



The American Legion Auxiliary is extending its administrative year through our 2021 National Convention due to the COVID-19 pandemic. Please save your 2019-2020 reports and add the great work you will continue to do throughout the 2020-2021 year.

## 2019 - 2021 Annual Supplement to the Programs Action Plan Public Relations

### Committee Contact Information

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\*\* For the most up-to-date contact information,  
please visit the Public Relations Committee page at  
www.ALAforVeterans.org.

**What is this program, and why do we have it?**

Public Relations promotes who we are, what we do, and why we matter both internally to all our members, to potential members, and to the general public.

**Public Relations Awards Deadlines and Submission Requirements:**

Taking the time to celebrate ALA's Centennial Celebration and share a favorite story about the positive impact you or someone you know has had on our mission this year is our goal! It helps us tell the world who we are, what we do, and why we matter. Just three simple steps to add your part to our national birthday celebration and success story:

- 1) Please follow instructions as you fill out the National Report and Awards Cover Sheet found in the awards section of the Annual Supplement to the Programs Action Plan.
- 2) Provide details/examples about the activity as outlined in the 2017-2022 Programs Action Plan.
- 3) Make sure to include your data from 2019-2021 in your report.

National Report and Awards Cover Sheet, deadlines, and Public Relations committee contact information may be found on the Public Relations committee page on the national website, [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

- A. **Member Award:** ALA Brand Ambassador
  - Deadline: June 1, 2021
  - Sent to national committee member Brenda Holland postmarked or emailed by 5 p.m. EST on the deadline listed above.
- B. **Unit Award:** New Website or Social Media Account Launch
  - Deadline: June 1, 2021
  - Send to national committee member Ree Ann Ross postmarked or emailed by 5 p.m. EST on the deadline listed above.
- C. **Unit Award:** Most Outstanding Unit Public Relations Program (per division)
  - Deadline June 1, 2021
  - Send to your national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.
- D. **Unit Award:** Active PR TEAM Centennial Celebration (per division)
  - Deadline June 1, 2021
  - Send to National PR Vice Chairman Martha Setlock postmarked or emailed by 5 p.m. EST on the deadline listed above.
  - Best narrative (with photos and media results) to convey the work a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as unit activities are publicized.
- E. **Department Award:** Best Department Public Relations Program (per division)
  - Deadline June 1, 2021



- Send to your national division chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

### **Public Relations Reporting:**

#### Mid-Year Reports

Mid-Year reports reflect the program work of units in the department and are intended as an opportunity for mid-year correction. Each department Public Relations chairman is required to submit a narrative report by **January 5, 2021** to the division Public Relations chairman, plus copy the national Public Relations chairman.

#### Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each department Public Relations chairman is required to submit a narrative report by **May 15, 2021** to the division Public Relations chairman, plus copy the national Public Relations chairman. Members and units should follow their department's protocol and deadlines for report submissions at the department level.

#### *Special 100<sup>th</sup> Anniversary History Program Facts:*

Public relations has always been an important part of the American Legion Auxiliary. From word of mouth to personal phone calls and letters to unit bulletins, public relations has been utilized many ways over these hundred years.

ALA members have been using PR at the grassroots level since its inception in 1919. One example of unit public relations is distributing poppies. As members encouraged the public to remember those who sacrificed for our freedom, it also spread awareness of the ALA. This same concept is true today for each and every program. Each unit can use public relations to increase awareness on programs and events. These PR efforts can get the units powerful positive results.

At the national level, public relations has been used to connect members across the country. In 1927, the national magazine was first printed and named the American Legion Auxiliary Bulletin. Over the decades, the national magazine has changed names and morphed into different sizes, but today Auxiliary magazine is an award-winning quarterly publication. Public Relations tools have changed over this last century and today's ALA media includes Auxiliary magazine, the website [www.alaforveterans.org](http://www.alaforveterans.org), the ALA Blog [www.alaforveterans.wordpress.com](http://www.alaforveterans.wordpress.com), YouTube, and social media pages on Facebook, Twitter, Instagram, Flickr, and LinkedIn. This also includes more than a dozen Facebook groups. These same opportunities are available for the Units to utilize in today's fast-paced lifestyles. Keeping both members and the public aware of what the unit is doing will result in pride in membership and more involvement.

As we celebrate our 100 years, units should look ahead on how to strengthen their unit for the next century. Putting public relations practices to use at the local level can lead to a strong future of service, growth of both membership and program strength and assure another hundred years of service. We encourage PR teams to work with each unit program chairman as the unit hosts or participates in events.

