

AMERICAN LEGION AUXILIARY

A Community of Volunteers Serving Veterans, Military, and their Families

MARCH 2025

ISSUE #7

From the Public Relations Committee
Kelly Elliott--National Vice Chair

Are you ready for National Poppy Day, May 23, 2025!

Have you used the Poppy Can Cover templates?

Do you wear your branding while you distribute the
poppies?

Show us how you are promoting your Poppy Day event!

Visit www.legion-aux.org/National-Poppy-Day for Poppy
Resources



Annual Reporting

Department chairs' annual reports reflect the cumulative summary of units' mission service in the department. Each department Public Relations Committee chair is required to submit via email a narrative report to the division Public Relations Committee chair, plus copy the national Public Relations Committee chair by May 15, 2025.

The annual report is separate from the submission for national award consideration and impact number reporting. However, department reports may be taken into consideration for national awards.

Photos (in a high-resolution format) that show unit mission Public Relations Committee activities accompany these reports.

More information can be found on the national website following this link:

[Public Relations Annual Reporting Guidelines](#)

Note: Individual members and units should follow their department's guidelines and deadlines.

2024-2025 LEADING THE WAY

American Legion Auxiliary National Headquarters: 3450 Founders Road, Indianapolis, IN 46268-1334
| www.ALAforVeterans.org | www.ALAFoundation.org



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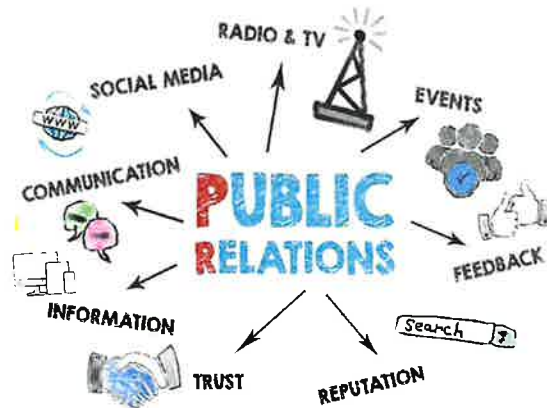
Time to start thinking about sending in your submissions for our Public Relations Awards.

All entries must be submitted via electronic form by 5pm eastern time on June 1st.

Follow this link to find more information and read the guidelines:

[Public Relations Committee Awards](#)

We look forward to receiving your submissions!



IMPORTANT DATES TO REMEMBER:

March 8: Celebrating Women of Service Day/
International Women's Day

March 13: American Legion Auxiliary/Wreaths
across America Sponsor Program Webinar

March 20: Leading The Way through Mentoring
webinar.

April is designated as the Month of the Military
Child.

April 15: Purple Up for the Military Child Day-
wear purple to show your support!

April 16: Quarterly PR Zoom meeting!
Save the date and watch for the link.

May 5-9: Teacher Appreciation Week

**May 15: Department Chairmen report due to
National Committee.**

**June 1: Department, member, and unit award
nomination forms completed and submitted.**

National Public Relations Team

Linda Tome – National Committee Chair

lindatome.ala@gmail.com

Kelly Elliott – National Committee Vice Chair

kellyelli26@gmail.com

Sue Verville – Central Division Chair

sverville11@hotmail.com

Sharon Knight – Eastern Division Chair

saknight2011@gmail.com

Cleo Waters – Northwestern Division Chair

cleo.waters32@gmail.com

Brenda Holland – Southern Division Chair

bawhol@aol.com

Shannon Mead – Western Division Chair

Shannonmead@live.com

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Give Credit Where Credit is Due

- **Acknowledge achievements:** We should acknowledge achievements when they are deserved. Give a shout out to those who have had big achievements in your unit/department.
- **Recognize contributions:** It's important to recognize contributions made by team members. Also include any contributions made by those outside of the organization.
- **Credit efforts:** Let's credit efforts where they are due. Make sure your article talks about what you did and why you did it. For example, what will the funds raised be used for?
- **Honor accomplishments:** We must honor accomplishments appropriately. The National website provides several media templates for various topics for you to use. Click this link to download [Media Templates](#). Some of the media templates available are:
 - ALA Girls Nation/State
 - Memorial Day
 - National President Visit
 - Scholarships
 - Poppy Day
 - Veterans Day



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Cleo Waters, NW Division National PR Chairman



Use special days to promote the American Legion Auxiliary. For example, put an article in your local newspaper about a K-9 Veteran. Invite the reader to a meeting or a story about Rosie the Riveter. Use the days already set aside for remembering.

MARCH – Women’s History Month & Community Service Month

- 9 - Daylight Savings
- 13 - K-9 Veterans Day
- 15 - American Legion Birthday
- 17 - St. Patrick’s Day
- 21 - Rosie The Riveter Day
- 25 - National Medal of Honor Day
- 29 - National Vietnam War Veterans Day

APRIL - Think ahead Month of the Military Child

- 5 - Gold Star Spouses Day
- 9 - National Former POW Recognition Day
- 14 - Air Force Reserve Birthday
- 15 - Purple Up! Day – wear purple
- 20 - Easter
- 22 - Earth Day – plant a tree
- 23 - Army Reserve Birthday
- 30 - National Military Brats Day



REMEMBER: Every day is a day to thank a Veteran!

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