



PUBLIC RELATIONS

Barbara McDaniel, Department Chairman

PO Box 151, Hawthorne WI 54842

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NOTE: Please be sure each award entry includes a cover sheet found in this packet, and make arrangements for the return of materials in advance, if desired. Mid-year and Annual narratives are separate from awards. All must be noted as such and all award narratives entries must have a cover sheet attached to be considered.

A. **Member Award:** ALA Brand Ambassador

- **Award:** Citation
- **Presented to:** One member in each department who achieves excellence in promotion of the American Legion Auxiliary with her use of social media, her appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.
- **Materials and guidelines:**
 - Document with action photographs, screen shots and other evidence of brand promotion activities.
 - Activity must occur between May 1, 2016, and May 1, 2017.
 - Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
 - Deadline: May 15, 2017
 - Mail to Department PR Chairman Barbara McDaniel, PO Box 151, Hawthorne WI 54842 or email skcbemcdan@msn.com.

B. **Unit Award:** Website or Facebook - New Website or Facebook Page Launch

- **Award:** Personalized mouse pad and congrats letter
- **Presented to:** All units developing a properly branded website or Facebook page during the 2016-2017 ALA administrative year.
- **Materials and guidelines:**
 - Web address/URL, Webmaster/administer name and contact info, or name and contact info for ALA coordinator if Webmaster/ administrator is a third party vendor.
 - Site/Page must have been created after September 1, 2016.
 - Website/Facebook page must conform to "Website and Social Media Guidelines" in the ALA Branding Guide (found at www.ALAforVeterans.org).
 - Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
 - Deadline: June 1, 2017 – Send via email to National PR Committee member Karon Cook at klckaron01@sbcglobal.net.

C. **Unit Award:** Public Relations - Outstanding PR Program

- **Award:** Plaque
- **National will Present to:** One unit chairman in each division (5)
- **Materials and guidelines:**
 - Include three different media placements/coverage, highlighting different ALA programs, featured in three different months (September 1, 2016 – May 1, 2017).
 - Acceptable media publications must support the Auxiliary's mission and goals.
- Attach an award cover sheet, including the name of the award, as well as the name and contact information for the department and unit Public Relations chairman.
- Deadline: May 15, 2017
- Mail to Department PR Chairman Barbara McDaniel, PO Box 151, Hawthorne WI 54842 or email skcbemcdan@msn.com.



American Legion Auxiliary 2016-2017 National Award Cover Sheet

Send completed form to:

Public Relations Chairman Barbara McDaniel, PO Box 151, Hawthorne WI 54842

This cover sheet should be attached to each narrative submitted for a national award. Please fill out the information as completely and accurately as possible.

Award certificates will be completed using the information given on this sheet, so please write carefully. All awards will be mailed to the department office after national convention. Department presidents may wish to recognize award recipients by presenting them at a department function.

National committee sponsoring award: PUBLIC RELATIONS

Type of Award: Department Unit Member

Name of the award you are applying for: _____

Complete the following if you are applying for a department award:

Name of department: _____

Name of department chairman: _____

Chairman's phone number: (_____) _____ ALA member ID#: _____

Chairman's email address: _____

Please complete the following if you are applying for a unit award. Be sure to give the complete name of your unit. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official unit name: _____

Unit president/chairman (circle one) name: _____

Phone number: (_____) _____ ALA member ID#: _____

Email address: _____

Please complete the following if you are applying for a member award. Be sure to give the complete name of the member. The award certificate will be prepared using the information you include below.

Unit #: _____ Full official unit name: _____

Member Name: _____ ALA member ID#: _____

Nominating Member (if different from above): _____

Nominator's Phone number: (_____) _____

Nominator's Email address: _____