



American Legion Auxiliary

Public Relations News



AUGUST 2023

It is so hard to believe today is August 1st, 2023. Not only is summer almost at an end, but so is my Chairmanship for the Northwestern Division Public Relations Committee. It has truly been my pleasure to communicate with all of you this year.

I would like to thank all of you who have helped me learn so much over this last year. I sincerely hope I will meet you at our National Convention in August.

I look forward to seeing you on the virtual pre-con meeting on Tuesday, August 15, at 6 pm Eastern Time. I'm sure you will find this meeting informational and awarding. If you still need to register for this meeting, please do so soon.

A special thank you to Norma Tramm, National PR Chairman, Joanie Dickerson, National Vice Chairman, Jennifer Donovan, National Technology, and Division Chairmen. I enjoyed our collaborations regarding our Public Relations Committee.



Micheline Nelson, Chairman

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This year we learned that public relations in this great organization is essential. Why? PR helps us understand the organization and how to share information with others. PR is a way to communicate, give and take, share ideas, and ask for assistance or donations. As we communicate, it is also important to let individuals know we appreciate their suggestions, recommendations, donations, etc. What better way than a thank you note or thank you letter?

Thank you letters are essential to public relations; they let a person know their contribution is important, welcomed, and appreciated. Thank yous can be sent as a letter, note, or email. I prefer a handwritten thank you; it seems more personal, and someone took notice and the time.

A thank you should be sent promptly, concisely, and not more than one page. Start by using their name, not Sir or Madam or member; personalize it, specify why you are thanking them, and end your thank you with a positive, friendly comment.

You may be surprised how a thank you letter can change how someone perceives the organization; it may increase support and membership.

National convention will be held at the end of the month. Pre-convention meetings will be held virtually again this year. All members are welcome to attend these virtual meetings.

Registration is required and can be done by visiting <https://tinyurl.com/Public-Relations-meeting> Encourage your members to join us as we celebrate all the great things done this past year to share information about our mission and increase brand awareness.