

JUNE 2025

ALA FLORIDA

PUBLIC RELATIONS CURRENTS



HONORING FREEDOM: RECOGNIZING JUNETEENTH

By Virna Luke

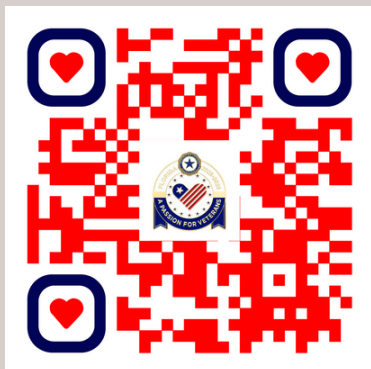
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Observed on June 19, Juneteenth marks the day in 1865 when enslaved African Americans in Galveston, Texas, finally learned of their freedom, more than two years after the Emancipation Proclamation. Recognized as our nation's second Independence Day, Juneteenth is a time to reflect on freedom, justice, and the ongoing journey toward equality. American Legion Auxiliary units across Florida can honor Juneteenth by hosting or attending local celebrations, sharing educational resources, or leading community service projects that foster unity and awareness. Consider spotlighting African American veterans who have served with honor and distinction throughout U.S. history. If you take part in or host a Juneteenth event, share it on social media and [Legiontown](https://www.legiontown.com).

As part of our commitment to service, patriotism, and promoting justice for all, honoring Juneteenth aligns with the values we uphold every day. It's an opportunity to strengthen our communities and highlight the diversity of those who have defended freedom at home and abroad.

This Juneteenth, let's come together to celebrate liberty, reflect on progress, and renew our commitment to unity and inclusion.



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[ALAFL.org](https://www.ALAFL.org)

FAIRS & FESTIVAL PLANNING - BUILD AN ALA BRANDED EVENT KIT

By Erin Hoffer, APR, CPRC

The summer months are a great time to start preparing for the next year. In Florida, many of the festivals and events slow down during the summer months due to Florida's heat and as snow birds migrate north. This allows Unit PR Chairs the opportunity to plan for the busy Fall, Winter and Spring – including hosting a branded ALA presence at community events, Post activities, festivals and fairs.

Take these summer months to build an ALA Event Kit, or a to-go box, for your Unit that includes:

- Branded ALA Brochures
- Membership applications
- Branded Legion, Sons and Riders brochures (They should be able to provide you with these)
- Brochure holders (you can find these on [Amazon](#))
- Branded ALA Tablecloth or ALA [Table Runner](#)
- Any give away items. Possible ideas include:
 - Hard candy (be sure to include sugar-free options)
 - [Custom ALA ink pens](#)
 - [ALA coloring books](#)
 - Hand-held American Flags



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We also recommend adding scissors, ink pens, Post-It® Notes, rubber bands and tape in your ALA Event Kit, too, should the need arise.

All of these items should be placed into a portable bin with a lid – preferably one with carrying handles to make it easy to transport. Any Dollar General or Walmart offers these bins.

Lastly, your ALA Unit members – especially those you know will be helping you – should make sure they add [ALA branded apparel](#), like polo shirts, in their closet. [Name tags](#) are also an option.

Having an ALA Branded Event Kit makes it so much easier to set up and breakdown at a community event, festival or fair. You will be glad you put in the effort over the summer to prepare for the busier seasons.



ENGAGING JUNIORS THIS SUMMER: FUN, SERVICE, AND LEADERSHIP

By Virna Luke

Summer is the perfect time to involve American Legion Auxiliary Juniors in meaningful, fun activities that build leadership and strengthen their connection to our mission. With school out and flexible schedules, units can offer Juniors and Young Sons hands-on ways to serve veterans, support the community, and enjoy time together.

Ideas include assembling care packages for VA patients or deployed troops, leading a patriotic craft table during your community events, or participating in a “Junior Day of Service” with community cleanups or flag placement. Juniors can also complete [ALA Patch Program](#) requirements, plan a “Passionate About Veterans” art or essay contest, or host storytime events with books about patriotism and service.

Don’t forget to include a little fun! Add snacks, games, or ice cream socials to reward their efforts. Let Juniors help with promoting events through flyers or social media to develop public relations skills.

Recognize their participation with certificates, photos, or shoutouts on your unit’s page. These young members are more than our future; they’re part of our present. Investing in their growth through summer activities keeps them engaged, inspired, and proud to serve.

Let’s make this a summer of purpose for our Juniors and Young Sons!



Unit 117 Juniors, Palm Bay

JUNE 2025



HOSTING A 4TH OF JULY OPEN HOUSE

By Virna Luke

The 4th of July is more than a celebration of independence; it's a powerful opportunity for posts and units in Florida to open their doors to the community and share the mission that fuels our passion: *A Community of Volunteers Serving Veterans, Military, and their Families*. Hosting an open house on or around Independence Day is an effective way to build local awareness, connect with potential members, honor the service of veterans in your community, and create lasting memories, all while showing that your unit is truly #PassionateAboutVeterans.

Easy Ideas for Fourth of July

Veteran Recognition Moments: Take time to honor local veterans with certificates, a wall of honor, or thank you messages.

Meet the Mission Stations: Set up themed tables explaining ALA's core programs: VA&R, National Security, Children & Youth, Americanism, Education, etc.

Display Your Impact: Showcase photos from past events, testimonials, and your annual impact. People support what they understand.

Encourage Membership: Include brochures or info cards about joining the Auxiliary, and have members ready to answer questions. (add your Legion Family, great opportunity for all)

Games & Activities: Offer family-friendly games, trivia, or coloring stations with patriotic themes.

Food & Fun: Simple snacks or a cookout go a long way in encouraging guests to linger, mingle, and learn.

Public Relations Tips for Fourth of July

Start with a Clear Message: Highlight how the event connects to the ALA mission and the Department's 2025–2026 theme: "A Passion for Veterans."

Use Social Media: Promote your event ahead of time and share updates using photos, short videos, and the hashtag #PassionForVets

Invite Local Media & Leaders: Send a brief press release or invite to local news outlets, city officials, schools, and veteran organizations.

Post event: share highlights and tag participants to keep the buzz going.

Whether your unit is large or small, this holiday provides a chance to reaffirm why we serve and to welcome others into our mission. The Auxiliary's visibility grows when we combine tradition with creativity, heart, and hospitality.

Let's show our communities what it means to be Passionate About Veterans. This 4th of July, let your open house be a beacon of gratitude, patriotism, and purpose.