



American Legion Auxiliary Department of New Jersey 2016-2017 Public Relations Bulletin

Volume 1 Issue 2

YOU ARE HAVING AN EVENT

Create a flyer:

Who, what, where, when, why, and how?

Who is holding the event?

We are the World's Largest Women's Patriotic Service Organization, show them we are proud of that and do it correctly:

What is it supporting?

Be proud— let everyone know which of the ALA's wonderful programs you are raising money for

Where is the event being held?

Make sure full address is on the flyer!

Why would people want to go?

Is there going to be raffles? Food? Just to support the cause?

How does anyone interested purchase tickets?

How are you going to spread the word?

Please, do it correctly:

The **American Legion Auxiliary** is our proper name and the first letter of each word should be capitalized. This is what should be used any time we are referred to.

Our **Emblem** is the main identifier of our organization, and is one of our most valuable assets at the American Legion Auxiliary. It comes with rules:

- When being used with the American Legion Family, all emblems should be the same size and easily readable on any production
- Adobe Garamond Pro is the preferred font for the American Legion Auxiliary
- Our emblem should always be displayed at the top of any production with nothing above it. Its color or shape should never be altered, nor should anything be placed over or under it.
- For more rules, information, and templates, you can go to:
<https://www.alaforveterans.org/Resources/Marketing---Promotional-Materials/>
- **Proofread your work** - always check for spelling, grammar, and that all information provided is correct.
- Would you like help with your advertising? Have any questions? Please call or email your 2016-2017

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Goal 5 of the ALA Strategic Plan

- Define our brand identity and promise
- Build awareness for the ALA brand
- Recognize brand loyalty and excellence in promotion of the American Legion Family brand
- Invest in internal and external marketing communications



Next issue: Social media, online resources and what to do during and after the event or function