

SD Public Relations Annual Reporting

Each Unit Public Relations Committee chair is required to submit via email/form a narrative report to the Department Public Relations Committee chair by **April 15**. Unit chairs' reports share the positive impact of our mission! They help us tell the world who we are, what we do, and why we matter.

The annual report is separate from the submission for National award consideration and impact number reporting.

Please include photos (in a high-resolution format) that show Unit mission Public Relations Committee activities to accompany these reports.

Unit Chairs' Annual Reporting Guidelines:

Just three simple steps are needed to add your part to our national success story:

1. Unit reports are limited to 1,000 words.
2. Provide details/examples about the activity. Be sure to include specific information such as unit name and number.
3. Submit your report to your department chair with photos by email by **April 15**.
4. Photos should be in a high-resolution format (at least 300 DPI) or sent using the high-resolution option on your smartphone. When emailing the photo, select "actual size" for attaching to the email.
 - When possible, include photos of actual events
 - The request for photos is important for our national chairs to highlight members serving our mission.

Please email photos to kskennedy.ala@gmail.com and include your name & unit information.

Unit Chair Name: _____ **Phone Number:** _____

Email Address: _____

Unit Location (Town): _____ **Unit Number:** _____ **District Number:** _____

How did you use social media and newspaper/magazine/written articles to promote events to members and the community?

How did you use the ALA's PR Toolkit to assist in Public Relations?

Were ALA members branded at all events?

Yes ____ No ____

Were American Legion Family brochures available at events?

Yes ____ No ____

Were video conferences (Zoom, etc.) and/or newsletters used to keep members informed?

How many? How?

How did you utilize technology and print/social media to keep members informed?

How did you involve your community in ALA events?