

American Legion Auxiliary
Unit Annual Report
Public Relations
2020-2021

Due by April 15, 2021

Mail to: District Chairman (Refer to your District Directory)

Name: _____

Address: _____

Or Email to: _____

Unit Number: _____

District Number: _____

Unit Chairman: _____

Address: _____ City: _____ Zip: _____

Phone Number: _____ Email: _____

*Please respond to the 8 questions listed below. Your time and participation are greatly appreciated!! **You may attach additional sheets. This is your time to SHINE!!***

1. What did your Unit do to exhibit a positive image/perception of the ALA?

2. What PR materials/resources and media did your Unit use to endorse the ALA?

3. How did your Unit build/encourage brand loyalty?

4. Who is your Unit's nomination for ALA Brand Ambassador?
 - a. Name: _____
 - b. Be sure to send the documented information as outlined in the Program Action Plan to your District PR Chairman

5. Did your Unit launch a properly branded ALA website? _____
Please list website address (URL, webmaster, administrator name, contact info)

6. Is your Unit entering the “Most Outstanding Public Relations Program Contest”? _____
Be sure to send the documented information as outlined in the Program Action Plan to your District PR Chairman

7. Is your Unit entering the Department Press Book Competition? _____
Be sure to send Press Book to your District PR Chairman for judging.

8. Please add any pertinent Public Relations information that you would like to share.

❖ **Make 3 copies of this report and Send to:**
District Chairman listed above
Unit Historian
PR Chairman Unit Records