

**2024 – 2025 Dept. of TX Public Relations Program Engagement Plan**  
**Chair Misty Jeffcoat [ala2ndvp597@gmail.com](mailto:ala2ndvp597@gmail.com)**

**Division 2 - Rita Redd**

**Division 3 - Twyla Greer**

**Division 4 - Marjorie Granillo**

**Purpose:** The purpose of the Public Relations Committee is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization. *Standing Rules #6, National Committees – Member/Organizational Support*

**Key Program Statements:**

- Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Wear branded clothing, pins, etc., at events and in the community
- Share the latest news from ALA volunteer department leadership
- Maintain social media account(s) for unit.
- Build relationships with local media.
- Send press releases and letters to the editor to local media.
- Contact your local government for proclamations.
- Have visible branding at booths, tables, etc.
- Have American Legion Family brochures available at events (order through your ALA department office).
- Familiarize yourself with the PR Toolkit.
- Take the [ALA Academy courses](#) related to PR:
  - [ALA Branding and Why it Matters to Me!](#)
  - [Using Social Media to Your Unit's Advantage](#)
- Use hashtag #americanlegionauxiliaryTX when posting pictures of your Unit working the ALA mission

## Deadlines/Important Dates

- Unit PR Report due to Department Committee: May 1 (late entries will **not** be considered for awards)
- Department, Unit, and Member Award Nomination Forms Completed and Submitted: June 1

## Department Awards

1. Submitting a PR report
2. New Facebook or Instagram Launch (can be new Unit page/group or recently start adding post on Legion Family page) ex: all Legion 597 Family entities events are shared on the American Legion 597 Facebook page.
  - a. Submit type of account and address along with PR report
3. Consistent use of Social Media.
  - a. Is your Unit posting enough on social media either the Unit page or page shared with Legion Family, to stay relevant? Should be posting daily or at least every other day. Use #americanlegionauxiliarytx to help with tracking of ALA Texas.
  - b. Submit type of account and address along with PR report.

## National Awards

2024-2025 National Public Relations Committee Awards Deadlines and Submission Requirements

***Units are responsible for submitting for National Awards by using the link below.***

All award submissions must include a narrative (either a PDF or Microsoft Word document) explaining why the department or unit you're nominating should receive the award. The narrative can also be the department chair's report. You may also upload other supporting documentation that will give the committee a full picture of the important mission work your department or unit has accomplished this year. These files can be photos (JPG, JPEG or TIFs -- no larger than 14MB) or PDF documents. If you have more than three supporting files, please email the committee email address listed in the form.

Here are the national awards for this committee:

#### Unit Award: ALA Mission Focused Social Media Account

- Presented to units with active social media accounts
  - One unit per department
  - Must have a maintained account focused on the mission of the ALA
  - Must conform to *ALA Branding Guide*
- Materials and guidelines:
  - Document with screenshots/photos of social media postings
  - Social media account URL
- All unit entries must be submitted via [electronic form](#) by 5 p.m. EST on June 1.

Note: You will receive a confirmation when your award is submitted.

**National Awards Form Link:** <https://www.legion-aux.org/National-Awards-Form>

#### Unit Award: Most Outstanding Unit Public Relations Program (per division)

- One unit in each division (5) that earns media placements in their community
- Materials and guidelines:
  - Media placements/coverage highlighting ALA mission delivery.
- All unit entries must be submitted via [electronic form](#) by 5 p.m. EST on June 1.

Note: You will receive a confirmation when your award is submitted.

**National Awards Form Link:** <https://www.legion-aux.org/National-Awards-Form>