



2019-2021 ALA Department of Texas Public Relations



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What is this program and why do we have it?

Public Relations promotes who we are, what we do, and why we matter both internally to all our members, to potential members, and to the general public.

A. What you can do as a **MEMBER**

- a. Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the ALA Centennial Strategic Plan (With The American Legion, Build Brand Loyalty) and the use of the variety of public relations materials and resources available online.
- b. Ideas
 - Give an Auxiliary magazine gift subscription to your local library and doctors' offices. See the subscription form at the end of this program Plan.
 - Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities, and post homes.
 - Print brochures online from the PR/Marketing Resources section at www.ALAforVeterans.org or order them from your department secretary.
 - Wear your officially branded ALA apparel and "Honor Their Service" button when out and about. Button order forms are available at www.ALAforVeterans.org.
 - Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.

B. What you can do as a **UNIT**

- a. Develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit, available in PR/Marketing Resources in the Members Only section at www.ALAforVeterans.org.
 - Build relationships with your local media and political figures to educate them on who we are, what we do, and why we matter.
 - Write a letter to the editor and/or news release for patriotic holidays and events. Templates can be found in PR/Marketing Resources in the Members Only section at www.ALAforVeterans.org and some customized for Texas is www.alatexas.org.

- Familiarize yourself with and utilize the ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit, ALA Branding Guide, and other tools available in the Members Only section at www.ALAforVeterans.org. Department
 - Compile a list of media contacts for distributing department news. Step-by-step instructions are available in the ALA Public Relations Guide and Tips for Volunteer Recruitment toolkit, available in PR/Marketing Resources in the Members Only section at www.ALAforVeterans.org. Public Relations
 - Be familiar with Auxiliary public service announcements (PSAs), brochures, and other ALA publications. Educate units on materials available and how to obtain them. View the compilation of resources in the ALA Marketing Resource Guide, available in the PR/Marketing Resources in the Members Only section at www.ALAforVeterans.org.
 - Monitor news coverage to share with department and national leadership, if needed.
- b. Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media, and other electronic communications. Ideas:
- Member
- Promote Auxiliary events on your personal social media accounts.
 - Subscribe to ALA eNews and In the Know eBulletin via www.ALAforVeterans.org.
 - Link to www.ALAforVeterans.org in your personal email signature. Unit
 - Create or improve and actively maintain a unit website that adheres to brand standards (for tips, see ALA Branding Guide, available in the Members Only section at www.ALAforVeterans.org).
 - Create and maintain an active social media presence for your unit on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram). Department • Create or improve and actively maintain a department website that adheres to brand standards. Be familiar with “Department Website Best Practices,” which can be found in the ALA Branding Guide located in the Members Only section at www.ALAforVeterans.org. • Promote American Legion Auxiliary and The American Legion collaborations through links to www.ALAforVeterans.org and www.legion.org.
 - Create and maintain an active social media presence for the department on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).
 - Encourage members to sign up for ALA eNews and In the Know eBulletin via www.ALAforVeterans.org.
 - Forward electronic publications such as ALA eNews and In the Know eBulletin to your unit PR chairmen.

All units, districts and divisions are urged to share what they are doing on the TEXAS public relations facebook group at <https://www.facebook.com/groups/alatxpr> Photos shared on this page will be used for the new slide show of “Who We Are and What We Do” or you can email them to alatexaspr@gmail.com

Public Relations Awards Deadlines and Submission Requirements:

Taking the time to share a favorite story about the positive impact you or someone you know has had on our mission is worth doing! It helps us tell the world who we are, what we do, and why we matter.

- A. **Member Award:** ALA Brand Ambassador
 - a. Deadline: May 1, 2021
 - b. Sent to your Division PR Committee Member or Department Chairman by 5 p.m. CST on the deadline listed above
- B. **Unit Award:** New Website or Social Media Account Launch
 - a. Deadline: May 1, 2021
 - b. Send to your Division PR Committee Member or Department Chairman postmarked or emailed by 5 p.m. CST on the deadline listed above
- C. **Unit Award:** Most Outstanding Unit Public Relations Program
 - a. Deadline May 1, 2021
 - b. Send to your Division PR Committee Member or Department Chairman postmarked or emailed by 5 p.m. CST on the deadline listed above.
- D. **Unit Award:** Active PR TEAM Centennial Celebration (per division)
 - a. Deadline May 1, 2021
 - b. Send to your Division PR Committee Member or Department Chairman postmarked or emailed by 5 p.m. CST on the deadline listed above.
 - c. Best narrative (with photos and media results) to convey the work of a unit public relations team (of no less than 3 members) conveying the Centennial Celebration as a unit activities are publicized.
- E. **Department Award:** Best Department Public Relations Program (per division)
 - a. Deadline May 1, 2021
 - b. Send to your Division PR Committee Member or Department Chairman postmarked or emailed by 5 p.m. CST on the deadline date listed above.

Public Relations Reporting:

Mid-Year Reports

Mid-Year reports reflect the program work of units and are intended as an opportunity for mid-year correction. Each unit is required to submit a narrative report to their Division PR Committee Chair or Department PR Committee Chair by December 1, 2020.

Mid-Year reports should be a narrative report outlining:

1. How your unit uses social media (Facebook, Twitter, Instagram, etc.)
2. How many times your local news media has mentioned your unit (i.e. Newspaper, TV, Radio)
3. How many times your unit submitted PSA's on activities and events and how many times they were published or aired.
4. What specific activities has your unit done to help build brand loyalty? This includes using Department Theme or ALA Emblem on clothing, wearing ALA pin or poppy with identification when in the public.

5. How many times have you submitted something to the ALAMagazine for publication? With or without photos?? And how many times it was printed and when (date of edition).

Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each unit Public Relations chairman is required to submit a narrative report by May 1, 2021 to their division Public Relations chairman, plus copy the Department PR chairman.

- A. Member Award: ALA Brand Ambassador
 - a. Award: (TBD) Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.
 - b. Materials and guidelines
 - i. Document with action photographs, screen shots, and other evidence of brand promotion activities
 - ii. Activity must occur between May 1 prior to the start of the current admin year and May 1 before the end of the current admin year
- B. Unit Award: New Website or Social Media Account Launch
 - a. Award: Certificate - presented to all units developing a properly branded website or social media account during the current ALA administrative year
 - b. Materials and guidelines
 - i. Web address/URL
 - ii. webmaster/administer name and contact info, or name and contact info for ALA coordinator if webmaster/ administrator is a third-party vendor
 - iii. Site/Account must have been created after September 1 of the current ALA admin year
 - iv. Website/Facebook page must conform to "Website and Social Media Guidelines" in the ALA Branding Guide
- C. Unit Award: Most Outstanding Unit Public Relations Program
 - a. Award: Citation Plaque - Presented to one unit in each division (4)
 - b. Materials and guidelines
 - i. Include three different media placements/coverage highlighting different ALA programs, featured in three different months (September 1 – May 1 of the current ALA administrative year)
 - ii. Acceptable media publications must support the Auxiliary's mission and goals