

PUBLIC RELATIONS 2024-2025

Karen Banks, Chairman

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Reporting Dates: Mid-Year Reports reflect the program work of Units and are intended as an opportunity for mid-year correction. Each Unit Public Relations chairman is required to submit a narrative report by December 10, 2024 to the Department PR chairman electronic mail or USPS. A Questionnaire is attached to assist in making the Unit narrative report. Add additional details as are available.

Year-End Reports reflect the program work of Units and may result in awards for participants if award requirements are met. Unit Public Relations chairman is required to submit a narrative report by May 1, 2025 to the Department PR chairman. Questionnaire is attached to assist in making the Unit narrative report. Add additional details as are available.

Key Program Elements:

- Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

Looking for ideas?

I realize some of you cannot receive information via computer or email. I am happy to mail information to you to help with any projects you might be interested in. Give me a call!

First Stop – ALA National Website: <https://www.legion-aux.org/>. Login as a member; select “Committees” and then “Public Relations” from the dropdown menu.

Information includes ALA blogs on:

- Tips on Using Local Media to Spread our Message
- Your Social Media Branding Impacts Public Perception
- How to Improve Your Unit’s Newsletter
- Time to Get Creative Addressing Our Identity
- Do’s and Don’ts for Social Media
- Better Branding: Why Your Website Design, Content Matters
- Tips on How to Take High-Quality, Publishable Photos

ALA Public Relations Toolkit: a fantastic 35-page document that you can download from the Public Relations Committee page. *(If you can't access it online, I can print it and mail it to you.)*

Media Templates: You don't have to "re-create the wheel," there are also news releases, letters to the editor, and PSA's for Awards, Flag Day, Girls State/Nation, July 4, Memorial Day, MLK Day, National President Visit, Pearl Harbor Day, Poppy, POW/MIA Day, Scholarships and Veterans Day. Just fill in the blanks and submit!

ALA Committee Facebook Groups are spaces on the social media network for ALA members to discuss or share about broad or narrow topics related to each committee. Groups provide an arena for organic discussion about your local programs or services and present the opportunity to cultivate brand awareness.

Visit the Public Relations Facebook Group for templates, how-to sheets, ideas, and more.

- <https://www.facebook.com/groups/ALAPublicRelations/>

Public Relations Awards:

- Member Award: ALA Brand Ambassador
- Unit Award: Website – New Website or Social Media Account Launch
- Unit Award: Most Outstanding Unit Public Relations Program (Lois West Memorial)
- Junior Public Relations Aware – Best Media Coverage of Activity or Project

Deadlines and Submission Requirements for all Awards are contained in the Department 2024-2025 Awards Bulletin.

Take a moment to consider how your Unit can work this program. With a mission to serve our veterans and military families, we must avoid being our own "best kept secret." Get the word out about what we do; share our story, and be visible in your community.

Questions? Please contact me by phone or email – I'm excited about this program and I'm here to help you.

Karen

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2024-2025 PUBLIC RELATIONS QUESTIONNAIRE

UNIT NAME: _____ UNIT # _____

Chairman: _____ Phone: _____ Email: _____

(Please submit to Department Chairman by December 10, 2022 Mid-Year Report, and by May 1, 2025 Year-End Report.)

As part of your Narrative Report, please include the answers to the following questions, adding details as are available:

- Have you accessed the ALA Member Portal to view ideas for your Unit PR program? (Yes) (No)
- Does your Unit have a website (Yes) (No) or a Facebook page (Yes) (No)? _____

- How many times has your Unit been mentioned in local media promoting mission-related activities?

- How many Public Service Announcements (PSA's) were distributed by your Unit? _____

- Does your Unit have an active and updated media contact list? (Yes) (No) _____

- Are you planning to have entries for any of the Unit PR awards in 2024-2025 year? (Yes) (No) _____

- Impact:
Number of hours spent on Public Relations _____.
Dollars spent on Public Relations _____.

Send this report along with your narrative.

***Thank you for reporting your Unit activities, no matter how extensive or limited! Our goal is for 100% reporting!
Please contact me anytime if you have questions or need some help...I am here for you!***

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