



AMERICAN LEGION AUXILIARY DEPARTMENT OF NORTH DAKOTA
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PUBLIC RELATIONS PROGRAM

Unit Presidents and Auxiliary Members – when planning your unit events, do not forget to publicize them so your community is aware and included. Some ideas include:

- Utilizing FaceBook or other social media to publicize your activities. Share your photos on the Department’s FaceBook page as well.
- Authoring articles and presenting photos in (JPG) form and present them to your local newspapers for publication.
- Remember to send articles and pictures to me at the email above and the Department team will publish as many of them as possible in the “MESSAGE” as well.
- Visit www.alaforveterans.org for more information. A Public Relations Guide and Tips booklet (free to print) will give you more ideas on how to do a ‘press release.’ It is not difficult so try it.
- Always wear your American Legion Auxiliary brand when working your unit events. It is important to show the public who you are and why you matter.

Marcy Schmidt, Department Public Relations Chairman

PS: The following pages give you some important dates for administrative year 2025-2026 .

PUBLIC RELATIONS PROGRAM - Calendar of Events

2025 Fall District Meetings - Visit www.ndala.org for details

- Friday, September 19, 2025 - District 2 - Lakota, ND
- Saturday, September 20, 2025 - Districts 6 and 9 - Minot, ND
- Saturday, September 20, 2025 - District 3 - Rolla, ND
- Monday, September 22, 2025 - District 1 - West Fargo, ND
- Saturday, September 27, 2025 - Districts 5 and 7 - Bismarck, ND
- Friday, October 3, 2025 - District 4 - Jamestown, ND
- Saturday, October 4, 2025 - District 10 - Hankinson, ND

November 1, 2025 - Unit Required Contributions and Poppy Orders are due

November 11, 2025 - Veterans Day

November 17-21, 2025 - National Education Week

December 3, 2025 (Wednesday) - Gift Shop at the VAMC - Fargo, ND

- Date for Gift Shop at the North Dakota Veterans Home - Lisbon is TBD.

December 25, 2025 (Thursday) - Christmas Day

January 1, 2026 (Thursday) - New Year's Day

January 23-25, 2026 - 2026 Winter Conference, Mandan Baymont Inn and Suites

February 3, 2026 (Tuesday) - Four Chaplains Day

April 1, 2026 - Department and National Scholarship applications are due to the appropriate Department or National chairman for review.

April 1, 2026 - 2026 Americanism Essays are due to the Department Americanism Chairman

April 5, 2026 (Sunday) - Easter Sunday

May 1, 2026 - Poppy Posters are due to the Department Poppy Chairman

May 15, 2026 - Girls State Applications are due to the Girls State Program Director

2026 National Convention and Related Events - August 28 - September 3, 2026

- Salute to Service Members Award (Under National Security Program)
- Public Spirit Award
- Unit Member of the Year Award (Under Leadership Program)
- Junior Member of the Year award

Department Leadership National Conference - May 1, 2026 in Indianapolis, IN

2025-2026 ALA Mission Training and National Junior Meetings

- **November 15, 2025** - Albany, NY
- **November 15, 2025** - Minneapolis, MN - Register now to attend
- **January 31, 2026** - Las Vegas, NV

- **January 31, 2026** - Indianapolis, IN - Event will be held with the American Legion National Information Conference and the SAL Regional Meeting
- **February 7, 2026** - Atlanta, GA - Event will be held with the American Legion National Information Conference and the SAL Regional Meeting

Online Training American Legion Auxiliary Academy - These courses are free but are offered live and you will need to register in advance. If you miss a previously live online seminar you can visit the site National Website at www.alaforveterans.org and sign up to watch the live video.

National Events

- **The American Legion Washington Conference** will be held in Washington, DC - February 28-March 4, 2026
- **National Veterans Creative Arts Festival** - June 9-14, 2026
- **National Poppy Day** - Friday, May 22, 2026
- **ALA Girls Nation** - will be held in Washington, DC - July 18-25, 2026