



American Legion Auxiliary Department of New Jersey

2017-2018 Public Relations Bulletin

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REPORTING GETS REWARDED!

- Do you have a member you would consider an ALA Brand Ambassador? (Always wearing her ALA Emblem? Correctly using the Emblem on stationery or envelopes, overall just spreading the word—Who we are, what we do, and why it matters?)
- Know of a Unit who created a new Website or Social Media Account?
- Is there a Unit who you feel has the Most Outstanding Unit Public Relations Program?

Deadline for the above awards to be submitted is April 30th, 2018 to Department Chair to allow enough time to send to National.

Forms will be distributed to all Counties in their baskets as soon as they're updated on the National Website.

Goal 5 of the ALA Strategic Plan

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

Some Public Relation ideas for your Unit to try:

- Distribute ALA brochures and posters in the community - libraries, job fairs, medical facilities, or anywhere else you can think of. Brochures can be downloaded and printed from www.alaforveterans.com
- Wear your branded ALA apparel, be ready to answer when asked - Who the Auxiliary is, what we do in the community, and why we matter.
- As you're posting your events/announcements on Facebook, or sending your articles to a newspaper etc. keep a list of the website, email address, and contact person to make it easier for the next person.

Things to keep in mind

When writing a letter to the Editor

- double check the facts,
- Check your spelling and grammar,
- make sure that the American Legion Auxiliary name is properly written out.
- If you can, it's always good have someone else proof-read your work, just in case...
- Make sure you include your contact information in case they have any questions
- Don't forget to report

And because it can't be stressed enough

Information to include on Event Flyers

- Get people's attention—what are you planning?
- Where and when is the event?
- Describe the event in a couple of lines
- Include how much and where to purchase tickets if needed, and contact information if anyone has questions
- Follow the branding rules for the proper use of our Emblem
- And, of course, report it!