

2014-15 Public Relations Committee Plan of Action

Committee: Emily Cayton, Chairman

ncalapr@gmail.com

252-290-0952

Connie Wagelia

Wendie Lewis

Purpose: To promote who we are, what we do and why we matter!

Objective 1: Promote a positive image of the American Legion Auxiliary. Expand distribution of ALA materials, pamphlets, and applications within the community.

- a) Provide *Auxiliary* magazine subscriptions for a variety of businesses within the community.
- b) Participate in community events (fairs, festivals, etc.) and highlight the Auxiliary and membership eligibility at these events.
- c) Submit 3 media publications, highlighting **different** ALA programs in 3 **different months** (September 1, 2013 – May 1, 2014).

Objective 2: Create an innovative online PR campaign.

- a) Create a Unit Facebook page and maintain the page with current activities
- b) Create a Unit website from September 1, 2013 – May 1, 2014
- c) Provide email updates and online newsletters for members
- d) Increase the number of members accessing In the Know eBulletin and ALA eNews.
- e) Use Twitter or LinkedIn to involve members in online social networks.

Objective 3: Using Junior members to promote PR.

- a) Use Junior/Junior group to cover an activity or project. Coverage can include articles, newsletters, and/or pictures of displays promoting the event.

Public Relations Recognitions:

- A certificate will be given to a unit submitting 3 media publications, highlighting different ALA programs, published in 3 different months from September 1, 2014 – May 1, 2015).
- A certificate will be given to a unit submitting online PR campaign that includes updating a Unit Facebook page, posting unit website updates, and providing email blasts and online newsletters for unit members. Online activity must occur between May 1, 2014 and May 1, 2015 and documentation must be submitted to PR chairman.
- A certificate will be given to a unit who develops a website created after September 1, 2014. Website must conform to Website Guidelines in the *ALA Branding Guide*.
- A certificate will be given to Junior/Junior group for submitting a narrative (less than 500 words) describing media coverage of an activity or project using articles, newsletters, pictures of displays, ALA events, speeches, website address, or social media activity.

Resources

1. Auxiliary Information: www.ALAforVeterans.org
2. Direct Link to ALA Branding Guide <https://www.alaforveterans.org/WorkArea/DownloadAsset.aspx?id=2510>
3. *Public Relations Guide and Tips for Volunteer Recruitment* toolkit: www.ALAforVeterans.org
4. Submissions to *Auxiliary* magazine www.alaforveterans.org/Media/Magazine-Submissions
5. Posters, flyers, marketing materials www.alaforveterans.org/Resources/Marketing---Promotional-Materials/

Please email any pictures or news articles highlighting your unit to NCALAPR@gmail.com

Find us on the web: NC Auxiliary Website <http://www.alanorthcarolina.com/>

On Facebook: Search "American Legion Auxiliary Department of NC" and "American Legion Auxiliary National Headquarters"