AMERICAN LEGION AUXILIARY

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

October 2026 Issue #1

FROM THE 2026-2027 NATIONAL PUBLIC RELATIONS COMMITTEE

ALA National President Dr. Coral May Grout's Homecoming in Sturbridge, Massachusetts. September 24-27, 2026





(Left)ALA National President Dr. Coral May Grout, escorted by Jim Brehi, TAL National Cemetery Chair
(Right) Team Massachusetts: Mary Ann Ventulett, Donna Blattenberger, and Ann Fournier with National President Coral.

Creating Your ALA Mission Story
Julie Smith, National Chair

This year, the PR goal is for units to share their ALA mission stories and highlights through our national PR Facebook page, local newspapers, local radio and television stations, and on their unit/district/department social media. Turn your mission event into mission stories that generate community interest in your unit's event. The headline is your hook — it's what grabs the reader's attention and makes them want to keep reading. Be creative and focus on the human side of the story, not just the facts.

Example: your unit held a hot dog fundraiser to raise money for homeless veterans' care packages. Start with something like this: *Cannon Unit 123 delivers winter care packages to 30 homeless veterans*

Focus the story on the importance of helping homeless veterans and what you accomplished with the money you raised. Ask a unit member for a quote about their experience at the event and how it impacted them. Remember to thank your members, volunteers, and community for making the event a success.

Social Media 101:
Kristen McLaughin, National Vice Chair

When posting information and pictures on social media, please remember the following:

1. Name of event.

2. Location of event. Please include the city and state, not just the post home or unit number.

3. Include time and day of the event.

4. If funds are being raised, where are they going or who are they benefiting?

5. Provide some type of visual. If the event already took place, share photos from it.

Remember to tell the complete story; this is how others learn about the wonderful things our organization does and can help recruit new members!



Division Highlights

Eastern Division:
Cathy Camire

In observance of the National Day of Service and Remembrance for 9/11, the William Shields Jr. Unit 43 in Providence, Rhode Island, delivered milk and cookies to three Fire Stations in Rhode Island.



Unit 43 in Providence, RI delivering cookies and milk to firefighters. Pictured are Past Department President Cathy Johnson and National Security Unit 43 Chair Linda Johnson.

Central Division:
Ann Ritacco

The big news this year is that year-end reports are due to division chairs on June 1. This is the same date as the department and unit awards submission. Let's work together to get this done before the due date. Remember, being early is OK. Please share this information with your units/departments. *(Departments set their own internal deadlines, but department chairs must submit their reports to division chairs by June 1, in conjunction with award deadlines.)*

Southern Division:
Carol Campbell

Do you have your PR toolbox ready to go?

This toolbox helps us tell our story to a broader audience and strengthens our branding. A successful toolkit could include:

1. Social media page
2. Blogs/stories
3. Newsletters
4. Press releases
5. Community outreach resources
6. Templates from alaforveterans.org
7. Canva, Microsoft Word

The templates are free and easy to adapt to your unit's needs. Many units are getting creative with eye-catching flyers created in Canva and other software.

Here's to a momentous year and to "Let's Give Them Something to Talk About" (one of my favorite songs by Bonnie Raitt).

Northwestern Division:
Cindy Lugan

What a great new administrative year that's beginning! The seven departments in the NW Division are excited to get their public relations committees busy. National President Coral's theme is "Beacon of Light to Our Veterans." If your state has a lighthouse, send me a picture of it with Auxiliary members standing beside it. Our public relations theme this year is "ALA Mission in Action." We want to hear your ALA mission-focused stories!

Western Division:
Theresa Montoya

This month's shout-out goes to the Department of New Mexico. They created a Department Facebook page. They promoted America's 250 celebrations; they invited local communities to a ceremony on Patriot Day and received a proclamation from the State of New Mexico celebrating the 79th birthday of the United States Air Force and Air National Guard.

