

**Public Relations
Programs Action Plan
2019-2020
Connie Banks, Department Chairman**

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. It is imperative that WE get the word out so others can experience the American Legion Auxiliary vision and goals through our voices and actions!

Plan

What ACTIONS will YOU take as an ALA Member?

1. Promote a positive image of the American Legion Auxiliary supporting and promoting the efforts of Goal 5 of the ALA Centennial Strategic Plan (*with The American Legion, Build Brand Loyalty*) and the use of the variety of public relations materials and resources available online.
2. Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media and other electronic communications.

REMEMBER – PERCEPTION IS EVERYTHING and can have a lasting impression!!

Member Action suggestions – Be creative!!

- Give an Auxiliary membership gift subscription to your local library, doctors', dentists', hospital, Chamber of Commerce, car dealership, office breakrooms, any place with a waiting area. Better yet, ask your members after they have read their magazine if they would donate their copy and then drop them off at various locations in your community.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and Post Homes. Print brochures online from the PR/Marketing Resources section at www.ALAforVeterans.org or order through our Department Secretary.
- Wear your officially branded ALA apparel and *Honor Their Service* button when out and about. Button order forms are at www.ALAforVeterans.org and <https://emblem.legion.org> for auxiliary apparel.
- Promote ALA events on your personal social media accounts.
- Subscribe to the *ALA eNews* and *In the Know eBulletin* via www.ALAforVeterans.org.
- Link to the www.ALAforVeterans.org in your personal email signature.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community and why we matter. Create a 30-second pitch so you are prepared.

What ACTIONS can your UNIT engage in?

Unit Action Suggestions – Work collectively!

- Develop a list of local media contacts for your Unit to use – send to your District PR Chairman for her use in promoting District events.
- Build relationships with your local media and political figures to educate them on who we are, what we do and why we matter.
- Write letters to the editor and/or news releases for patriotic holidays and events. Templates may be found at www.ALAforveterans.org in the PR/Marketing section in the Members Only section.
- Familiarize yourself with and utilize the *ALA Public Relations Guide and Tips for Volunteer Recruitment* toolkit, *ALA Branding Guide* and other tools available on the national website.
- Create or improve and actively maintain a Unit website that adheres to the brand standards (for tips refer to the *ALA Branding Guide*).
- Create and maintain an active social media presence for your Unit on one or more platforms that you are comfortable with (e.g. Facebook, Twitter, Instagram).
- Utilize ALA public service announcements, brochures and other ALA publications that your Unit can use to assist in promoting the Auxiliary – refer to the *ALA Marketing Resource Guide* at www.ALAforVeterans.org.
- Monitor news coverage to share with your District and Department ALA leadership as needed.

Awards

(Please note and comply with all Deadline dates!)

ALA Brand Ambassador – one member in the Department of Indiana who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel and other activities that showcase the Auxiliary's unique branding through visual identity.

- Document through visual photographs, screen shots and other evidence of brand promotion activities.
- Activities must occur between May 1, 2019 prior to the start of the current administrative year and May 1, 2020 before the end of the current administrative year.
- **Submit Unit Entry to District PR Chairman **by April 15, 2020****
- **District PR Chairman submit selected District winner packet and names of all Unit entries to Department PR Chairman **by April 27, 2020.****
- All Unit Members entered (one per Unit) will receive a Personal Award from the Department Chairman.

Department Awards

Carol LaGard Monetary Award – to the Unit under 200 members for the Best Press Book.

Vee Titus Monetary Award – to the Unit over 200 members for the Best Press Book.

Thelma Butler Award – to the District Chairman with the Best Year-Round Press Book. Pictures may be included.

New Website or Social Media Launch – all Units developing a properly branded or social media account during the current ALA administrative year.

- Web address/URL, webmaster/administer name and contact info, or name and contact info for ALA coordinator if webmaster/administrator is a third-party vendor.
- Site account must have been created during the 2019-2020 ALA admin year.
- Website/Facebook page must conform to “Website and Social Media Guidelines” in the *ALA Branding Guide*.
- All Units developing a new Website or Social Media Account Launch will receive a Personal Award from the Department Chairman.
- The District Public Relations Chairman promoting the most “new” Websites or Social Media Account launches will receive a Personal Award from the Department Chairman.
- **Unit Chairman submit information to District PR Chairman by April 15, 2020.**
- **District Chairman submit information to Department PR Chairman by April 27, 2020.**

Most Outstanding Unit Public Relations Program – one Unit in the Department will be selected as the Department’s Most Outstanding Public Relations Program.

- Include three different media placements/coverage highlighting different ALA programs featured in three different months (September 1 through April 15 of the current ALA administrative year).
- Acceptable media publications must support the Auxiliary’s mission and goals.
- Unit Members entered (one per Unit) will receive a Personal Award from the Department Chairman.
- **Unit Chairman - Submit to District PR Chairman by April 15, 2020.**
- **District Chairman - Submit selected District winner packet and names of all Unit entries to Department PR Chairman by April 27, 2020.**

Media Contact Award – Personal Award to the Unit PR Chairman who submits the most comprehensive list of media contacts (newspaper, television, radio, etc.) for their respective area to the **Department PR Chairman by December 1, 2019**. List should include the media contact name, organization they represent, email, phone and physical address where news releases may be submitted. (Spreadsheet format preferred, ex: Excel).

National Awards— There are several awards for members, units and districts. The details can be found on the National website. Please contact me if you are applying for any National awards.

Press Book – I want to encourage units and districts to create a press book (Seniors and Juniors). Show your creativity! There are a few guidelines to follow. Details can be found as an attachment to this plan in your packet. **Seniors – Unit press books to District PR Chairman by June 1, 2020; Districts – Unit press book winner from each district and Senior District press books to Department PR Chairman by June 15, 2020. Juniors – Unit press books are due at Junior Conference.**

Reports

Mid-Year – All Unit and District Chairmen need to submit a mid-year narrative report. District Chairmen need to compile mid-year information from Units

To maintain congruency with the National PR plan, please answer the following questions as part of your report (form available):

- Has your Unit/District started a Website or other Social Media launch?
- Has your Unit/District been mentioned in local media promotions? If so, for what activities?
- Did you use any of the PSA announcements from the National website? What type of response did you receive following the announcement?
- Did you complete and send your active updated media contact list to the Department Chairman as requested?
- Have you completed any specific social media events that spread the ALA brand? What was the impact?
- What activities and/or events has your unit/district done to build brand loyalty?

Unit reports due: December 1, 2019 to the District Chairman.

District report due: December 15, 2019 to Department Chairman.

Year-End (Annual) – All Unit and District Chairmen need to submit a year-end narrative report. Forms are to be completed by both unit and district PR chairmen.

Unit reports due: April 15, 2020 to the District Chairman.

District reports due: April 27, 2020 to Department Chairman.

Press Book for Department President – At the Department Convention next July, I will be presenting President Jennie a Press Book containing various printed items about the American Legion Auxiliary Department of Indiana. Requesting your assistance in providing articles relative to activities of the American Legion Auxiliary at the Unit, District or Department level. Please forward the article(s) to Connie Banks, PR chairman. It would be greatly appreciated if these could be submitted monthly so the book can be prepared as the year progresses. Last date for submission is June 15, 2020.

I am looking forward to a GREAT year, ladies. So, let's get after it and report WHO we are, WHAT we do and WHY we matter!

If you should have any questions regarding the PR plan, please feel free to contact me. We are all in this together and should assistance each other in any way we can!

Connie Banks, Public Relations Department Chairman

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**Public Relations
2019-2020**

Press Book Score Sheet

What is a Press Book? I am glad you asked! It is simply a book with a collection of articles that have been published in the media (ex. newspapers, social media...) during the Auxiliary year.

Deadlines:

Seniors:

Units - Unit press books to District PR Chairman by June 1, 2020

Districts – Unit press book winner from each district and Senior District press books to Department PR Chairman by June 15, 2020

Juniors – Unit press books are due at Junior Conference.

Guidelines and Criteria for all judging - Seniors Units/Districts, Junior Units

Total Points = (100 Points) _____

Introduction: 10 Points _____

- Description: Junior or Senior Press Book
- Name: Unit/District Number and Name
- Name: Unit/District President
- Name: Unit/District PR Chairman
- List of Unit/District Officers
- Year

Content: 60 Points _____

- Be decorative – BE CREATIVE!
- Articles – provide articles that tell a story of the year (Auxiliary and legion family)
- Articles promoting our Brand
- Use of other forms of media or communications to promote public relations for the auxiliary (ex. flyers, programs, invitations, etc....) are acceptable

Arrangement: 30 Points _____

- Book should be in binder form (colors: red, white, blue or combination)
- Articles must be in chronological order. List source and publish date
- Other forms of media or communications to promote public relations for the auxiliary should be in separate section at the back. These items should also be arranged in chronological order.

Contact: Connie Banks, Department Public Relations Chairman, email: bankscj1@gmail.com