



DEPARTMENT CHAIRMAN
PUBLIC RELATIONS AWARDS 2023-2024

Very important, please ensure that in your narrative that you advise that you're submitting for the said award and provide applicable examples and how your unit or (unit member for brand ambassador) is deserving of the award.

RING YOUR BELL COMMUNICATION CITATION:

Unit – Monthly Newsletter/E-blast – Certificate for a unit sending out monthly newsletter and/or e-blast to their members.

District – Monthly Newsletter/E-blast – Certificate for a District sending out monthly newsletter and/or e-blast to their units.

Criteria: send a copy of each of three (3) issues to be judged (published between August to April).

IF YOU HAVE A JOINT NEWSLETTER: Certificate to the Unit with joint newsletter publication.

Criteria for Newsletter Publications:

- Send one copy each of three (3) issues to be judged. Published between August - March to the District PR Chairman, send via PDF to publicrelations@alaf1.org or postmarked no later than the deadline.

NOTE – Items listed as Unit should include Legion/SAL if joint publication.

MEMBER AWARD: ALA BRAND AMBASSADOR

Ring Your Bell ALA Brand Ambassador – presented to one member in each grouping, who achieves excellence in promotion of the American Legion Auxiliary with social media, appearance in public wearing ALA-brand apparel, and other activities that showcase the Auxiliary's unique branding through photographs, screen shots, and other evidence of brand promotion. Narrative describing and why the unit member is a brand ambassador (no more than 500 characters) cover page which includes the

name, address and phone number of the Unit Chairman, name of the Unit, and member grouping. Submit PDF file via email to publicrelations@alafl.org.

UNIT AWARD: ALA MISSION FOCUSED SOCIAL MEDIA

Ring Your Bell Social Media by Member Grouping - Unit award by member grouping, presented to a unit with active social media account, focused on the mission of the ALA, encourage members to access ALA Academy, educate and promote Veterans Creative Arts Festival (VCAF)/National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness (Prisoners of War/Missing in Action), Veterans Suicide Awareness, and The American Legion Be The One campaign. Must conform to ALA Branding Guide. Provide social media account URL, screenshots/photos of social media postings. Narrative a must, not to exceed 500 characters. Cover page which includes the name, address and phone number of the Unit Chairman, name of the Unit, and member grouping. Submit PDF file via email to publicrelations@alafl.org.

ALA Mission Statement

In the spirit of Service, Not Self, the mission of the American Legion Auxiliary is to support The American Legion and to honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor youth, and promote patriotism, good citizenship, peace and security.

UNIT AWARD: ALA IN THE NEWS

Ring Your Bell In The News by Member Grouping:

Unit that earns the most media placements in their community. Media placements/coverage highlighting ALA mission delivery featured in at least three different months (September 1 – May 1). Original or copies accepted of newspaper coverage (provide name of the newspaper, date and page number must be at the top of each article), screen shots allowed for digital media (provide name of source and date). A narrative (no more than 500 characters) is a must, highlighting media placement articles, in chronological order. Must have a cover page, which includes the name, address and phone number of the Unit Chairman, name of the Unit, and member grouping. Submit PDF file via email to publicrelations@alafl.org.

UNIT AWARD: MOST OUTSTANDING UNIT PUBLIC RELATIONS PROGRAM

Ring Your Bell Best PR:

One unit will be chosen as the best, end of year report form must be completed, a narrative is a must (no more than 500 characters). Provide a description of how our theme “Bells in SERVICE” (Selflessness, Expectations, Respect, Values, Ideas, Commitment, Excellence) inspired your unit, how did you apply bell theme. Share how your social media page has grown since last year. Describe your mission related interviews and written articles, which program(s) were highlighted. Did you promote ALA Academy, Veterans Creative Arts Festival (VCAF), National Veterans Creative Arts Festival (NVCAF), POW/MIA Awareness, Veterans Suicide Awareness, The American Legion, Be The One campaign. Did your unit wear ALA apparel in public, and what other creative branding ideas were used. Does your unit rock your RED shirts on Fridays? Did your unit contribute to fundraising or bring awareness to the Department of Florida, Auxiliary Emergency Fund Disaster Relief. Provide up to ten pictures (print, screenshot, jpeg, pdf, or word doc) of your Unit working the mission and programs from this term. Submit PDF file via email to publicrelations@alaf1.org.

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DOROTHY DUKE AWARD PRESS BOOK (Note: expires in 2031)

Sponsored by Melbourne, Unit 163 The Press Book Trophy will be presented to the Unit which submitted the Press Book which is judged “Best All Around”. The winner will be chosen on a percentage basis from a group comprised of the first place winner in each membership grouping, Rules governing its selection will be the same as those used to determine the “Best Press Book.”

For Press Book Rules, refer to the ALA Florida Unit Guide, under Public Relations. Each entry to be received by the Department Chairman no later than thirty (30) days prior to Department Convention.

**NATIONAL
PUBLIC RELATIONS AWARDS 2023-2024**

To view go to www.legion-aux.org

Select Committee, then select Public Relations. These awards will be submitted by the Department Chairman.

Or Scan QR Code

