

APRIL 2025

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PUBLIC RELATIONS CURRENTS



APRIL IS FINANCIAL LITERACY MONTH: INVEST TIME LEARNING ABOUT YOUR UNIT'S FINANCES

By Erin Hoffer, APR, CPRC

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Many public relations chairs are drawn to this position because of the creativity involved in crafting social media content, taking photographs, designing flyers and more. It is not uncommon for communicators to consider the concept of becoming a treasurer or finance officer daunting. But, in April, we challenge you to take more interest in learning about your unit's finances and how they work. Globally, the month of April is known as Financial Literacy Month. It's when the financial literacy community celebrates achievements in improving the financial literacy of all Americans. This is a great time to sit down with your unit's treasurer and brush up on your own financial literacy.

Understanding your unit's finances helps you craft even stronger stories about the impact that your unit is having on the community. You can tie dollar amounts to your stories, like how much in donations were given to the local veteran's care facility or how much revenue was earned through the monthly dinners over time.

Reporting numbers will build credibility and transparency for your unit – which is worth its weight in gold! We hope you sit down with your treasurer. Meet for coffee or a meal and make it fun. We are certain this will be time well spent.

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GLOBAL VOLUNTEER MONTH

By Erin Hoffer, APR, CPRC

The month of April is recognized globally as Global Volunteer Month with the third week in April being National Volunteer Week, giving your Unit an opportunity to recognize your members who go above and beyond to serve your mission.

In public relations, we know that genuine recognition builds lasting relationships. By taking the time to celebrate your volunteers, you're empowering them to continue making a difference while enhancing your organization's narrative. Here are some ideas:

Spotlight a Volunteer - Use your current communication tools to recognize your volunteer efforts. For example, consider creating a "Volunteer Spotlight" segment. This can be a short feature that tells the story of a dedicated volunteer(s), their journey, and the impact they've made. It transforms a simple thank you into a compelling story that resonates with your audience.

Host a Coffee Hour or Luncheon - Hosting volunteer appreciation events or award ceremonies can transform recognition into an experience. Invite your Unit members to a morning coffee or host a luncheon in which your volunteers are recognized as the guests of honor. Consider giving them volunteer appreciation certificates for their hard work and dedication.

Offer a Personal Touchpoint - Personalized gestures such as handwritten notes, social media shout-outs, or even a surprise feature on the organization's newsletter make volunteers feel valued and seen. These celebrations not only foster a culture of appreciation internally but also shine brightly in your external communications, elevating your brand's reputation as one that truly cares.

We hope you take the time to say thank you to your volunteers. As a volunteer-run organization, our American Legion Auxiliary unit members truly do make a difference.



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BE THE ONE: HELP SAVE A VETERAN'S LIFE

By Virna Luke

Be the One is The American Legion's top priority—a powerful mission to reduce the number of veterans and servicemembers who die by suicide. It's more than a campaign; it's a call to action for every one of us.

You can Be the One to make a difference.

Take the first step by signing up for a [free training class](#) that equips you with the tools and knowledge to support veterans in crisis. Whether you're a family member or friend, your awareness and action could save a life.

Visit the [Be the One advocacy page](#) for:

- Tools to help build awareness
- Be The One resources
- How to show your support
- The latest updates and news
- [Download the Free Be The One Mobile App](#)

Together, we can break the stigma. Together, we can Be the One.



2nd Be The One - River Walk for Veterans Suicide Prevention—American Legion Post 22, Cocoa, Florida on Saturday, March 15, 2025

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DELEGATION: THE KEY TO AVOIDING BURNOUT

By Erin Hoffer, APR, CPRC



Burnout is real, and it can sneak up on even the most passionate and hardworking members of a Unit. It can be tempting to take everything on yourself – especially when you know that you want things done a certain way. But here's the truth—trying to handle every detail alone isn't a sign of strength, it's a fast track to exhaustion.

Delegation is more than just passing off tasks—it's about trusting others, utilizing their strengths, and creating a balanced workflow. By sharing responsibilities, you free up time to focus on what truly matters, whether it's strategy, creativity, or simply taking a breather. Plus, delegation empowers your team or support network, boosting efficiency and morale.

You are not alone. No matter what role you are in, there are Unit members who you can call for help. Officers should lean on their Unit Chairs for assistance. Meanwhile, each Unit Chair should be encouraged to create a unit committee. This will help construct an army of volunteers willing to assist.

Delegating tasks will help you feel better and your Unit members will feel more valued. Long term, this also helps with building a stronger leadership team and assists with succession (i.e. building future leaders).

So, if burnout feels inevitable, we recommend that you take a step back and ask yourself: What can I delegate today? Small changes lead to big results, and learning to let go could be the best move you make.





DO YOU KNOW THE FOUR PILLARS OF THE AMERICAN LEGION?

By Erin Hoffer, APR, CPRC

The American Legion Auxiliary's preamble outlines many of the aims and purposes of the organization, one of them being "to participate in and contribute to the accomplishment of the aims and purposes of The American Legion." But, what are those aims and purposes? The American Legion, founded in 1919, is built on four pillars that uphold its mission to serve veterans, military personnel, their families, and communities across the nation. These pillars —**Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth**—guide the organization's efforts and ensure lasting impact. You may have heard your Legion Family members talk about the four pillars. Here's a look at each one of them:

Veterans Affairs & Rehabilitation focuses on supporting those who have served, helping veterans access healthcare, benefits, and job opportunities while advocating for better policies.

National Security promotes a strong and prepared military, assisting active-duty service members and ensuring national defense remains a priority.

Americanism encourages patriotism, civic engagement, and respect for the flag, strengthening the nation's values through education and community service.

Children & Youth dedicates resources to young people, fostering opportunities, providing scholarships, and ensuring their well-being.

Each of these four pillars likely sound familiar, as the American Legion Auxiliary has programs that fall under each umbrella. We encourage you to tell the story about how your Unit is supporting these four pillars because these pillars aren't just words—they represent unwavering dedication to those who sacrifice for our country and the communities that support them.

Through advocacy, outreach, and programs, the American Legion continues to uphold these ideals, making a meaningful difference in the lives of countless Americans.



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BUILDING CONNECTIONS THIS MAY

By Virna Luke

May is our moment to shine. It's when the American Legion Auxiliary proudly steps forward to show the public who we are, what we do, and why we matter. Everything we present, host, or participate in during this month reflects our mission and commitment to service—not just to our members, but to the entire community.

This month, we honor and recognize:

- **National Military Appreciation Month** (May)
- **Military Caregiver Month** (May)
- **Military Spouse Appreciation Day** (May 9, 2025)
- **Armed Forces Day** (May 17, 2025)
- **National Poppy Day®** (May 23, 2025)
- **Memorial Day** (May 26, 2025)

These meaningful observances are not only opportunities to express gratitude—they're also moments to engage, educate, and lead.

To raise awareness, take advantage of the ready-to-use **Letter to the Editor**, **News Release Template**, and **Public Service Announcement (PSA)** available [online](#). Use them to share the Auxiliary's story and invite others to join our mission of service, support, and remembrance. If you're inspired to freelance your own piece for local media, feel free to personalize your message—but be sure to include the following verbiage:

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.

Let's make May count!

