



# Public Relations Insider

## Western Division

### Precision in PR, Excellence Unveiled

The 2023-2024 year is coming to an end, but one thing that will not end anytime soon is your dedication to Public Relations! Across the Western Division, Departments and Units went above the call and promoted the American Legion Auxiliary through various events, newspaper articles, newsletters, social media posts, and so much more!

Wearing branded clothing, displaying the ALA flags, passing out ALA materials, visiting with the communities, and speaking about the American Legion Auxiliary helped each Department reach a broad scope of people, thus resulting in more knowing Who We Are, What We Do, and Why We Matter!

Through Public Relations, you all created awareness, built credibility, maintained relationships, and influences the public's attitude in a positive manner toward the ALA, so give yourselves a pat on the back and of course, give thanks to all the members in your department who played a part in another fantastic year!

Just a mention of a **few** ways your departments promoted Public Relations:

- Washington used social media to increase promotion of activities
- New Mexico was well branded at all events such as Red Friday and Be The One (first of the month)
- Nevada volunteered at VA Fisher House, VA Clinics and US Vets Homeless Stand Downs
- Hawaii wore branded clothing and appeared on television while building relationships
- California has an outstanding newsletter that shares all the members activities.

The list continues as there was a **plethora** of information shared in the department reports, but space is limited in this newsletter!

### Social Media

Social media puts the “public” into Public Relations.

Throughout the past year, the American Legion Auxiliary saw an increase in social media activity, helping departments and units gain more public interaction.

Social media accounts were created and utilized to share important information about the American Legion Auxiliary, upcoming events, stories about our veterans, and much, MUCH more.

Social media is a free tool that all departments can implement into their yearly PR activities. If you haven't already created your social media accounts, why not?!

ALA National Headquarters recommends using Facebook and Instagram to reach your members, protentional members, and your community. Share your stories, events, and more and remember to tag @ALAforVeterans.

#AmericanLegionAuxiliary



Have you signed up for the virtual pre-convention meetings? If not, now is the time to do so!

The Public Relations pre-convention committee meeting is scheduled for August 12 at 7 P.M. ET. You don't have to make travel arrangements or pack a suitcase to attend, just sit back and attend via Zoom. You must register to attend by using the links on this page:

[www.ALAforVeterans.org/Virtual-Pre-Con-Meetings](http://www.ALAforVeterans.org/Virtual-Pre-Con-Meetings). After you register, you will receive a Zoom link.

But wait, there's MORE!

Although you don't have to fight traffic from your favorite seat at home, you will want to make your travel and lodging arrangements so you can attend the 103rd National Convention for the American Legion Auxiliary that's in the historic city of New Orleans, LA. Rich in history, beautiful architecture, and of course the Café Dumond Beignets, you will want to make the trip to New Orleans, take in the sights, but more importantly be with other ALA members the week of August 23-29, 2024 at the New Orleans Convention Center that's just a short walk from the river. For more convention information, [click here](#). If you can't attend, you can watch a live stream of the general sessions on [www.ALAforVeterans.org](http://www.ALAforVeterans.org).

One of the evenings will take you to the National WWII Museum so make sure you purchase your tickets ahead of time! [Register and learn more here!](#)

Thank you for a great year and please continue to promote the American Legion Auxiliary, just as you all have done over the past year! Your dedication does not go unnoticed and as your Western Division chairman, I extend my sincere gratitude to each and every one of you for all you have done and will continue to do!

thank you!

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