



## American Legion Auxiliary Department of Michigan Public Relations Guide 2025-2026

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**Purpose:** The purpose of the Public Relations 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.

### Key Program Statements:

- Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*
- Promoting who we are and what we do strengthens our brand (emblem and name) and lets communities know how we make a difference. It also makes us attractive to potential members who will recognize our goal.
- Promote a positive image of the ALA by supporting activities at all levels. Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Work with the media at the local level to build a working relationship.
- Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

### Goal:

To establish and maintain a positive public image. Covering every kind of communication, from casual conversation to speaking at a public event.

### Action Ideas:

Learn who your local reporters, radio and TV personalities are. Compile a list of phone and/or email contacts. Free publicity is a bonus! Share information for all events. Don't forget to say, "Thank You."

### What can you do?

#### Members:

- Distribute ALA brochures and posters within the community (library, job fair, post office, etc.). Brochures can be printed from the Members Resources section at [www.ALAforveterans.org](http://www.ALAforveterans.org)
- Be prepared to answer questions when asked who the Auxiliary is, what we do in the community, and why we matter. (It doesn't hurt to have membership applications with you at all times.)
- Promote Auxiliary events on your social media accounts. BE MINDFUL! What you post on your personal accounts about ALA events.
- Subscribe to the ALA eNews and ALA Blog.

### Units:

- Develop a media contact list for the units use. KEEP IT UPDATED! (Step-by-step instructions are available in the PR Guide and Tips For Volunteer Recruitment toolkit which is available in the Marketing and Promotional section of the Member Resources section.
- Build brand loyalty for the ALA through the utilization and promotion of websites, social media and other electronic communications.
- Create/improve and maintain active social media presence for your unit.

### **Social Media/Platforms:** Does your unit or district have a social media page?

- Social media includes Facebook, Twitter, Instagram, Snapchat, etc.
- These platforms are generally free and can be a useful communication tool. Remember: You are representing the ALA. A “picture is worth a thousand words” and can get your point across or better capture the moment. Be mindful of what you post!
- Remember – Do not use “ladies” auxiliary as we are the American Legion Auxiliary.
- Do not handle issues on public media, handle them in person.

**Branding:** Use our wave logo for Marketing, recruiting and fundraising.



Marketing, recruiting, and fundraising uses, such as:

- Advertising
- Apparel (use word mark, above left, for embroidery)
- Business cards, letterhead, email signatures
- Credentials, event badges
- Press releases
- Digital (apps, web, social, PowerPoint presentations)
- Promotional communications (flyers, handouts, etc.)
- Events (signs, backdrops, tents, tablecloths, swag/giveaways)

Use our original emblem-logo for official, legal and historical uses.



Official, legal, and historical uses, such as:

- Uniform caps
- Financial documents
- History books
- Flags
- Legal affairs
- Internal manuals and guides
- Reports and resolutions
- Awards (option emblem or brand)
- Building signage (option emblem or brand)
- Formal government communications (option emblem or brand)

## Department of Michigan Awards:

### **Press Book Awards:**

- Gladys Lee Citation: To the Unit with the most publicity in a weekly newspaper, substantiated by articles in their Press Book. Entries are judged based on word count.
- Alma Viergever Citation: To the Unit, under 75 members, with the most publicity in a daily, weekly, or monthly paper, substantiated by articles in a Press Book. Entries are judged based on word count.
- Leslie F. Kefgan Citation: To the Unit with the most inches of publicity in a daily newspaper, substantiated by articles in their Press Book.
- Ivy Lee Reinhardt Citation: To the Unit with the best all-around Press Book.
- Ada Bogart Citation: To the Junior Member with the best publicity Press Book.

### **Press Book Criteria:**

- Material must be prepared in a Press Book (binder) no larger than 12 x 15 inches on 8 1/2 x 11 inch pages.
- The first page of the entry must include the name, address, and phone number of the Unit Chairman, name of the Unit and total number of words (or inches, see Kefgan Citation) and pictures in the Press Book.
- The entry must include a copy of the Unit's Annual Public Relations Report.
- The name of the newspaper, date and page number must appear at the top of each article.
- Newspaper articles, bulletins and photographs concerning the Auxiliary and/or Legion Family function/program should be included in chronological order.
- Photostat copies of articles may be used.
- The Press Book should tell the story of how the American Legion Auxiliary programs were promoted by the Unit.
- Do not underline anything!
- The American Legion Auxiliary and/or the American Legion Family should be included in each article.

### **Broadcast Awards:**

- Kanaby Broadcast Citation: To the Unit with the best script for either a radio or TV program. Script verification from the radio or TV station with written confirmation from said radio or TV station.

### **Website Award:**

- Marion :Pic: Webster Citation: To all Units creating/maintaining a properly branded website.

### **Newsletter Award:**

- Unit "Letter Style" Newsletter: To the Unit that sends out the best newsletter in the form of a letter to their members.
- District "Letter Style" Newsletter: To the District who that sends out the best newsletter in the form of a letter to their members.

### **"Letter Style" newsletter Criteria:**

1. Send one copy each, of three (3) issues published between April-March, to be judged by the District PR Chair or President postmarked no later than their deadline.
2. Include a copy of the Unit's Annual Public Relations Report with entry.
3. Entries will be judged as follows:

a. Unit or District name, number, address, editor's name	10 points
b. Meeting information (time, date & contact, if needed)	10 points
c. Member information (new members, illness, etc.)	15 points
d. Summary of Unit recently completed projects or activities	10 points
e. Summary of Unit upcoming projects or activities	25 points
f. Auxiliary Programs or Reports	15 points

g. General Appearance	15 points
Total possible points	100 points

- Best Unit Newsletter: To the Unit with the best newsletter publication.
- Best Unit/Post Joint Newsletter: To the Unit with the best joint newsletter publication.
- Best District Newsletter: To the District with the best newsletter publication.

**Newsletter Publication Criteria:**

1. Send one copy of three (3) issues published between April-March, to be judged by the District PR Chairman or President postmarked n later than their deadline.
2. Include a copy of the Unit's Annual Public Relations Report with entry.
3. Entries will be judged as follows:
 

a. Masthead (emblem, name of newsletter, date, editor's name)	10 points
b. Meeting information (time, place & contact, if needed)	10 points
c. Unit Officers & Chairman (list of names by articles)	5 points
d. Member information (new members, illness, birthday, etc.)	10 points
e. Summary of Unit recently completed projects or activities	10 points
f. Summary of Unit upcoming projects or activities	15 points
g. Auxiliary Programs or Reports	15 points
h. Calendar of Events (including Dist. & Dept. Mtgs & Events)	10 points
i. General Appearance	15 points

Total possible points	100 points
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\*Items listed as Units should identify Legion or SAL if it's not a joint effort/event.

**Unit Public Relations Effort/Event Award:**

Viola Starkey Citation: To the Unit with the best narrative, describing their outstanding effort/event that positively projects our image or programs.

**Criteria:**

1. Article must be written in narrative form, not to exceed 300 words. (Tell your story).
2. Article must describe some outstanding activity pertaining to an American Legion Auxiliary Program or some special event that involved the Auxiliary. The activity must have taken place during the current Auxiliary reporting year. (April 1st – March 31<sup>st</sup>).
3. The Unit may submit more than one entry in any Reporting Year.

NOTE: For Units submitting for Department Press Book awards or have an active Social Media page, consider also entering for either of the two National Unit Awards listed below.

**ALA National Public Relations Committee Awards:** (National Awards Form Link :<https://www.legion-aux.org/National-Awards-Form>) Please follow the instructions as you submit for awards. Mail or email entries to the Department Chair who will then forward the 1<sup>st</sup> place winners to the ALA National Division Chair.

**Member Award – ALA Brand Ambassador:**

- Award: Personalized ALA Ambassador Badge.
- Presented to: One member in each department who achieves excellence in promotion of the American Legion Auxiliary with their use of social media, appearance in public wearing ALA-branded apparel, and other activities that showcase the Auxiliary's unique branding through visual identity.
- Materials and guidelines: Documents with action photographs, screen shots, and other evidence of brand promotion activities; Activities must occur between May 1<sup>st</sup>, 2025 and May 1<sup>st</sup>, 2026. All entries must be submitted to the **department chair** via electronic format by 5pm EST on May 2, 2026.

**Unit Award: ALA Mission Focused Social Media Account:**

- Presented to: Units with active social media accounts.

- Must have a maintained account on the mission of the ALA.
- Encourage postings of VCAF/NVCAF or POW/MIA Awareness.
- Must conform to ALA Branding Guide.
- Materials and Guidelines: Documents with screenshots/photos of social media postings.

#### Social Media URL Unit Award: Most Outstanding Unit Public Relations Program

- One unit in each division that earns media placements in their community.
- Materials and Guidelines: Media placements/coverage highlighting ALA mission delivery in three different months (September 1 – May 1 of the current administrative year); All unit entries must be submitted to the **department chair** via electronic form by 5pm EST on May 2, 2026.

#### Additional Resources:

1. [www.Alaforveterans.org](http://www.Alaforveterans.org), our ALA National website for specific Public Relations Program information, as well as, award and branding information. The Public Relations Toolkit can also be found there. Under resources, you can download the Branding Guide.
2. <https://www.michalaux.org>, our Department website for general and Public Relations Information.
3. Legion Family Website: [www.legion.org/about/american-legion-family](http://www.legion.org/about/american-legion-family)
4. Facebook Pages:
  - ALA Public Relations is where the National Public Relations Committee Facebook Group is located.
  - American Legion Auxiliary Department of Michigan is where our Department of Michigan's Facebook page is located.

#### More Resources:

Even more information on Public Relations can be found on our secure National Website: [alaforveterans.org](http://alaforveterans.org) or [legion.org/auxiliary](http://legion.org/auxiliary). You must sign in to get this information. It is easy to create a sign in, be sure you have your membership ID number to create a sign in.

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