



Public Relations Insider

Northwestern Division

Put a Little PEP in Your Step

Does anyone remember the Program Action Plans (PAPs) from a few years ago? Then they went away. Well they're back, but in a new and improved format. Meet the Program Engagement Plan, or PEP.

Each program has its own PEP geared specifically toward that program. Want to find tools for your Department/District/Unit to have an outstanding Public Relations Program? Take a look at the Public Relations Committee page for tips and tricks, such as:

- Having a positive social media presence (Facebook, Instagram, Twitter and TikTok);
- Building and maintaining a positive relationship with local media outlets (radio, online news media, tv and print) tell them what you're up to and invite them to your events;
- Having an elevator speech—What is the ALA? Why did you join? What do you do?
- The importance of branding—so people associate the great things you do with your unit.

The Public Relations Committee page also has a link to a Public Relations Toolkit where you will find everything from tips on recruitment, sample press releases, signs, the form to request approval to use the ALA Branding and a link to the Branding Game.



The Branding Game

If you've never played the Branding Game at an ALA meeting, you should. You might be surprised at the very strong reactions some of the brands incite.

Playing the game reminds each of us that the public's perception of the ALA comes directly from our actions and behavior when out in our communities. Is your Department/District/Unit known for the positive work you do? Or is it known as that group of "mean girls" who will be nice to your face, but when you aren't?

Whenever you are out in public proudly wearing your ALA branded gear or driving your car with your ALA license plate holder, people are watching and will associate the organization with your actions and words.



How To Find the PEP Plans



The PEP plans provide valuable information on each program of the American Legion Auxiliary. Encourage members in your Department to take a look at them.

They can be found by accessing the Member's Only section of the national website: www.alaforveterans.org.

If you've never logged into the website, you will need your Member ID (conveniently found on your membership card) to get started. If you can't remember your login information, the Staff at National is more than happy to assist you. All it takes is a phone call.

Once you have logged in, click on the Committee's Tab (immediately right of the Forms Tab). Once you are on the Committee's page, the first link on the far right of the page has a link to the Program Engagement Plans.

One final word about branding.....Warren Buffet said it best when he said that:

“It takes 20 years to build a reputation and five minutes to ruin it. If you think about that, you'll do things differently.”

When people think of the ALA, we want them to associate it with the values contained in the Mission of this great organization.

Questions/Comments/Suggestions?

Reach out at:

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Remember to mark your calendars for
our Quarterly Zoom meeting on
January 8, 2024 at 7:00 p.m. EST
Please be sure to have a representative from your
Department there