November Public Relations Greetings
Julie Smith,
National Public Relations Chair
2026-2027

Greetings,

It is hard to believe the holiday season is almost here. For the ALA, this is a *Season of Service* to our veterans, service members, their families, our children, and our communities. I look forward to seeing your mission-in-action stories and photos on our National Public Relations Committee Facebook page: www.facebook.com/groups/ALApublicrelations.

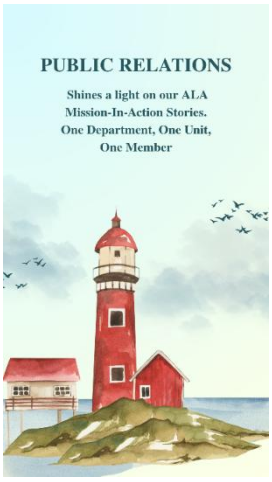
Remember, the stories do not have to be lengthy. Just include the who, what, where, when, and why of the event. The why is the impact. Explain how your event impacted veterans, service members, children and youth, or your community members. Please also share your story and photos in JPEG/PNG format with your divisional chairs and me.

Here is a list of potential ideas for mission-in-action stories you could share with us:

- Winter clothing drive for homeless veterans or less fortunate people in your community.
- Preparing Thanksgiving or Christmas/holiday meals.
- Assembling gift bags for our veterans during this time of year.
- Celebrations for the ALA's 107th birthday (Nov. 10).
- Veterans Day ceremonies and events (Nov. 11).
- Christmas holiday shops at VA hospitals.
- Participating in National Wreaths Across America Day (Dec. 19)

Our ALA Mission/Our Story

Julie



AMERICAN LEGION AUXILIARY

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

November 2026 Issue #2

FROM THE 2026-2027 NATIONAL PUBLIC RELATIONS COMMITTEE



Buckeye Unit 53 Department of Arizona

Julie Smith, National Chair
What Makes You Stop Scrolling?

Every good Facebook post starts with an eye-catching photo that makes viewers stop scrolling and read your ALA mission-in-action story. That is what Tina Stark from Unit 53 did with her Facebook post, "Heal Her Art." The event recognized twelve female veterans for their service (pictured above). A great photo is worth 1000 words. When selecting your photo for your Facebook post, consider the following.

- Choose photos that showcase our mission in action.
- Make sure the picture is clear and in focus.
- For posed photos, ensure everyone is looking at the camera with their eyes open and a pleasant expression.
- Check the background for clutter.
- Take lots of pictures of your event, so you have many to choose from.
- Make sure there are no inappropriate items in the photo, such as alcohol.
- Get everyone's consent who is in the photo before posting on social media.

Thank You!

Thank you to everyone who attended the first-quarter Zoom meeting. It was great to attend your breakout session and hear how your units share our mission stories through public relations.
Julie

Kristen McLaughin,
National Vice Chair

American Education Week is November 16–20, 2026.
This is a time to celebrate teachers, custodians, school bus drivers, crossing guards, and all school staff.
How is your unit going to celebrate them? Make sure the community knows these individuals are important to our children's education.
Don't forget to let your PR chair know what you did. Take pictures and tell your story! In your report or Facebook post, be sure to describe what you did, who was involved, and how many people were affected.

Division Highlights

Southern Division: Carol Campbell

Tenth Annual Breast Cancer Awareness Celebration



ALA members from Units 164, 305, 490, and 521 represented the ALA Department of Texas VARS at the VA Houston Hospital for the 10th Breast Cancer Awareness Celebration. It was inspiring to be with breast cancer survivors and their families. The message was “No One is Ever Alone.” The ALA Department of Texas members will always volunteer to provide services for our veterans and their families.

Eastern Division: Cathy Camire

Throughout the year, please forward pictures and newsletters to your department chairs, who will, in turn, share them with the division chairs and National Chair Julie Smith. This will allow us to include them in the monthly newsletter. You all don’t have to wait until the final reports! Let’s share it all year!

Northwestern Division: Cindy Lugan

Leadership Training

On Saturday, Oct. 24, 2026, the Boelus, Neb., American Legion Post and Auxiliary Unit 201 hosted a Leadership Training and Homecoming Dinner for members and Department President Vicki Cyboron. It was a large event for a small Nebraska village, and they did an excellent job. President Vicki’s theme was “Families Accomplishing Rewarding Memories" (FARM for short), as the town is in a FARM area. With the theme and President Vicki in place, planning began. The day's “dress” was also farm-themed. President Vicki wore a red gingham dress, and many others wore farm attire. The event was a success, with 50+ members attending both the Leadership Training and the Homecoming Dinner. Outreach to units was terrific. Members learned a lot, and camaraderie grew.



Central Division: Ann Ritacco

Shout-Outs to Indiana and Missouri

Indiana Juniors teamed up with the VA to collect new sweatpants and socks for those in need. I cannot wait to see the success these Juniors achieve.

Unit 5 in Jefferson City, Missouri, partnered with the CLC for its inaugural Poker Walk, with six other service organizations handing out snacks, prizes, and a chance to complete a poker hand. The event served 23veterans!

Western Division: Theresa Montoya

Spotlight on the Department of Utah and Idaho

Utah unit members will host their annual Christmas Gift Shop at the VA Hospital on Nov. 28-29. Members have held successful fundraisers to support this project.

The Department of Idaho is supporting Veterans Day through the American Legion Foundation Day of Giving. By donating in honor of our nation’s heroes, your gift to the ALA Foundation Veteran Projects Fund directly impacts veterans' lives. Visit www.ALAforVeterans.org to learn more and donate!