



***Congratulations to Glenda Schultz our new Department President!!***

*Also congratulations to all Officers and Chairman.*

*Let me start by introduce myself, my name is Valerie Hill and It is an honored to serve as your Public Relations Chairman, I am looking forward to working with all of you in letting our communities know about our organization. The success of our programs is due to the support and volunteerism of our members.*

*The purpose of the Public Relation Committee 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.*

*We can spread the word about the American Legion Auxiliary and let everyone know we are Volunteers Serving Veterans, Military, and their Families.*

*Here are some ways we can:*

- Maintain a social media account(s) for departments, divisions, and units.*
- Build relationships with local media.*
- Send press releases and letters to the editor to local media.*
  
- Contact your local government for proclamations.*
- Wear branded clothing, pins, etc., at events.*
- Have visible branding at booths, tables, etc.*
- Have American Legion Family brochures available at events (order through your ALA department office).*
  
- Distribute newsletters at all levels of the organization.*
- To promote better community coverage we should be utilizing all forms of media including the platform of social media such as Facebook, Twitter, and Instagram*

*There are so many ways we can share this information about our great organization*

*And by using the right approach, we can open doors to share.*

*Thank you in advance.*

*Valerie Hill*

*Department Public Relations Chairman*

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