



PUBLIC RELATIONS

Public Relations is an important part of telling the story of your unit's activities in your community.

Wear the American Legion Auxiliary BRAND at all of your auxiliary events, including fundraising events, Veterans Day, and Memorial Day programs, distributing poppies in your communities, and whenever you are representing the American Legion Auxiliary. Let people in your community know who we are and why we matter.

In addition to wearing the American Legion Auxiliary BRAND, consider utilizing ALA designed posters, coloring books, poppy cans, and a whole host of branded items available on the American Legion Auxiliary website. The website: www.alaforveterans.org features many of branded items and the American Legion's Emblem Sales has many wearables and items for sale as well. Visit Emblem Sales at: www.emblem.legion.org.

- Visit alaforveterans.org to download the **PUBLIC RELATIONS TOOLKIT** – the toolkit can be found on www.ndala.org under programs as well. Your event is definitely worth printing and using this document.
- Start planning now. As you are planning your events, do not forget to plan to capture the activity on camera and/or video. Invite Department Officers who may live in your area. Perhaps even ask them to speak at an event.
- Compose an article to publish in your local newspaper and send it along with pictures to highlight the event. Better yet ask your local newspaper reporter to attend the event and interview your planners and perhaps even those who attend.
- Share your pictures on FaceBook, Twitter, or other social media platforms.
- Send your articles and pictures to me for possible inclusion in “The Message” and on the Department’s FaceBook page as well.