

Public Relations
Programs Action Plan
2021-2022
Kim Heiser, Department Chair

Public Relations promotes who we are, what we do, and why we matter

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.

The best resource for Public Relations is the American Legion Auxiliary National Website:
Home (legion-aux.org)

You will find newspaper templates for all Veterans occasions. They are a great source for making the public aware of all the American Legion Auxiliary Programs that benefit our Veterans and their families.

Key Program Statements

- Spread the word about the American Legion Auxiliary: A Community of Volunteers Serving Veterans, Military, and their Families.
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

ALA Committee Facebook Groups are spaces on the social media network for ALA members to discuss or share about broad or narrow topics related to each committee. Groups provide an area for organic discussion about your local programs or services and present the opportunity to cultivate brand awareness.

www.facebook.com/groups/ALAPublicRelations/

****Watch for us on Facebook at American Legion Auxiliary Department of Indiana Public Relations. Look for the beautiful pink rose!

Department Awards:

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

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

National Awards:

Cover sheet must be included with each award application.

Member Award: ALA Brand Ambassador – Demonstrating the best use of the Public Relations resources

Unit Award: New Website or Social Media Account Launch – Creating a website or face book site.

Unit Award: Most Outstanding Unit Public Relations Program (per division) – Demonstrating the best use of resources.

Department Award: Best Department Public Relations Program (per division) - Demonstrating the best use of resources.

SAll Deadlines for the awards are June 1st

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Press Book Instructions and Score Sheet

A press book is 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 Chair by June 1, 2022

Districts – Unit press book winner from each District and Senior District press books to Department PR Chair by June 15, 2022.

Juniors – Unit press books are due at Junior Conference

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

Total Points = (100 possible Points) _____

Introductions: 10 Points _____

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

Content: 60 Points _____

- Be creative – decorate your Press Book
- 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 the source and publish date

Other forms of media or communications to promote public relations for the Auxiliary should be in separate section in the back of the Press Book. These items should also be arranged in chronological order.

Questions: Contact Kim Heiser, Department Public Relations Chair, 260-908-0540, kimheiser56@gmail.com