



Department of Ohio Plan of Action



PUBLIC RELATIONS

CHAIRMAN

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REPORT DUE : April 15, 2017

SEE BACK SIDE FOR REPORT FORM & NARRATIVE INFORMATION

Department of Ohio Plan of Action

2016 – 2017 Department Report Form

This form should be attached to each narrative that is submitted for information, Citation of Merit requirements and possible Department award. Please fill out the information as completely and accurately as possible. If a Unit only completes this form and does not do a narrative, they will still receive credit as having completed a report. However, if the report shows all zero's or blank information this will not qualify as an actual report.

Please complete the following. Be sure to give the complete name of your Unit.

District # _____ Unit # _____ Membership Goal _____

Full Official Name _____

Unit President/Chairman (circle one) Name: _____

Phone Number: (____) _____ Email: _____ Member ID # _____

Specific Award Name (if applicable) _____

PROGRAM:

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Answer the following Questions or include answers in your narrative and fill in the boxes at the bottom.

- How has your Unit website and/or Facebook page inspired units to develop social media at the local level? _____
- Has your unit been mentioned in local media promotion of mission-related activities? What type of promotions have they received? _____
- Did your Unit do any Public Service Announcements? How were they received? _____
- How does your Unit keep an active and updated media contact list? _____
- Has there been specific social media events sponsored by either your unit broadly spread the brand of the ALA? _____
- What specific activities have you done to work toward Goal 5 of the Centennial Strategic Plan- Build Brand Loyalty? _____
-

Total Number of Volunteers	Total Number of Jr. Volunteers	Total Number of Volunteer Hours	Total Dollars Spent to Promote all Programs
			\$

If you would like to be considered for a Department or National Award attach your narrative to this report form. Follow all criteria when composing your Unit Program Narratives. Criteria for ALL narratives are as follows:

Narrative must be typed written in narrative form.

Narrative must not exceed 1,000 words. (Can be fewer words if program dictates)

Narrative may include photographs and news articles.

Optional-A copy of your Unit ALA Impact Form (Only if required in the Plan of Action Directions)

Report Deadline: April 15, 2017

Narrative Deadline: April 15, 2017

MAIL TO DEPARTMENT PUBLIC RELATIONS CHAIRMAN

Kathy Heichel, 513 Ross Rd., Bellville, Ohio 44813

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Public Relations and the 2014-2019 Centennial Strategic Plan – Promoting who we are, what we do and why we matter strengthens our brand (Goal 5) and makes us appealing to potential members who will recognize our common goal of helping veterans, service members and their families (Goal 1).

PUBLIC RELATIONS

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

Public Relations promotes who we are, what we do and why we matter.

What can you do?

1. Promote a positive image of the American Legion Auxiliary by supporting and promoting the efforts of Goal 5 of the Centennial Strategic Plan (*With The American Legion, Build Brand Loyalty*) and the use of the variety of public relations materials and resources available online.

Ideas:

Member

- Give an *Auxiliary* magazine gift subscription to your local library and doctors' offices. See the subscription form at the end of this program Plan.
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post homes. Print brochures online from the Member Resources section at www.ALAforVeterans.org, or order them from your department secretary.
- Wear your officially branded ALA apparel and "Honoring Their Service" button when out and about. Button order forms are available at www.ALAforVeterans.org.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.

Unit

- 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.
- Build relationships with your local media and political figures to educate them on who we are, what we do and why we matter.
- 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.
- 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.
- 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.

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

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Ideas:

Member

- Promote Auxiliary events on your personal social media accounts.
- Subscribe to *ALA eNews* and *In the Know eBulletin* via www.ALAforVeterans.org.
- Link to 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).
- 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

DEPARTMENT NEWSLETTER: Will be sent in the Bulk Mailing each month. Don't forget to submit a short article or idea that you think would help other Units be successful in an Auxiliary program. Of the articles received each month, I will be choosing articles or ideas to be printed in the Department Newsletter “*The SOS*” *Sharing Our Stories*. Your Unit may submit as many articles or ideas as you like every month. **Send to Dept. PR Chairman Kathy Heichel** at address found on the front page of this Program Plan.

Mid-Year Reports

Mid Year reports reflect the program work of units in the department. Each department Public Relations chairman is required to submit a narrative report by **December 31, 2016**, to the Department Public Relations chairman at the address found on the front page of this Program Plan, plus copy the national Public Relations chairman.

Year-End Reports

Annual reports reflect the program work of units in the department. Each department Public Relations chairman is required to submit a narrative report by **April 15, 2017**, to the Department Public Relations chairman at the address found on the front page of this Program Plan. Members and units should follow their department's protocol and deadlines.

NATIONAL AWARD INFORMATION & DEADLINES

Public Relations Awards

NOTE: Please be sure each award entry includes a cover sheet with Name of Award, Chairman's name, address, phone #, Membership #, E-mail, Full Name of Unit and #, District # 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.

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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 April 1, 2017.
Send to Kathy Heichel at address on front of cover page. **Deadline is April 15, 2017.**

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 to National PR Committee member, Karon Cook, via email kickaron01@sbcglobal.net

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

- Award: Plaque
- Presented 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 – April 1, 2017**).
 - Acceptable media publications must support the Auxiliary's mission and goals.
 - **Due to Kathy Heichel on April 15, 2017** to address on front cover of the Program
Send to national division chairman via email (see from page of this program Plan for name and address).

Additional Resources You Can Use

1. "Photography Guidelines," see *ALA Branding Guide* pages 20 and 21, available at www.ALAforVeterans.org
2. *Public Relations Guide and Tips for Volunteer Recruitment* toolkit: www.ALAforVeterans.org.
3. *American Legion Auxiliary Branding Guide*, available at www.ALAforVeterans.org
4. *ALA Style Guide*: available by emailing pr@ALAforVeterans.org;
and the *AP Stylebook*: www.apstylebook.com

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5. www.ALAforVeterans.org: for submissions to *Auxiliary* magazine, posters, flyers, news releases, marketing materials, and much more.
6. Goal 5 of the Centennial Strategic Plan

DEPARTMENT AWARD INFORMATION & DEADLINE

1. A certificate will be given to the District President whose Units submit the most PR items in her District by a deadline of **APRIL 15, 2017**.
2. A certificate will be given to the District President whose percentage of Units submit the most PR items in her District by a deadline of **APRIL 15, 2017**.
3. A “special GIFT” will be given to the Unit PR Chairman and Unit President who submits the most PR items by **DECEMBER 31, 2016**. The “special GIFT” and recognition will be given at Department Mid-Winter Conference.
4. A “Special GIFT” will be given to the Unit PR Chairman and Unit President who submits the most PR items by **APRIL 15, 2017**. The “special GIFT” and recognition will be given at Department Summer Convention.
5. A certificate will be given to each Junior that prepares a Junior press book.

DEPARTMENT PRESS BOOKS

MARIE MOORE PLAQUE – Best Press Book in Class I (Unit membership over 200) awarded to the Unit submitting the best press book with the Most All around Activity in Publicity. (See guidelines below.)

DORIS WAINWRIGHT PLAQUE - Best Press Book in Class II (Unit membership under 200) awarded to the Unit submitting the best press book with the Most All around Activity in Publicity. (See guidelines below.)

NANCY SALLOT PLAQUE – Awarded to the Unit submitting the Best Press Book covering All Communications (Press, radio, television, website). (See guidelines below.)

GUIDELINES FOR THE PRESS BOOKS

- Press book must be no larger than 12” x 15”.
- First Page must include name and address of Unit Chairman and the Unit Name.
- A completed copy of the ALA Impact Report Form with narrative must be included.
- A narrative not to exceed 1,000 words describing how the PR programs were promoted in the Unit and referring to newspaper clippings included in the press book.
- Photostat copies of newspaper articles may be used, but must not exceed 1/3 of the total articles in the press book.
- The name of the newspaper, date and page number must be at the top of each article. Articles should be in chronological order.
- Newspaper articles and photographs concerning Auxiliary functions or programs should be included in chronological order.
- No more than three (3) different copies of the Unit newsletter should be included.

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- **Embellishments belong in scrapbooks, not in a press book**
 - ➔ All submissions must follow the guidelines, and all Press Books/Narratives must have return postage to be returned to the Unit.
 - ➔ Send entry to the Department Public Relations Chairman Kathy Heichel, 513 Ross Rd, Bellville OH 44813.

DEADLINE FOR PRESS BOOKS IS APRIL 15, 2017

ANNE ESHELMAN PLAQUE – (District Presidents Only) this award is to encourage District Presidents to inform their Units of pertinent information on activities throughout their District and the Department of Ohio. Awarded to the District President with the best newsletter based on the following criteria:

- Six bulletins/newsletters mailed between **MAY 1, 2016 AND APRIL 1, 2017.**
- Appeal to the membership
- Value of information contained
- Copy arrangement (layout)

UNIT AWARD – A citation will be awarded to the Units purchasing the most gift subscriptions to the Auxiliary Magazine. (These subscriptions include schools, libraries, VA Clinics, etc.)

UNIT NEWSLETTER AWARD – An award will be presented to the Unit PR Chairman who submits the Best Unit Newsletter. Copies of three (3) Unit newsletters must be submitted. Include a narrative of 1,000 words or less by the Unit PR Chairman on how the newsletter is prepared and how it is distributed. The newsletter may be one that is published jointly by the Post and the Unit. A copy of the Unit ALA Impact Report should accompany the submission. Send entry to Department Public Relations Chairman Kathy Heichel, 513 Ross Rd, Bellville OH 44813.

DEADLINE NO LATER THAN APRIL 15, 2017.