

**Public Relations
Programs Action Plan
2018-2019**

Nancy E. Magginnis, Department Chairman

The Public Relations program promotes who we are, what we do and why we matter. Public Relations is a strategic communication process that builds mutually beneficial relationships between organizations and their public.

What can you do?

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.

Ideas – Members

- 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.
- 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 elevator speech so you are prepared.
 - *The American Legion Auxiliary is the largest women's patriotic organization. I belong to the local Unit here in Kendallville. We have supported a variety of projects in the community such as helping to raise funds for the local veterans' memorial recently erected at Bixler Lake Park, funding the community fireworks, support of the high school band, sports teams and the local library. We sponsor a delegate to ALA Hoosier Girls State, veterans on the Honor Flight and support veterans in need of assistance. We matter because we care about being there for Veterans, their children and our community. I'm proud to be an ALA member.*

Ideas – Units

- 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).
- Review the 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* available at www.ALAforVeterans.org in the PR/Marketing Resources in the Members Only section.
- Monitor news coverage to share with your District and Department ALA leadership as needed.

Awards

- **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, 2018 prior to the start of the current administrative year and May 1, 2019 before the end of the current administrative year.
 - **Submit Unit Entry to District Public Relations Chairman by April 15, 2019**
 - District Public Relations Chairman submits selected District winner packet and names of all Unit entries to Nancy Magginnis, Department Public Relations Chairman by April 27, 2019.
 - All Unit Members entered (one per Unit) will receive a Personal Award from the Department Chairman.

- **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 after September 1 of the current ALA admin year.
 - Website/Facebook page must conform to “Website and Social Media Guidelines” in the *ALA Branding Guide*.
 - **Submit information to Nancy Magginnis, Department Public Relations Chairman by April 27, 2019.**
 - 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.

- **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.
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 - District Public Relations Chairman submits selected District winner packet and names of all Unit entries to Nancy Magginnis, Department Public Relations Chairman by April 27, 2019.
 - All Unit Members entered (one per Unit) will receive a Personal Award from the Department Chairman.

- **Media Contact Award** – Personal Award to both the Unit PR Chairman and the District 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, 2018**. List should include the media contact name, organization they represent, email, phone and physical address where news releases may be submitted.

- **Leadership Biography Award** – Personal Award to both the Unit PR Chairman and the District PR Chairman who obtains Fact Sheets on all their Unit or District Officers/Chairmen that they can use to prepare news releases about the various activities their Unit or District leadership participates in. (See sample Fact Sheets contained at the back of this packet.) **Submit list of documents in Unit/District file to Department PR Chairman by December 1, 2018.**

- **Mid-Year Report** – All Unit and District Chairmen need to submit a mid-year narrative report. **Unit reports due by December 1, 2018** to the District Chairman. District Chairmen need to compile the Unit information and **submit a District report by December 10, 2018**. Please answer the following questions:
 - 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 have you done to build brand loyalty?

- **Press Book for Department President** – At the Department Convention next July, the Department PR Chairman will be presenting President Betty a Press Book containing all of the various printed items about the American Legion Auxiliary Department of Indiana. Your help is needed to prepare this book. Every time you see an article printed mentioning activities of the American Legion Auxiliary on the Unit, District or Department level, please send the article to the Department Public Relations Chairman. It would be very helpful if these could be **submitted monthly so the book can be prepared as the year progresses. Last date for submission is June 15, 2019.**

I am here to help and assist you with the Public Relations efforts you undertake for your Unit and District. The better we spread the word about who we are, what we do and why we matter, the more women eligible for the American Legion Auxiliary will want to join our ranks. We have plenty of diversified programs to meet any woman's desire to belong and be involved in our activities that make a difference to the world we live in. Today's younger generations need to know the why behind what we do before they are willing to commit their time, talents and financial support to the things they choose to participate. The more we tell our story – about our support for our Veterans, our children and our communities – the more likely we will connect with others who see our vision. Be an ALA cheerleader for our programs and watch the difference it will make in the lives of others.

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Unit/District Officer/Chairman Fact Sheet

Name: _____ Hometown: _____

Unit Name: _____ Unit #: _____ District #: _____

Current ALA Position: _____ Number of Years ALA Member: _____

How did you become involved in the American Legion Auxiliary: _____

What do you enjoy most about the American Legion Auxiliary or why you have stayed active in the ALA: _____

ALA Eligibility through Name: _____ Relationship: _____

Branch of Military: _____ Conflict: _____

If a Past Department President, what year did you serve: _____

Major Projects: _____

National Appointments/Offices Held: _____

Employer: _____ Position: _____

Retired: Yes or No? (If Retired list above who your Employer was and Position you held)

Unit/District Officer/Chairman Fact Sheet Continued

Educational Background - List any degrees or specialized training completed:

Other Community Activities/Organizations:

Special Awards or Recognition:

Spouse's Name: _____ **Legion, SAL or Both?**

If Active in the American Legion Family, highest position held: _____

Additional Information you would like to share:

This Sheet needs to be returned to your Unit/District Public Relations Chairman as soon as possible.

Please include a list (name, email, address, city and zip code) of your local news media – TV, Radio and Newspapers.