



## **2023-2024 Public Relations Program Engagement Plan**

American Legion Auxiliary, Department of Florida

Chair, Virna Luke

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**Hashtag for this Year - #RingYourBell**

### **Overview of the Public Relations Program**

The American Legion Auxiliary's positive public image and excellent reputation in the community is no accident. Public Relations committee members work hard to establish and maintain positive goodwill within the organization and the public. The committee is tasked with promoting the Auxiliary's many programs, events, activities, and accomplishments through a variety of channels.

### **Goals of the Public Relations Program**

As a Public Relations chair or committee member, it is your responsibility to tell the story of the goodwill that your unit performs in the community and for the American Legion Family. The Public Relations chair and committee also has the responsibility to support the other committees and executive officers as they implement their programs. This includes membership (recruitment and retainment campaigns), Americanism, Poppy, Girl State and more.

### **Strategies & Tactics of the Public Relations Program**

Work toward reaching those goals through variety of strategies, including media relations, social media/website, advertisements (paid and/or PSAs), community involvement and face-to-face interaction.

**Strategy:** Media Relations

**Example Tactics:**

- Develop a list of local media contacts for your unit to use.
- Build relations with your local media and political figures to educate them on who we are, what we do and why we matter.
- Send news releases to local media to notify them of important programs, services, or accomplishments throughout the year.
- Write a letter to the editor and/or news release to recognize patriotic holidays and events.

**Strategy: Social Media/Website****Example Tactics:**

- Create and maintain an active social media presence for your unit on Facebook.
- Encourage unit members to promote Auxiliary events on their personal social media accounts.
- Create/improve and actively maintain a unit website.

**Strategy: Advertisements****Example Tactics:**

- Contact your local media to obtain information related to paid event listings and keep this information on file and current.
- Facebook events and posts can be “boosted” for further exposure and reach.
- Send news releases to local media to notify them of important programs, services, or accomplishments in hopes for editorial coverage.
- Some news agencies will offer public service announcements at no cost. Contact local media for information and keep this information on file and current.

**Strategy: Community Involvement****Example Tactics:**

- Give an *Auxiliary* magazine gift subscription to your local library and doctors’ offices.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities, and post homes.
- Host information tables at community events to help raise awareness.
- Join the local Chamber of Commerce to reach the business community.
- Host a ribbon cutting ceremony or public check presentation ceremony.

**Strategy: Face-to-Face Interaction****Example Tactics:**

- Wear your officially branded ALA apparel.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community and why we matter.
- Always keep an ALA application in your wallet to assist with new membership recruitment efforts.
- Link to [www.Legion-Aux.org](http://www.Legion-Aux.org) in your personal email signature. Encourage all unit members to do the same.

## Resources for the Public Relations Programs

The American Legion Auxiliary offers a variety of resources to assist the Public Relations committee in telling the story of units' services and programs. It is recommended that all Public Relations chairs and committee members familiarize themselves with the resources that exist.

To access the following resources, login to the MyAuxiliary Member Portal at [www.Legion-Aux.org](http://www.Legion-Aux.org)

- [ALA Branding Guide](#) – Contains information related to the proper and improper use of the American Legion Auxiliary emblem and more.
- [ALA Branding Game](#) – Play an interactive game with your unit members to teach them the importance of the ALA emblem and what it means.
- [National Member Resources](#) - Contains banner templates, flyer and newsletter templates, media templates, PowerPoint templates, brochures, posters, flyers, videos and more.
- [National Public Relations Committee](#) – Contains the National Programs Action Plan and Annual Supplement. Be sure to support these programs with your own programs and activities.
- [Public Relations Toolkit](#) – Contains [ALA Public Relations Guide & Tips for Volunteer Recruitment tool kit](#), media templates, an ALA Emblem Use Approval request form and the ALA Branding Game.
- Read the *ALA Blog* under About us, section our communications [www.Legion-Aux.org](http://www.Legion-Aux.org).
- To develop a list of local media contacts for your unit, step-by-step instructions are included in the [ALA Public Relations Guide and Tips for Volunteer Recruitment tool kit](#).
- Templates to write letters to the editor and/or news releases for patriotic holidays and events can be found in the PR/Marketing Resources in the Members Only section at [www.Legion-Aux.org](http://www.Legion-Aux.org).
- To obtain ALA and American Legion Family mark and emblem download: [Emblem and Brand Mark Download | The American Legion](#)

## Duties of the District Public Relations Chairman

- Familiarize yourself with the [ALA Branding Guide](#) and ensure all unit communications meet the requirement. Share the guide with all unit chairmen within your district.
- Send District PR chairman's name, phone number, email, and physical mailing address to [publicrelations@ALAFL.org](mailto:publicrelations@ALAFL.org)
- Develop and discuss at District School of Instruction a "How to start a successful Public Relations Campaign" for unit chairman.
- Educate units on materials available and how to obtain them.

- Compile and maintain a list of unit Public Relations chairman names, phone numbers, and email addresses. Make contact monthly to offer assistance and discover/share success stories.
- Create and maintain an active social media presence for the district and encourage units to do the same. (Share events on ALAFL Public Relations Facebook group page.)
- Gather Unit Year-end reports with copies of articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.

### **Duties of the Unit Public Relations Chair**

- Download the [ALA Branding Guide](#) and ensure all unit communications meet the requirement.
- Create/update local media contact list.
- Build relationships with local media.
- Prepare and send media releases and email to each media contact.
- Create and maintain an active social media presence. (Share events on the ALAFL Public Relations Facebook group page.)
- If your unit has a website, ensure posted information is up-to-date and relevant.
- Meet with committee chairs of your unit (i.e., Membership, Poppy, Americanism, Girl State, etc.) to gain insights of goals and discuss how public relations efforts can assist.
- Attend any Auxiliary committee planning meetings to “Gather the **5 W’s**” and How? (**Who**, **What**, **Where**, **Why**, **When**).
- Familiarize yourself at the beginning of each year with the End of Year Report so that you know what information will be collected.
- Report to District chair with a narrative on how you worked the public relations program with copies of articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.

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