

American Legion Auxiliary of South Dakota

Department Public Relations Program Engagement Plan

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*

Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*

- Maintain a social media account(s) for departments, divisions, and units.
- Build relationships with local media.
- Send press releases and letters to the editor to local media.
- Contact your local government for proclamations.
- Have an elevator speech.
- 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](#)

Encourage ALA members to be visible in their communities through valuable, distinct branding.

- Wear branded clothing, pins, etc., at events.
- Have visible branding at booths, tables, etc.
- Have American Legion Family brochures available at events (order through your ALA department office).

Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

- Distribute newsletters at all levels of the organization.
- Conduct video conferences (Zoom, etc.) with members.
- Inform members of national publications such as *Auxiliary* magazine, ALA blog, ALA eNews, ALA social media, etc.

Deadlines/Important Dates

- Unit Chairman Report due to Department Committee: April 15
- Department, Unit, and Member Award Nomination Forms Completed and Submitted: June 1