



RING YOUR BELL FOR THE AMERICAN LEGION AUXILIARY



Raising American Legion Auxiliary Awareness with a ***Ring Your Bell*** contest. Highest total documented points in each Membership Category wins a Special Citation at Mid-Winter and Department Convention.

- a) **1 point** for every member pictured promoting the Auxiliary programs wearing Auxiliary apparel while volunteering at VA facilities, fairs, local schools, community events, etc.
- b) **5 points** for every advertisement of an Auxiliary program, other than the Unit/Post normal Newsletter, such as church bulletins, fliers, posters, signs, social media etc.
- c) **10 Points** for each picture or article published in newspaper
- d) **25 points** for every radio announcement using the Auxiliary name to promote a function or program. (Dates, times and radio station must be documented)
- e) **50 Points** for any TV spot promoting an Auxiliary function, program or co-sponsoring of a community event. (Dates, times and TV station must be documented)
- f) **Send to Denise Conrad, 1108 Erie Ct. Woodville, Oh 43469**
or by email to dconrad8@woh.rr.com Questions? Call 419-376-0787

DENISE CONRAD, DEPARTMENT 2ND VICE PRESIDENT PUBLIC RELATIONS CHAIRMAN

It doesn't seem possible that this is October already. As the colors become beautifully vibrant, I'm hoping this letter finds all of you healthy and working hard for the American Legion Auxiliary and its programs. I have enclosed the "Ohio News in a Nutshell", a *Ring Your Bell* flier and tips for how to write and distribute a news release based on the following information:

- WHO:** who is invited and who is the sponsor of the event
WHAT: what is the American Legion Auxiliary program or event being promoted
WHEN: day, date and time of event
WHERE: location (name of Unit/Post or business), street address, city
WHY: reason for event and how it will impact people in the community
HOW: if there is any special registration necessary or other special information the general public needs to know about the event
- ✓ Always include a name, phone number or email address so that a person may use this information if they have questions about the event.
 - ✓ Be sure to include deadline information if applicable
 - ✓ Distribute PR information to resources available in your community (newspapers, radio stations, TV stations, posters on community boards in city hall and grocery stores, VA hospitals and other persons who may share this information with your target audience such as a veteran service officer, Family Readiness Group or a National Guard armory officer.
 - ✓ Don't forget today's technology like websites, Facebook, Twitter, Google+, LinkedIn and YouTube.
 - ✓ There is also PR resources available on line at www.alaforveterans.org

As you read the "Nutshell" please think about an event or program that you could share with other Units. Every Unit has something unique that they do to promote the American Legion Auxiliary that makes it a success story for their Unit. I encourage you to share this success story with other Units by sending me a little note that I may choose to include in the "Nutshell". All articles or notes submitted will become part of President Susan's press book even if they are not printed in the "Nutshell".

On the reverse side are the "RING YOUR BELL" contest rules of participation. Please send your entries in a timely manner...**please do not hold your entries and send them all at once.** Once again all of these articles will become part of President Susan's press book. If you have any questions about this contest please don't hesitate to contact me.

THE BULK MAILING IS FOR ALL MEMBERS....PLEASE SHARE IT AT YOUR MEETINGS!!