



**PUBLIC RELATIONS**  
**FEBRUARY BULLETIN**

Thank you to the volunteers that supported the Public Relations Jeopardy Game held at DEC's Program Fair. If you were unable to attend, our game was questions and answers on Do's and Don'ts of Social Media. You can find the list of Do's and Don'ts on the ALA National Website at <https://alaforveterans.org> go to Public Relations under committees. The picture above is Madam President Glenda with National Western Division Vice President Jan Cushing and Veterans Affairs and Rehabilitation (VA&R) Dept. Chairman Susan Baker attending the Friday morning VA&R Meeting.

Get Involved – spread the word about the American Legion Auxiliary, a community of volunteers serving veterans, military and their families. Did you know that on the National Website's Public Relations page you can find a Public Relations Toolkit, ALA Branding Guide and the ALA PR Facebook Group. Let's take a look at what's in the Public Relations Toolkit you can find the following downloads.

1. PR Guide and Tips for Volunteer Recruitment
2. ALA Declaration Flyer
3. ALA Declaration Color Sign
4. Media templates and samples to promote your events and patriotic holidays
5. ALA emblem use approval request form
6. ALA branding Game

You will find significant information in these downloads for your use take the time to investigate each.

Ways to spread the word –

1. Maintain social media accounts
2. Build relationships with local media
3. Send press releases and letters to the editor to local media
4. Contact your local government for proclamations
5. Have an elevator speech
6. Familiarize yourself with the PR toolkit
7. Take the ALA Academy Courses related to PR
  - a. ALA Branding and Why it Matters to ME!
  - b. Using Social Media to your Unit's Advantage

In the March bulletin we will discuss how ALA members can be visible in their communities.

*“Great minds discuss ideas; average minds discuss events; small minds discuss people.”*

***Eleanor Roosevelt***

*Joan Cannon,*

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