



HAPPY BIRTHDAY AMERICAN LEGION

By Virna Luke

The American Legion’s birthday is March 15, 1919, 106 years of making a difference in the lives of our Veterans, military families, children & youth, and communities. Have you read the history of The American Legion or watched the [video](#). I hope that you will take the time to learn about the great men that started one of the most influential nonprofit organizations in the United States. The motivation, for the betterment of our Veterans returning home from war - a network to support each other, advocate for employment and healthcare. There is a great timeline from 1919 - 2023 on the National Legion [website](#).

Watch the series [To Strengthen a Nation](#) on YouTube, from the formation of The American Legion, Four Pillars, [Auxiliary](#), Family, and Legacy & Vision. I know you will take away something inspirational to add to your elevator speech and your “why” message.

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RANDOM ACTS OF KINDNESS

By Erin Hoffer, APR, CPRC

On Feb. 9 - 15, 2025, the Random Acts of Kindness Foundation spent the week of encouraging individuals, schools and businesses all over the world to perform random acts of... well, kindness.

This initiative isn't quite over. This coming Monday, February 17, 2025, will be recognized as Random Acts of Kindness Day. This is a great time for your unit to do something kind - either for your members, your Post Family, or for your community.

Here are five fun, simple ideas:

- Purchase (or bake) cookies for your next unit meeting - or provide the Legion meeting cookies for its meeting. Everyone loves food and this is a memorable way for your unit to spread kindness.
- Present a flower (or a full bouquet) to someone in your unit who is underappreciated but doing a lot.
- Write a thank you note to your Legion Commander, making sure that he or she knows you appreciate the commitment it takes to run a successful Post. Be sure to have your unit members sign the card.
- Organize a Post Clean-Up Day in which your unit cleans the Post - or perhaps just sort an office or organize the kitchen.
- Conduct a thank you letter drive among your unit members to send to active military overseas - thanking them for their commitment.

No matter what you decide to do, a random act of kindness will likely never go unnoticed or unappreciated.



Photo by Rustam Mussabekov, Unsplash

BE KIND
KIND



WOMEN'S HISTORY MONTH

By. Virna Luke

Women's History Month is Saturday, March 1 to Monday, March 31. The National Women's History Alliance (NWHHA) presented the 2025 theme **"Moving Forward Together! Women Educating & Inspiring Generations."** This is a fantastic opportunity for you and your Juniors to honor and interview our female veterans, past presidents, and mentors. Start now and prepare for the month. You can do weekly or daily social media posts with words or videos, highlighting your members' stories. Hold a special dinner or event to recognize the women in your unit that are positive role models, lead by example, and mentor with kindness. Take photos and tell your story of your event on Facebook and Instagram, send a write up with photos to news media.

As a reminder, in closing of your letter to the editor, add the following:

The American Legion Auxiliary, founded in 1919, is a community of volunteers serving veterans, military, and their families. ALA members assist veterans in hospitals, advocate for veteran issues, support therapeutic creative arts festivals, distribute poppies for remembrance, and much more. In addition to serving the military community, the American Legion Auxiliary hosts ALA Girls Nation and the ALA Girls State programs that teach future leaders about government and civic responsibility. Learn more at www.ALAforVeterans.org and @ ALAforVeterans on [Instagram](#) and [Facebook](#).

While you have already done the work - interviewing, there are two awards that you can submit for, related to Women's History Month. Check out the [Historian Program Engagement Plan](#) for the following awards:

- Members Remember History Project
- Celebrating Woman's History - Female Veterans Project

As members of the American Legion Auxiliary, we have a responsibility to inspire our future generations, "Securing our Foundation To Build a Stronger Future."





EVENT OUTREACH TABLE TIPS

By Erin Hoffer, APR, CPRC

It's peak tourist season in Florida when there are festivals and events every weekend from now through April. Calendars will be filled with outreach opportunities for your Unit. Here are some tips for running an information table at a festival or event.

- Dress in ALA Branded Clothing. Make a good first impression by wearing Auxiliary professionally branded clothing, from polos to T-shirts. You can find some of the latest styles at [American Legion Flag & Emblem](#).
- Brand Your ALA Table. Be sure to put a nice tablecloth down and set your brochures out in a way to give optimum viewing, like brochure holders (which can be purchased on [Amazon](#)). If you have a branded tablecloth, even better! Decorate with table-top American Flags or something to help catch people's eye as they walk past your table.
- Giveaways Help. While not necessary, giveaways can help lure people to your table and offer you an opportunity to talk to them. Even offering a simple candy dish on your table can go a long way. (Werthers or Life Savers Mint candies are always a favorite.)
- Stay on Your Feet and Talk to People. This is one of the biggest mistakes that we see - people who sit behind the table and don't engage - like they are hiding behind a table. Keep in mind that 55% of communication is done through body language. We recommend standing up and actively engaging with people who walk by or stop to take a brochure.
- Smile and Remember to Have Fun. Leave your worries at home, now is the time to have some fun. If you are having fun, your happiness will become contagious.

Outreach events are a great way to introduce your community to your Unit's programs and services, recruit new unit members, reach veterans who might not know there is an American Legion in their community, and showcase the great work that you are doing.





ALA ACADEMY STORY

By Erin Hoffer, APR, CPRC

AAs we head into Spring, it might be time to refresh some of your public relations skills and knowledge. The ALA Academy offers several online courses that are relevant to the work that you do as public relations chair for your unit. Here are some great online courses:

[ALA Branding & Why It Matters to Me](#) - Learn how the Auxiliary's brand impacts the reputation and overall mission of the ALA. You'll discover ways to build brand loyalty.

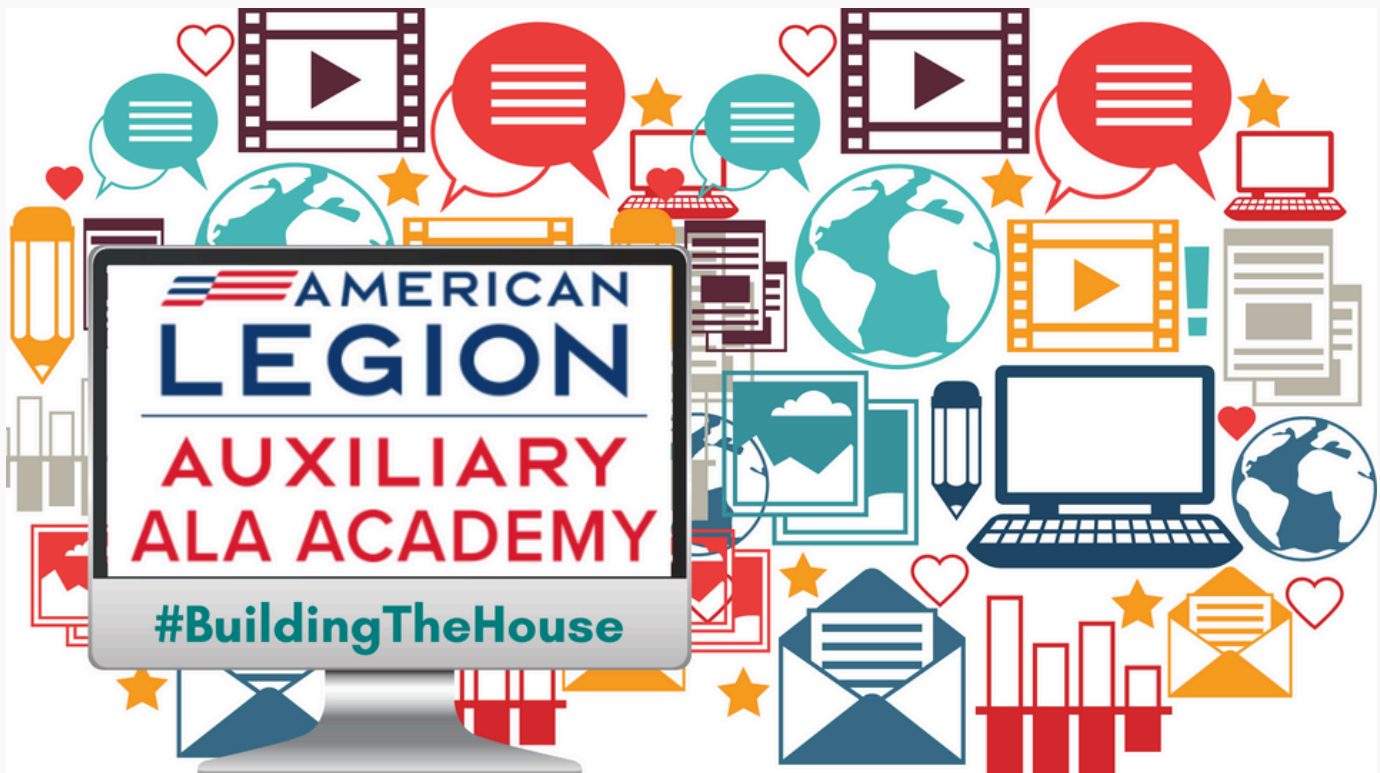
[Using Social Media to Your Unit's Advantage](#) - Units are always looking for more ways to get the word out. The easiest and cheapest way to do just that is through social media.

[ALA Communication Methods](#) - Learn how ALA National uses electronic communications to provide department and unit information and resources to carry out the Auxiliary's mission.

[ALA 101](#) - Get a history and overview of the ALA. This session gives you insights into who we are, what we do, and why we matter.

Want to see more? The ALA Academy offers a wealth of resources and is available by logging into [Legion-Aux.org](#) and clicking under Meetings and Trainings in the main menu.

- to serve veterans and the community.



ALA BRAND MARK

By Virna Luke

In the Fall of 2022, The American Legion Auxiliary (ALA) received a modern brand mark, to update the ALA's image and to appeal to a younger audience. What I like most about it, it can be read from a distance. I know some will understand and probably share the same experiences. There were many occasions, out and about town, inside the elevator, sitting in a restaurant – people would just stare at your shirt and turn their heads like in a full circle, trying to figure out what it said, and at times, you would get “are you a cop?” Not anymore, if you have one of President Charlotte's teal shirt, you will see the modern brand mark, take the opportunity to visit [emblem sales](#), you will find a plethora of options, shirts, decals, pamphlets, and patches – which are my favorite, as I can sew them on a shirt or hat, that I already own. Now, I'm branded and ready to support the mission of the ALA! Below is a handy picture to show the difference of the usage of the brand mark and emblem. If your unit wants to use the American Legion Auxiliary name, emblem, or brand mark on merchandise, it must be approved by the Department Secretary. You will find the Emblem Usage Request Form on our website, [alafl.org](#), under quick links, drop down to [forms and resources](#). Visit The Legion website for complete information on [brand marks and guidelines](#).

Brand Mark



Marketing, recruiting, and fundraising uses, such as:

- advertising
- apparel (use word mark for embroidery)
- business cards, letterhead, email signatures
- credentials, event badges
- press releases
- digital (apps, web, social, PowerPoint presentations)
- promotional communications (flyers, handouts, etc.)
- events (signs, backdrops, tents, tablecloths, swag/giveaways)

Emblem



Official, legal, and historical uses, such as:

- uniform caps
- financial documents
- history books
- flags
- legal affairs
- internal manuals & guides
- reports & resolutions
- awards (option emblem or brand)
- building signage (option emblem or brand)
- formal government communications (option emblem or brand)

