

**PUBLIC RELATIONS AWARDS
2024-2025**

Karen Banks, Chairman

2223 NE Lynda Lane, Bend OR 97701

Phone/text: 541-383-4246 Email: k.banks0603@protonmail.com

Note: Please submit an individual narrative for each award.

MEMBER AWARD: ALA BRAND AMBASSADOR

Award: Certificate

Presented to: **One member in each unit** who achieves excellence in promotion of the American Legion Auxiliary with her/his use of social media, her/his appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Document with action photographs; screen shots and other evidence of brand promotion activities.
- Activity must occur between May 1, 2024 – May 1, 2025.
- Deadline" May 1, 2025 to Department chairman.

Unit Award: Website – New Website or Social Media Account Launch

Award: Certificate

Presented to: **All units developing a website or Social Media Account** during 2024-2025 ALA year.

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Website address/URL, webmaster name and contact info.
- Website must have been created after September 1, 2024.
- Website must conform to Website Guidelines in the ALA Branding Guide (found at [www.ALAfor Veterans.org](http://www.ALAforVeterans.org)).
- Deadline: May 1, 2025 to Department chairman.

UNIT AWARD: MOST OUTSTANDING UNIT PUBLIC RELATIONS PROGRAM(Lois West Memorial

Award: Certificate

Presented to: **One Unit chairman in the Department.**

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (May 1, 2024 to May 1, 2025).
- Acceptable media publications must support the Auxiliary's mission and goals.: May 1, 2025 to Department chairman.

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**JUNIOR PUBLIC RELATIONS AWARD – BEST MEDIA COVERAGE OF ACTIVITY
OR PROJECT.**

Award: Certificate

Presented to: One Unit Junior group

Materials and guidelines:

- Include title page with name of Award, and names of Unit and Unit PR Chairman.
- Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media etc.
- Deadline: May 1, 2025.

Have fun with the program. Remember each time you are out working an event, wearing your branded clothing, or talking to some one about ALA that is public relations.

If you live in an area that does not write your Unit up in the paper, submit an article to the newspaper. Take photos every time you are working an event.

If you have questions, I am here to help.

Karen