

## Public Relations Plan of Action 2015 – 2016

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**Purpose: To use brand loyalty and a variety of public relations resources to demonstrate who we are, what we do, why we matter and individuals can become involved!**

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

- a. Provide subscriptions or copies of *Auxiliary* magazine 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. Order a copy of 'Step Up, ALA' a DVD public service announcement and distribute it in the community.
- d. Submit 3 media publications, highlighting 3 different ALA programs in 3 different months from September 1, 2015 - May 1, 2016.
- e. Provide Letters to the Editor, Unit News Letters, PSAs [Public Service Announcements] and TV interviews to support our mission and Unit activities.
- f. Wear Auxiliary apparel to promote our organization.
- g. Encourage Juniors to promote their activities in the media.

**Objective 2:** Make use of social media to promote the Auxiliary.

- a. Create a Unit website from September 1, 2015 - May 1, 2016 following guidelines in the *ALA Branding Guide*.
- b. Create a Unit Facebook page and maintain the page with current activities.
- c. Have Unit members post Auxiliary activities on their personal Facebook.
- d. Increase the number of members accessing In the Know eBulletin and ALA eNews via [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- e. Use Twitter or LinkedIn to involve members in online networks.

**Objective 3:** Participate in the Public Relations KEEP THE PROMISE CAMPAIGN to show the community, veterans, military and their families that Auxiliary supports them.

- a. Participate in Auxiliary and Legion activities.
- b. Invite others to join in the events.
- c. Submit newspaper articles, PSAs, emails, Unit newsletters, Unit Website and Facebook postings and personal Facebook posting weekly about the events.
- d. Record the number of times your story is told.

**Mid – Year report by December 15, 2015    End of the Year report by April 30, 2016**

## Public Relations Awards:

- *Certificate and gift presented to all units* submitting 3 media publications, highlighting 3 different ALA programs published in 3 different months from September 1, 2015 – May 1, 2016. Name of the newspaper and date of publication should be a part of the articles submitted. If copies are submitted, the copies MUST be legible. Best entry will be submitted to national for judging.
- *Certificate and gift presented to one member from each division* demonstrating best promotion of the American Legion Auxiliary with social media, personal appearance wearing branded apparel and other activities that showcase the Auxiliary.
- *Certificate and gift presented to all units* developing a unit website after September 1, 2015 who (a) notify the PR chairman and (b) provide the web site address and web site administer. Websites must conform to Website Guidelines in the *ALA Branding Guide*. A list of all units completing this achievement will be forwarded to the national organization for recognition.
- *Certificate and gift presented to all junior/groups* who submit the 500 words or less narrative describing media coverage.

## Public Relations Resources

1. [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
2. Direct link to ALA Branding Guide  
<https://www.alaforveterans.org/WorkArea/DownloadAsset.aspx?id=2510>
3. Submissions to *Auxiliary* magazine  
[www.alaforveterans.org/Media/Magazine-Submissions](http://www.alaforveterans.org/Media/Magazine-Submissions)
4. *Public Relations Guide and Tips for Volunteers Recruitment* toolkit  
[www.ALAforVeterans.org](http://www.ALAforVeterans.org)
5. Posters, flyers, marketing materials  
[www.alaforveterans.org/Resources/Marketing---Promotional-Materials](http://www.alaforveterans.org/Resources/Marketing---Promotional-Materials)
6. North Carolina Web site  
<http://www.alanorthcarolina.com>