

## PROGRAMS ACTION PLAN 2016-2017

### PUBLIC RELATIONS

DEPARTMENT OF NORTH DAKOTA

MARLYS AUBOL, CHAIRMAN 2016-2017

### NATIONAL CHAIRMAN

BRENDA COLLINS

DEPARTMENT OF SOUTH CAROLINA

NORTHWEST DIVISION CHAIRMAN, LAURIE KUNTZ, DEPARTMENT OF COLORADO

Brenda Collins, Department of South Carolina, is National Chairman of Public Relations. I will promote her Program Action Plan as my Program Action Plan for the Department of North Dakota. I will include her Plan, however, I will summarize her Plan.

**PUBLIC RELATIONS—What is this program, and why do we have it? It promotes WHO WE ARE, WHAT WE DO, AND WHY WE MATTER! You have heard that phrase many times, and you will hear it many more times.**

What we can do?

1. Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the Centennial Strategic Plan (With The American Legion, Build Brand Loyalty), and the use of the variety of public relations materials and resources available online.
  - A. Members can give an Auxiliary magazine gift subscription to local library, doctors' offices, individuals who are nonmembers, etc.
  - B. Distribute ALA brochures and posters in the community
  - C. Wear your officially branded ALA apparel and "Honoring Their Service" button when out and about.
  - D. Be prepared to answer when asked who the Auxiliary is, what we do in our community and why we matter.
  - E. Units can develop a list of local media contacts , build relationships with local media and political figures to educate them who we are, what we do and why we matter.
  - F. Write a letter to the editor and/or news release for patriotic holidays and events.
  - G. Find more ideas at [www.alaforveterans.org](http://www.alaforveterans.org).
  - H. Departments can compile a list of media contacts for distributing department news.
  - I. Be familiar with Auxiliary public service announcements

2. Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media and other electronic communications.
  - A. Members can promote Auxiliary events on your personal social media accounts
  - B. Subscribe to ala eNews and In the Know eBulletin through [www.alaforveterans.org](http://www.alaforveterans.org).
  - C. Units may create a website that properly uses the Auxiliary brand.
  - D. Departments may create or improve a department website that adheres to brand standards. Refer to Program Action Plan for resources available to set up websites, etc. properly.

Please be aware that Public Relations has a Mid-Year Report. I am responsible to send in a report by January 5, 2017, therefore, I will need your unit reports by sometime in December. I report to our Northwest Division Public Relations Chairman, Laurie Kuntz, Department of Colorado.

There are Public Relations Awards available to members, units and departments who exceed in promoting The American Legion Auxiliary through the media, proper branding, etc. This is outlined in detail in National Chairman Brenda's Program Action Plan. She also has a list of resources that may be helpful to you.

Brenda includes an article on "How to Write a News Release", "How to Utilize Facebook and Twitter to Promote Auxiliary Events and Activities", and "How to Set Up a Department or Unit Website"

Let's have a good year and promote The American Legion Auxiliary so that all of North Dakota will know WHO WE ARE, WHAT WE DO, AND WHY WE MATTER!