



**Department of Wisconsin  
Public Relations Plan of Action 2016-2017**

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*What is this program, and why do we have it?*

Public Relations promotes who we are as an organization, what we do for our Veterans, Active Duty Military members and their families, and why the American Legion Auxiliary matters.

*What can you do?*

- 1. Promote a positive image of the American Legion Auxiliary Department of Wisconsin by building and promoting Brand Loyalty and the using the various public relations materials and resources available in print and online.**

*Ideas:*

*Individual Members*

- Give an Auxiliary magazine gift subscription to your local library and doctors' offices. (subscription form available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org))
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post homes. Call Department Headquarters or print brochures online from the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Wear your officially branded ALA apparel and "Honoring Their Service" button when out and about. Button order forms are available at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.
- Units can make displays in kiosks and windows in various communities.
- Make use of Facebook and community websites.

*Unit*

- Do some research and develop a list of local media contacts for your unit to use. Step-by-step instructions are included in the Public Relations Guide and Tips for Volunteer Recruitment toolkit, available in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Build relationships with your local media and political figures
- Write a letter to the editor and/or news release for patriotic holidays and events. Templates can be found in Marketing & Promotional Materials in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)
- Familiarize yourself with and utilize the Public Relations Guide and Tips for Volunteer Recruitment toolkit, ALA Branding Guide and other tools available in the Member Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Order a copy of the "Step Up, ALA" public service announcement DVD (\$10) to take to your local television stations and request they air it, or request a free 15-second version for your public broadcasting station. To order the 60-second version DVD or request the 15-second version, email [pr@ALAforVeterans.org](mailto:pr@ALAforVeterans.org).

## **2. Build brand loyalty of the American Legion Auxiliary through the utilization and promotion of websites, social media and other electronic communications.**

*Ideas:*

### *Member*

- Promote Auxiliary events on your personal social media accounts.
- Subscribe to ALA eNews and In the Know eBulletin via [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
- Link to [www.ALAforVeterans.org](http://www.ALAforVeterans.org) and/or the “Step Up, ALA” commercial (<https://youtu.be/TgahjxlhGC0>) in your personal email signature.

### *Unit*

- Create or improve and actively maintain a unit website that adheres to brand standards (see ALA Branding Guide at [www.ALAforVeterans.org](http://www.ALAforVeterans.org)).
- Create and maintain an active social media presence for your unit on one or more platforms that you are comfortable with (i.e., Facebook, Twitter, Instagram).

## **Public Relations Reporting**

### *Mid-Year Reports:*

Mid Year reports are not required of every unit, but can be very helpful in determining program growth to ensure the end of year goals are met. As we have over 400 units, we rely on our Districts to keep in touch with each unit. Each District Public Relations chairman should submit a brief mid year narrative report by December 20, 2016, to the Department Public Relations chairman at [skcbemcdan@msn.com](mailto:skcbemcdan@msn.com). This report should give a synopsis of activities their local units have reported (print and social media) and what social media trends have been used.

### *Year-End Reports:*

Annual reports reflect the program work of units in the department. Each District Public Relations chairman is required to submit a narrative report by May 1, 2017, to the Department Public Relations chairman at [skcbemcdan@msn.com](mailto:skcbemcdan@msn.com).

As part of your Narrative Report, please include the answers to the following questions:

- How have you used or developed social media at the local level to promote the ALA?
- Were any of your units in your District mentioned in local media promotion of mission related activities? What type of promotions have they received?
- Did any units keep an active and updated media contact list? How has this list impacted their working relationships with the local media?
- Has there been specific social media events sponsored by a unit that broadly spread the brand of the ALA?

## Public Relations Awards

**NOTE:** Please be sure each award entry includes a cover sheet found at the end of this program Plan, 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 narrative 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](mailto: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](http://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 PR Committee member Karon Cook at [klckaron01@sbcglobal.net](mailto: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](mailto:skcbemcdan@msn.com).