

# PUBLIC RELATIONS CURRENTS



## NATIONAL PEARL HARBOR REMEMBRANCE DAY – DECEMBER 7

By *Virna Luke*

On December 7, 1941, our nation was forever changed. More than 2,400 Americans lost their lives in the attack on Pearl Harbor, a moment that called forth a generation of courage and service.

As we observe **National Pearl Harbor Remembrance Day**, take time to honor those who served and sacrificed. Share a remembrance post, lower your flags to half-staff, or participate in a local ceremony. For your unit's **PR and social media**, consider posting a historical photo, quote, or brief reflection with the caption:

"We remember those who gave all on this day in 1941. Their bravery reminds us why we serve – to honor, to protect, and to never forget."

Tag **#PassionForVets** to help amplify the message across the ALA family.

**PR Tip:** National Headquarters has ready-to-use media tools, including a **Letter to the Editor** and a **News Release Template**, to help you share the importance of remembering those who lost their lives and invite the public to ceremonies or events in your community. These are excellent resources to educate the public, honor our heroes, and strengthen awareness of the ALA's mission.

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## GIVING TUESDAY: DECEMBER 2

By Erin Hoffer, APR, CAPC

Every year, after the shopping rush of Black Friday and Cyber Monday, a special day comes along – **Giving Tuesday**. It's a global movement that encourages people to do good by giving to nonprofit causes they care about most. **Last year during Giving Tuesday 2024, U.S. donors contributed a record-breaking \$3.6 billion on a single day.**

For the American Legion Auxiliary, Giving Tuesday is a **golden opportunity to raise funds and awareness** about your organization and what you do to help veterans and families in your community. Public Relations chairpersons can play a key role in making the most of this day. **By sharing stories of veterans and families helped by your organization, you can inspire others to give.**

People love to see how their donations make a difference. A short video or photo with a caption like **"Your gift helped John find housing after deployment"** or **"Your gift gave Tim and Diana a Christmas morning while their mom was away on deployment"** can be powerful.

Social media is your best friend on Giving Tuesday. **Create posts that are easy to share.** Use hashtags like **#GivingTuesday** and **#SupportVeterans**. Ask your followers to tag friends and challenge them to donate. You can even set up a countdown to build excitement.

Another great idea is to **partner with a local business**. Ask if they'll match donations or give a portion of sales to your group on that day.

You can also **host a small event** – like a coffee meet-up or flag-raising ceremony – and invite the community to learn more and give.

Don't forget email! Send a message to your members, including your Post Family members, reminding them what your organization does and how they can help. Make it personal and heartfelt.

**Giving Tuesday is more than just a day—it's a chance to show the world how much veterans matter.** With a little planning and a lot of heart, your organization can turn this day into something truly special.



# #GivingTuesday



NOVEMBER 2025

## WREATHS ACROSS AMERICA 2025 – “KEEP MOVING FORWARD”

By Virna Luke

Founded in 2007, **Wreaths Across America (WAA)** carries a powerful mission: Remember the fallen. Honor those who serve. Teach the next generation the value of freedom.

WAA is best known for its annual wreath-laying ceremonies held each year on the **second Saturday of December**, known as **National Wreaths Across America Day**. On this day—**December 13, 2025**—volunteers across the country will place wreaths on veterans’ graves, pausing to **say each name** aloud in a heartfelt tribute to their sacrifice and service. This simple act ensures that no hero is ever forgotten.

Each year, Wreaths Across America announces a theme that guides its mission and inspires its volunteers. The **2025 theme, “Keep Moving Forward,”** was inspired by the last words of **Captain Joshua Byers, United States Army**, who was killed in action on **July 23, 2003**, in **Fallujah, Iraq**. Captain Byers served as the Company Commander of Fox Troop, 2/3 Armored Cavalry Regiment, when an IED struck his Humvee. As smoke filled the air, his final command—**“Keep moving forward”**—saved lives and became a lasting motto for his unit and family.

This year’s theme reminds us that, even in the face of loss and adversity, we honor our veterans best by continuing their mission, by carrying their courage, leadership, and love of country forward in all we do.

To learn more about Wreaths Across America, visit their website to explore resources, shop their store, and even tune in to **Wreaths Across America Radio** for inspiring stories and updates from across the nation.

If your American Legion Family participates in National Wreaths Across America Day on December 13, be sure to **capture and share your photos** on social media using the hashtags:

**#KeepMovingForward #WAA2025 #PassionForVets**

Together, we remember. We honor. We teach. And we keep moving forward.

This excellent book is a beautiful illustration of a life well lived. Joshua Byers is one of the finest examples of what we need Americans to be.





## MEMBERSHIP CAMPAIGN THAT SPOTLIGHTS #PASSIONFORVETS

*By Erin Hoffer, APR, CAPC*

As we enter the final month of the year, it's the perfect time to launch a membership campaign that speaks from the heart. For veteran service organizations, the most powerful message we can share is simple: **every member has a story, and every story begins with a passion for veterans.**

Whether someone volunteers to honor a parent who served, a sibling who deployed, a friend who sacrificed, or their own military journey—these stories are the heartbeat of our mission.

They remind us why we serve and why we invite others to join us. This December, let's build our campaign around these personal connections. Encourage members to share **why they care** and **why they serve**. Here are a few easy ways to bring these stories to life:

- **Short Videos:** Ask members to record 30-second clips sharing their "why." Post them on social media with the hashtag **#PassionForVets**.
- **Newsletter Spotlights:** Feature one member's story each week. Include a photo and a short quote about what drives their service.
- **Social Media Posts:** Use graphics with simple prompts like "I serve because..." or "My passion for veterans started with..." and invite followers to comment or share.
- **Flyers and Posters:** Create eye-catching materials for your post or community center with real member quotes and photos. Include a QR code linking to the [ALA membership page](#).

This campaign isn't just about numbers - it's about connection. When people see the heart behind our mission, they're more likely to join, support, and stay involved. So let's close the year strong. Let's tell our stories. Let's grow our ranks with people who share our passion for veterans.



Ryan Thorpe - Unsplash





## BEYOND THE BIG HOLIDAYS: DECEMBER DATES THAT DELIVER

By Erin Hoffer, APR, CAPC

When most people think of December, they picture Christmas trees, holiday shopping, and New Year's Eve countdowns. But for content creators like Public Relations chairpersons, December offers a treasure trove of lesser-known holidays that can spark events, engagement and community connection. Here are a few fun and meaningful dates to add to your content calendar next month that might also spur activity and involvement:

### **December 4 – National Cookie Day**

Share favorite recipes, host a cookie swap, or spotlight local bakeries.

Hashtag: #NationalCookieDay

### **December 8 – Pretend to Be a Time Traveler Day**

Invite followers to remember days of the past. This is a great way to capture anecdotes from veterans and military family members about past experiences – keeping history alive! Hashtag: #TimeTravelerDay

### **December 10 – Human Rights Day**

Take this day to remember the importance of our veterans and their sacrifices so that we can have basic human rights within the United States.

Hashtag: #HumanRightsDay

### **December 13 – National Cocoa Day**

This is a fun excuse to gather your unit members together and drink cocoa. Share hot chocolate recipes on your social media, even! Hashtag:

#NationalCocoaDay

### **December 21 – Crossword Puzzle Day**

Create a custom puzzle related to your the American Legion Auxiliary and the ALA mission (try [CrosswordLabs.com](https://www.crosswordlabs.com)) Share it out on social media or print it and put it out at your Post for people to enjoy. Hashtag: #CrosswordPuzzleDay

### **December 27 – Make Cut-Out Snowflakes Day**

This is another excuse to get all of your ALA unit together. Host an event in which members make snowflakes together and then hang them at your Post through the New Year holiday. Hashtag: #SnowflakeDay  
December is more than just red and green—it's a month full of storytelling opportunities. So grab your planner, pick a few dates and activities, and let your creativity shine!



NOVEMBER 2025

## CELEBRATE AMERICA'S 250TH BIRTHDAY WITH THE USA 250 CHALLENGE

By Erin Hoffer, APR, CAPC

In 2026, the United States will celebrate its 250th birthday—a milestone that honors our nation's history, freedom, and the brave men and women who served to protect it.

As public relations chairpersons for veteran service organizations, you have a special role in helping your community join this celebration. Encourage your American Legion Family to take part in the **USA 250 Challenge**, a year-long event that promotes physical fitness, mental wellness, and community service. This challenge is a great way to honor veterans while celebrating America's semiquincentennial.

Participants can choose from three categories:

- **Fitness:** Walk, run, or bike 250 miles or log 250 hours worth of exercise.
- **Wellness:** Practice 250 hours of mindfulness or mental health activities. Even going on a 250-mile motorcycle ride (American Legion Riders) counts toward a wellness activity!
- **Service:** Complete 250 hours of community service.

You can join as an individual or form a team. Registration is just \$30 and includes a commemorative t-shirt. Funds raised support the American Legion Veterans & Children Foundation, helping disabled veterans and families in need.

Encourage members to log their progress and celebrate milestones together. Let's make the 250th a celebration to remember!

To learn more or register, visit [The American Legion's USA 250 Challenge page](#).

