourage units to post and share events in the [ALAFL PR Facebook Group](#).

#### Reporting

**Collect year-end reports from units, including:**

- Articles
- Photos
- Newsletters
- Social media and website links
- Copies of speeches or event highlights
- Send all received unit reports to Department Chairperson



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## UNIT PUBLIC RELATIONS CHAIRPERSON

**Your Mission:** You are the voice of your unit! Share what your members are doing to serve veterans and promote the ALA mission in your local community.



## Key Responsibilities

### ALA Branding

- Download and follow the [ALA Branding Guide](#) for all materials.

### Media Outreach

- Build a local media contact list.
- Create relationships with local journalists and editors.
- Send press releases or story ideas throughout the year.

### Social Media

- Post regularly on your unit Facebook page (events, news, photos).
- Share your content in the [ALAFL PR Facebook Group](#).
- Keep your unit website updated (if applicable).

### Program Coordination

- Meet with chairs of other programs (e.g. Poppy, Membership, Americanism) to learn their goals.
- Help them promote events, reach their goals, and tell the story of their accomplishments.

### Event Planning

- Attend planning meetings and gather the 5 W's + How: Who • What • Where • When • Why • How
- Assist with all promotions.

### End-of-Year Reporting

Familiarize yourself with the report **at the start of the year**.

At year's end, fill out the report and send a narrative to your District PR Chair with:

- Articles
- Photos
- Newsletters
- Website or media links



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