

# 🦁 Roaring Through Public Relations!

**Standing Up for Veterans • Standing Proud for Texas**  
#ALATX

## 🎯 Purpose

The Public Relations Committee *ROARS* into action to shine a spotlight on the American Legion Auxiliary! By keeping our mission visible in every community, we show the world that we are:

• *“A Community of Volunteers Serving Veterans, Military, and their Families.”* •

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## 🦁 Key Program Ideas – Let’s ROAR Loud & Proud!

- 👂 Wear your ALA-branded clothing, pins, and gear with PRIDE 🇺🇸 🇩🇪 🇦🇺 🦋
  - 📢 Share the latest ALA news from Department and National 🇺🇸
  - 📱 Keep your Unit’s social media active, vibrant, and engaging 📱
  - 🦋 Build friendly relationships with local media 📱 📱 📱
  - 📢 Send out press releases, proclamations, and letters to the editor 📝
  - 📢 Set up booths with eye-catching branding and brochures 📱
  - 👂 Use the ALA PR Toolkit 📁
  - 🦋 Complete ALA Academy courses for extra skills .
  - 📢 Use hashtags like #ALATX when you post 📱
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## 📅 Important Dates to ROAR About

📅 **May 1** – Unit Public Relations Reports due (awards depend on it!)

📅 **June 1** – Department, Unit, and Member Award Nomination Forms due

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## 🏆 Department Awards – Let’s Celebrate Your ROAR!

- 🦋 PR Report Award – Every Unit that submits gets recognized!
- 📱 New Facebook or Instagram Launch Award – For fresh or revamped pages

🦋 Consistent Social Media Award – For Units that keep the buzz alive!

🦋 Don’t forget to tag posts with #ALATX so we can see and share your ROAR!

## National Awards – ROAR Beyond Texas!

### 1 ALA Mission-Focused Social Media Account

– One Unit per Department recognized for on-brand, mission-driven posts.

### 2 Most Outstanding Unit PR Program (per Division)

– Recognized for media placements that ROAR across the community.

✦ Submit by **June 1, 5:00 p.m. EST**

## Let's Set Some PR Goals for 2025–2026!

- ✦ Start or expand a Unit social media page
- ✦ Join the ALA Texas PR Facebook Group and share your ROAR
- ✦ Use hashtags like #ALATX to connect across Texas
- ✦ Submit your PR Report at the end of the year
- ✦ Celebrate each other's roaring successes—big or small!

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Together, we can make Public Relations ROAR with pride—Standing Up for Veterans & Standing Proud for Texas!



**Public  
Relations  
in  
Texas**