



TEAM ALA

Public Relations Showcase

Share Your Story • Inspire Others • Celebrate Success

TEAM PR – COACH * MISTY JEFFCOAT – HEAD CHEERLEADER * SYDNEY TRAVIS

**MAY 15
DUE DATE**

PUBLIC RELATIONS = TELLING OUR STORY

Every event, volunteer, partnership, photo, and act of service helps our communities understand who we are, what we do, and why the American Legion Auxiliary mission matters.

GAME PLAN



Favorite Photo



Favorite Event



Favorite Social Media Post



Community Partnership



Something New You Tried



Winning Play of the Year

RECOGNITION AWARDS

EVERY UNIT THAT SUBMITS EARNS A CERTIFICATE OF APPRECIATION

Picture Perfect Award

Favorite photo that tells a story at a glance.



Innovation Award

Creative idea, communication tool, outreach method, or new approach.



Mission Impact Award

Story showing service to veterans, military families, youth, or the community.



Winning Play of the Year

The Unit accomplishment that represents its proudest moment.



COACH'S CHALLENGE

Do not worry about writing the perfect report. Share one great story, one meaningful photo, or one successful idea another Unit can use. When one Unit succeeds, TEAM ALA succeeds.



DIGITAL TEAM SPIRIT AWARD

Awarded monthly from posts shared in the ALA Texas Public Relations Group.

Selected from photos, graphics, flyers, videos, newsletters, event promotions, and other digital posts that enthusiastically share the ALA story and TEAM ALA spirit.

POST IT • SHARE IT • CELEBRATE IT