



PUBLIC RELATIONS PROGRAM ENGAGEMENT PLAN

“MISSION HEADQUARTERS REFERENCE GUIDE”

M.A.S.H. MISSION AUXILIARY SERVING HEROES 2026-2027

ALL SUBMISSIONS: PUBLICRELATIONS@ALAFL.ORG •
“LET’S MAKE SURE THE WORLD SEES THE HEART AND PASSION OF THE ALA.”
MISSION HEADQUARTERS • ALA DEPARTMENT OF FLORIDA • PAGE 1





Public Relations awards

M.A.S.H. • MISSION AUXILIARY SERVING HEROES • 2026-2027

Department Award

Dorothy Duke Award Press Book (Expires in 2031.)

Sponsored by Melbourne, Unit 163. Presented to the unit whose Press Book is judged “Best All Around,” chosen on a percentage basis from the first-place winner in each membership grouping.

Press Book Rules

- Fly-leaf must include: unit name and number, location, membership group, inches of print, and inches of pictures (measured across, then down, then multiplied).
- Book must contain only news clippings and pictures — no glossy photographs or souvenirs.
- Name and date of paper must appear above each article.
- Save 3 copies of all clippings: one each for Unit, District, and Department press books.
- Due to the Department Chairperson no later than 30 days before Department Convention.
- Submit PDF file via email to publicrelations@alafl.org



UNIT AWARDS & CERTIFICATES



Most Outstanding ALA Media Placement (Unit Award)

Presented to the unit earning the most media placement within its member grouping.

Most Outstanding Unit Public Relations Program (Unit Award)

One unit selected department-wide. Requires a narrative (max 500 words) plus articles, newsletters, photos of displays, ALA events, speeches, website address, and social media activity, with cover page attached.

ALA Media Placement (Unit Certificate, one per member grouping)

For media coverage of ALA mission delivery featured in at least 3 different months of the administrative year. Originals or copies accepted (include newspaper name, date, and page number; screenshots okay for digital). Narrative required, max 500 words, in chronological order.

ALA Mission-Focused Social Media Account (Unit Certificate, one per member grouping)

For units with active social media focused on ALA's mission — promoting ALA Academy, VCAF/NVCAF, POW/MIA Awareness, and Be the One. Must follow the ALA Branding Guide. Provide account URL and screenshots/photos, plus a narrative (max 500 words).

Most Outstanding ALA Mission-Focused Social Media Award (Unit Certificate)

Presented to the unit with the best social media presence within its member grouping.

Most Visually Out of the Box (Unit Certificate per member grouping)

Presented to the unit with the most “Creative Voice” videos on social media.



NATIONAL AWARDS



View national award opportunities at www.legion-aux.org → Committee → Public Relations.

***Member Grouping is based on unit membership at close of books thirty (30) days prior to Convention, see unit guide.**

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Mission Plan

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WHY PUBLIC RELATIONS MATTERS

The American Legion Auxiliary has a proud, positive reputation in our communities — and that doesn't happen by accident. PR teams share our mission, tell our story, and show our impact for veterans, military families, and our communities.

WHAT'S OUR GOAL?

- Build awareness of who we are and why our work matters, inside and outside the American Legion Family.
- Support other ALA programs — **Membership, Americanism, Poppy, Girls State, and more** — by helping them get seen and heard.

STRATEGIES & TACTICS

Media Relations (“Mission Intel”)

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



Advertising & PSAs (“Call to Duty”)

- Contact local media about free event listings or PSAs.
- Boost important Facebook posts or events for as little as \$10.
- Send press releases in advance — make it easy for outlets to run your story.



Social Media & Websites (“Mission Updates”)

- Keep your unit Facebook page updated with events, photos, and stories.
- Encourage members to share and tag events on personal accounts.
- 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 membership applications with you always.
- Practice your 30-second answer to “What's the Auxiliary?”
- Add www.Legion-Aux.org to your email signature.



TOOLS & RESOURCES

Visit www.ALAforVeterans.org and check your Department website and Facebook group regularly for updates.



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Social Media Guide

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DEPARTMENT OF FLORIDA PLATFORMS

INSTAGRAM, X (FORMERLY TWITTER), AND TIKTOK: @ALAFXFLORIDA

DEPARTMENT OF FLORIDA FACEBOOK GROUPS

- ALAFL Department
- ALAFL Americanism
- ALAFL Chaplain
- ALAFL Children & Youth
- ALAFL Community Service
- ALAFL Constitution & Bylaws
- ALAFL Education
- ALAFL Emergency Fund
- ALAFL History
- ALAFL Juniors
- ALAFL Leadership
- ALAFL Legislative
- ALAFL Membership
- ALAFL National Security
- ALAFL Past Presidents Parley
- ALAFL Public Relations
- ALAFL Poppy



DEPARTMENT OF FLORIDA HASHTAGS

- **#FloridaLegion** and **#OneTeamOneDream** — Legion Family volunteering and working together.
- **#SALCares** and **#SALSTRONG** — working with the Sons of the American Legion.
- **#ALAFLJuniors** (also add **#ALAJuniors**) — ALA FL Juniors working the mission.
- **#PassionForVets** — ALA members working the mission statewide.
- **#LearnTheMission** — our M.A.S.H. theme hashtag use anytime you're sharing Mission Headquarters content.

NATIONAL HASHTAGS

- **#MyAuxiliaryMagazine** — post a photo of yourself reading the latest Auxiliary magazine.
- **#LegionFamily** — post a photo of your Legion Family volunteering in branded attire.
- **#ALARockStars** — share posts and photos of ALA members working the mission.
- **#ALAJuniors** — share posts and photos of ALA Juniors working the mission.
- **#AmericanLegionAuxiliary** — anything and everything related to the ALA.



TAG NATIONAL [@ALAFORVETERANS](#) ON YOUR POSTS!



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Public Relations



It is the job of every Auxiliary member as well as the Public Relations Committee.

Strategic communications



- Internet ~ Social Media channels, Lives, Podcasts
- Internal communications ~ Units, Networking Groups
- Media Relations ~ Television, Radio
- Community relations ~ Newspaper, Magazines

Spread the word about the American Legion Auxiliary:

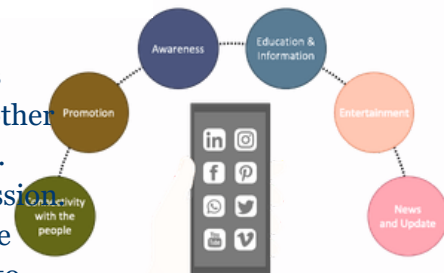
A Community of Volunteers Serving Veterans, Military Families, Community & Children.

- Create a page with a name that is easy to remember and that reflects our brand. Remember we are a "Unit" not a Post.
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
 >>> **Wear your officially branded ALA apparel.**
- Share the latest news from ALA volunteer national leadership & ALA National Headquarters.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter

Always Be Brand - Ready for a photo op, recording, posting on socials, sharing your story

DO:

- Always use the emblem correctly and prominently
- Tell our story by promoting positive pictures and words explaining your activities
- If you are the administrator for a social media account and step down or take another position, transfer the administrator rights to the new person to ensure continuity.
- Complete the "about page" and "our story" pages to further communicate our mission.
- Refresh your page on a consistent basis with pictures, stories, quotes, and positive American Legion Family items that will draw the viewer in and make them want to visit often



DON'T:

- Post pictures that show American Legion Family members drinking alcohol.
- Post rants or criticisms of members or other organizations.
- Create a page and then never update it.

A Facebook page is an ongoing history of your organization.

- Post pictures of events without a title.
 - Make sure you post your **unit name, number, city, and state**. Someone from another area could be viewing something from a different unit in Florida, but have no clue where it is based on only a unit number. **ADD THE ADDRESS!!**
- Forget to SMILE in your pictures and put your best Auxiliary face forward.
- **Public Relations** tells everyone about the great works of the Auxiliary Units!





myAuxiliary

MEMBER PORTAL



ALA National Standing Rule VII Committees, 6 :

The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization.

<https://alaf1.org/programs/public-relations>



Download the ALA Branding Guide and ensure all unit communications meet the requirements.

- Create/update local media contact list ➤ Build relationships with local media
- Create and maintain an active social media presence ➤ Share the Info!

Visit the Public Relations Facebook Group for templates, how-to sheets, ideas, and more.

<https://www.facebook.com/groups/ALAPublicRelations>

Public Relations Engagement Plan

Media Templates

<https://member.legion-aux.org/member/resources>

Media Templates

Click link to download form. PDF or DOC format. Send these out to invite those to events: *Memorial Day, Poppy, Veterans Day, POW/MIA Day*

<https://member.legion-aux.org/member/resources/media-templates>

Public Relations Committee ~ Looking for Ideas?

<https://member.legion-aux.org/member/committees/public-relations>

Public Relations Toolkit

American Legion Auxiliary Public Relations Guide and Tips for Volunteer Recruitment.

<https://member.legion-aux.org/member/resources/pr-toolkit>

M.A.S.H ➤ Mission Auxiliary Serving Heroes

#MASH is our commitment to those who served. If every member volunteered for one event and shared the hashtag think about the impact we can make for others and connect those online to learn. The Auxiliary is over 100 years old; just think of the accomplishments and reach that social media can have for our veterans and their families.

So Florida, gear up, #LetsMove for our Veterans, Military Families, Community, and Children! #MASH



@ALAforVeterans

#ALAforVeterans

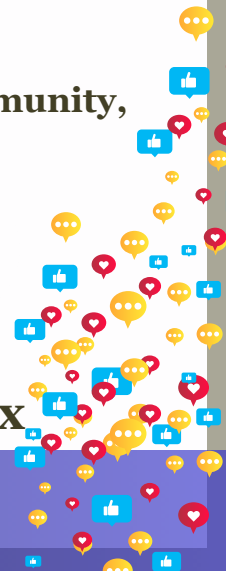
#AmericanLegionAux



SUBSCRIBE

! WHY ?
WHAT!
? WHO !
WHEN
! SMILE

ALWAYS STAY
Humble Kind





DOWNLOAD



*My*Auxiliary
MEMBER PORTAL



DOWNLOAD



**Media
Templates**



DOWNLOAD



**Public Relations
Tool Kit**



Thank You for All You Do!

SERVING HEROES
CHANGING LIVES
MAKING A DIFFERENCE



A Hashtag is a word or key phrase that starts with the symbol “#” This symbol # is used in social media posts to help find a topic and see others with the same interests.

Hashtags are used on most social media platforms. The most used are Facebook, Instagram, Twitter & TikTok Watch your spelling though!



Commonly used ALA District 6

#MASH #LetsMove
#MembershipIsTheKey
#AmericanLegionAuxiliary
#ALAforVeterans
#ALAFLPRKeepTheSoldier
Moving

#ALAFLPRKeepTheSoldierMoving

American Legion Auxiliary

#AmericanLegionFamily
#ALAAuxFlorida
#ALAJuniors
#GirlsStateIsGreat
#PassionForVeterans
#FloridaLegion





Keep the SOLDIER MOVING

**ALA UNITS: TAKE PICTURES WITH YOUR
TOY SOLDIERS AT UNIT ACTIVITIES
AND SHARE THEM ON SOCIAL MEDIA!**

Why?

**SHOW YOUR UNIT PRIDE • INSPIRE OTHERS
SPREAD AWARENESS • SUPPORT OUR MISSION**



Live the Motto:



OPERATION M.O.V.E.

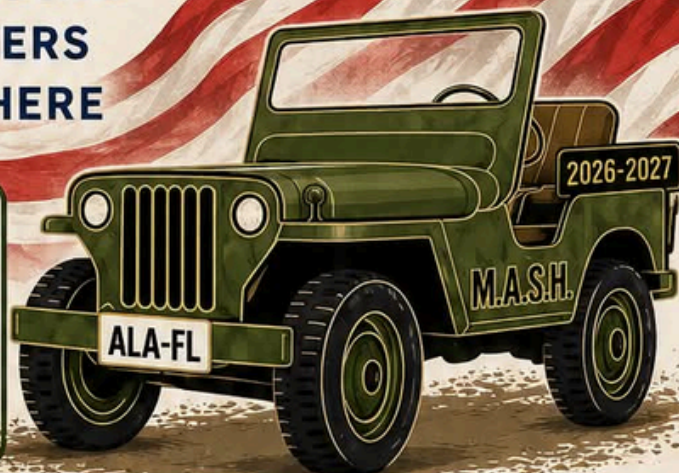
MOBILIZING
OUTSTANDING
VOLUNTEERS
EVERYWHERE

★ *Snap. Share. Support.* ★

POST YOUR PHOTOS. TAG YOUR UNIT.

USE OUR HASHTAGS.

**LET'S KEEP THE SOLDIER
MOVING TOGETHER!**



**#ALAFLPRKeeptheSoldierMoving
#ALAFLPRMOVE**