



American Legion Auxiliary

Public Relations News

in the Northwestern Division

A great opportunity for ALA members and our Juniors!

Do you want to spend a fun and interactive day with other members? We have three more Mission Trainings and national Junior meetings left for this admin year. PR chairs will want to attend for the social media and branding presentation! This is a great way to sharpen your skills.

Don't forget about your Juniors. They can have a blast while learning about the ALA and — special for this year — POW/MIA awareness. Each Junior who attends will get a t-shirt!

Jan. 21 – Indianapolis

Jan. 28 – Nashville

Feb. 4 – Las Vegas

Learn more and register:

bit.ly/3GtaZO

Merry Christmas and Happy Holidays!

Please share the monthly bulletins with all units in your department.

Micheline Nelson, Chairman

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Public Relations
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The importance of branding and how to use it properly

Our brand tells others who we are and why we matter. Yes, branding is our name, our emblem, and our brand marks, but it also includes how members act — good or bad. It has a lasting impact and affects how others perceive us and view the ALA.

Branding is more than wearing an Auxiliary T-shirt to a unit event or community function. The ALA brand is what others think of us when they see us in our ALA attire.

In short, we are the ALA brand and can help our organization build brand loyalty among current and future members by making small branding changes that add up to big differences.

Announcement from ALA National Headquarters

You may have seen the announcement from ALA National Headquarters about a new word mark on social media or in *eNews*. So, here's the scoop. Just like the American Legion, the rest of the Legion Family also has new marks. These marks were created for marketing purposes. Think of social media, events, apparel and more. It's easier for those who aren't familiar with the ALA to notice and read.

Don't worry, the emblem is NOT going away. It will still be available, because it is as much of a legacy as the Auxiliary itself. Eventually, the ALA Branding Guide will be updated with the new information, but you can go to www.Legion.org/brand in the meantime for guidelines and suggested uses.

Social media: Name your social media page so it clearly identifies your ALA entity. For example, a Facebook page named American Legion Auxiliary Unit 43 provides no clue into what state or region it's in. A better profile name is American Legion Auxiliary Unit 43, La Grande, Oregon.

Website: Design your unit/department website to be like the ALA national website and/or use red, white, and blue colors that are consistent with the overall look of our brand versus a website with a lime green or hot pink background, for example.

Email signature: Close your email messages with a signature that has a professional, readable font and includes all the necessary contact information where prospective members and the public can reach you conveniently and quickly (i.e., name, ALA title/position — remember to include the administrative year — phone number, fax number if applicable, and unit/department website address.)

Emblem: Use the ALA emblem consistently and follow the *ALA Branding Guide*. The emblem must not be distorted, stretched, or manipulated in any way. The emblem is trademarked, and you must get approval to have it printed. Approval forms can be found: <https://www.legion-aux.org/Member/emblem-request-form>

Proper name for a premier program: Use "ALA" in front of all ALA Girls State/Nation references so it's clearly identified as an American Legion Auxiliary program.

With these tips, and support from the *ALA Branding Guide*, your unit and department can become ambassadors to help members, prospective members, and the public move forward with a clearer picture of who we are, what we do, and why we matter.