



DEPARTMENT OF WISCONSIN

2024-2025 Public Relations Program Engagement Plan

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PURPOSE

The Public Relations Program is to establish and maintain a positive public image of the organization by encouraging ALA members to be visible in their communities through branding and informing the public about the mission of the organization.

DEADLINES/IMPORTANT DATES

- April 1st: Submit Public Relations Award Cover Sheet with narrative for judging as Most Outstanding Unit Public Relations Program to the Department Chairman.
- To be considered for a national award, the unit must submit their entry with a National Award Cover sheet to the Department Chairman. The National Award Cover sheet will be posted on the department website (www.amlegionauxwi.org) under the Program Info tab.

GET INVOLVED

1. Spread the word about the American Legion Auxiliary – a community of volunteers serving veterans, military and their families.
 - Maintain an active social media account.
 - Build relationship with local media, civic groups, and businesses.
 - Send press releases and Letters to the Editor to local media.
 - Invite local government and media reps to speak to your Unit
 - Familiarize yourself with the PR Toolkit.
1. Take the ALA Academy courses related to PR: 'ALA Branding and Why it Matters to Me!' and 'Using Social Media to Your Unit's Advantage.'
2. Encourage ALA members to be visible in their communities through valuable distinct branding.
 - Follow ALA trademark requirements.
 - Wear branded clothing, pins, etc. at events.
 - Have visible branding at booths, tables, etc.
 - Have American Legion Family brochures available at events.
3. Share the latest news from ALA volunteer national leadership and ALA National Headquarters.
 - Distribute newsletters at all levels of the organization – paper and electronic
 - Conduct video conferences (Zoom) with members.
 - Inform members of national publications such as *Auxiliary* magazine, ALA blog, ALA eNews, ALA social media, etc.

4. Increase our knowledge about various PR tools and how to effectively use them
 - Attend Monthly PR Chats to ask questions and learn from other Units around the Department.
 - Maintain regular contact with PR Committee members for advice and new ideas.
 - Attend the “Public Relations for Local Legion Families” course at Midwinter Conference. The course will also be held virtually on Zoom sometime in the spring.
 - Regularly look at the Facebook pages of other Units, as well as those of Posts and Legion Rider Districts, to get new ideas on how to better use social media

Resources:

- For suggestions on how to implement this program, please contact the Department Chairman listed at the beginning of this Program Engagement Plan.
- Department ALA PR page at [PUBLIC RELATIONS | Dept WI \(amlegionauxwi.org\)](https://amlegionauxwi.org)
- Public Relations Toolkit on MyAuxiliary Member Portal [PR Toolkit \(legion-aux.org\)](https://legion-aux.org)