



# Department of Ohio Plan of Action

## PUBLIC RELATIONS

### CHAIRMAN

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**REPORT DUE: April 15, 2022**

**Answer the following Questions in your narrative.**

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.

- How did your Unit maintain communication with your membership? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How did your Unit promote the ALA and its mission within your community? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- What type of response have you received from the community (i.e., new members, volunteers, attendance at events, etc.). \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_
- How does your Unit create/maintain an active/updated media contact list? \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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## American Legion Auxiliary National Public Relations Report and Award Cover Sheet

**Please note, your report will also be viewed as an award entry if this cover sheet is attached.  
Complete the following if you are applying for a member award.**

Unit #: \_\_\_\_\_ Full official unit name: \_\_\_\_\_

Name of state where you are a member: \_\_\_\_\_

Member's Full Name: \_\_\_\_\_ ALA member ID#: \_\_\_\_\_

Nominating Member (if different from above): \_\_\_\_\_

Nominator's Phone number: (\_\_\_\_) \_\_\_\_\_

Nominator's Email address: \_\_\_\_\_

National committee sponsoring award: \_\_\_\_\_

Name of the award you are applying for: \_\_\_\_\_

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**For a unit award or to submit a year-end unit narrative report, please complete this section.** 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: \_\_\_\_\_

Name of department: \_\_\_\_\_

Unit president/chairman (**circle one**) name: \_\_\_\_\_

Above listed person's ALA member ID#: \_\_\_\_\_ Phone number: (\_\_\_\_) \_\_\_\_\_

Email address: \_\_\_\_\_

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**For a department award or to submit a year-end department narrative report, please complete this section:**

Name of department: \_\_\_\_\_

Name of department chairman: \_\_\_\_\_

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

Chairman's email address: \_\_\_\_\_

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### Key Program Statements:

- Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families*.
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

1. **Objective Goal:** Share the latest news from ALA Volunteer, National/Department leadership, and ALA National Headquarters.
  - a. **Action Step:** Communicate with members, i.e., Facebook, ALA websites, newsletter, flyers, phone calls (remember not all have access to social media).
  - b. **Action Step:** Introduce and educate on “Brand Journalism”. Brand journalism involves telling stories about an organization that makes readers want to know more. It means having conversations with your communities by giving them real and interesting stories they can relate to.
2. **Objective Goal:** Encourage ALA members to be visible in their communities through valuable, distinct branding.
  - a. **Action Step:** Establish a relationship with local and national media and social media outlets, service organizations, (Rotary, Exchange Club, Kiwanis, etc.), Chambers of Commerce, school districts, etc. A relationship is defined as engaging in verbal conversation with above listed representatives and sharing contact information with them.
  - b. **Action Step:** Step-by-step instructions for creating a media contact list are included in the *Public Relations and Tips for Volunteer Recruitment* located under Resources at [www.ALAforVeterans.org](http://www.ALAforVeterans.org).
3. **Objective Goal:** Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families*.
  - a. **Action Step:** Utilize the tag line, “*American Legion Auxiliary: A Community of Volunteers Serving Veterans, Military, and their Families,*” on all correspondence, posters, flyers, etc. Let them know what our organization is all about.

### PUBLIC RELATION RESOURCES

- Public Relations National Facebook page: <https://www.facebook.com/groups/ALAPublicRelations/>
- ALA National website: <https://member.legion-aux.org/member/committees/public-relations>
- ALA Public Relations Toolkit: <https://member.legion-aux.org/member/resources/pr-toolkit>

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## Year-End Reports

Annual reports reflect the program work of units in the department and may result in a national award for participants if award requirements are met. Each Unit Public Relations chairman is required to submit a narrative report by **April 15, 2022**, to the Department Public Relations chairman.

## NATIONAL AWARD INFORMATION & DEADLINES

### **Member Award:** ALA Brand Ambassador

- Deadline: **April 15, 2022**
- Presented to one member in each department who achieves excellence in promotion of the ALA 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.
- Send document with action photographs, screen shots and other evidence of brand promotion activities.
- Sent to Department PR Chairman Member postmarked or emailed by 5 p.m. EST on the deadline listed above.

### **Unit Award:** New Website or Social Media Account Launch

- Deadline: **April 15, 2022**
- Presented to all Units developing a properly branded website or social media account during the current ALA administrative year.
- Site/Account must have been created after September 1, 2021, and the current 2022 ALA admin year.
- Website/Facebook page must conform to "Website and Social Media Guidelines" in the *ALA Branding Guide*.
- 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
- Send to Department PR Chairman Member postmarked or emailed by 5 p.m. EST on the deadline listed above.

### **Unit Award:** Most Outstanding Unit Public Relations Program (one per division)

- Deadline: **April 15, 2022**
- Entry must include a narrative along with photos, articles, etc. to show what the Unit did to promote themselves during the year.
- Send to your Department PR Chairman postmarked or emailed by 5 p.m. EST on the deadline listed above.

## DEPARTMENT AWARD INFORMATION & DEADLINE

**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.)

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## **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 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.
- **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.
  - ➔ **DEADLINE FOR PRESS BOOKS IS APRIL 15, 2022**

**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, 2021, AND APRIL 1, 2022.**
- Appeal to the membership
- Value of information contained
- Copy arrangement (layout)

**Please Note:** The District President is to mail or email to the Department Public Relations Chairman your best six newsletters to be judged by **April 15, 2022.** **Please** continue to send all newsletters to Department Public Relations Chairman so as to have for End of Year Reporting.

### **Certificates to be given:**

- 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, 2022.**
- 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, 2022.**
- A “special GIFT” will be given to the Unit PR Chairman and Unit President who submits the most PR items by **DECEMBER 31, 2021.** The “special GIFT” and recognition will be given at Department Mid-Winter Conference.
- A “Special GIFT” will be given to the Unit PR Chairman and Unit President who submits the most PR items by **APRIL 15, 2022.** The “special GIFT” and recognition will be given at Department Summer Convention.
- A certificate will be given to each Junior that prepares a Junior press book.

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**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 (2021-2022) 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. Send entry to Department Public Relations Chairman.

**DEADLINE NO LATER THAN APRIL 15, 2022.**

*Attach Unit Newsletters to this form.*

**Unit #** \_\_\_\_\_ **Unit Goal** \_\_\_\_\_ **Unit Chairman Name** \_\_\_\_\_

**Address** \_\_\_\_\_ **Phone** \_\_\_\_\_