

The American Legion Auxiliary Department of Michigan

2025 – 2026 Annual Public Relations Reporting Form for Districts

District # _____ **# of Units in District** _____ **# of Units Reporting** _____

Submitter Name _____

Address _____

City/State/Zip _____

Phone # () _____ **email** _____

Please attach a narrative highlighting the special activities of your Units, if you need more room than provided. Include in your report the hours of donated time, and/or the money raised, as well as the in-kind donation values reported by the Units. When supporting an external organization, please explain who they are and how they support our mission or community. This report compiles all Unit reports received and any additional activities completed at the District level. ***Please include photos of your activities along with your narratives.***

Please indicate whether you have a member applying for, or a Unit applying for, any Department or National awards. Don't forget submissions for District Awards as well. Fill out a "Green" Award Sheet for each submission. Include the official name of the award, not just the Best Unit Report, etc. Please send your District report to the Department Chairman for the program you are reporting to and to the District President **no later than April 15**. Your District President should provide you with that contact info before the Annual Reporting time.

Public Relations:

- 1) How many Units use the ALA PR Toolkit to assist in Public Relations? _____
- 2) How did your Units promote a positive image in your community? _____ Give details in your brief narrative.

- 3) How did your Units promote events? (Flyers, email, signage, etc.) Give details in your brief narrative and include examples.

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Were American Legion Family Brochures available at events? Yes ☐ No ☐

- 4) How did your Units encourage/promote members to wear branded ALA apparel or pins in public?
- 5) How many Units contacted the media (Press, TV, Radio) to promote ALA events or bring awareness? _____
- 6) Are your Units aware of our Auxiliary Public Service Announcements (PSA's), brochures & publications? Yes ☐ No ☐ Or our alaforveterans.org website, Facebook Pages? Yes ☐ No ☐ How do they use the information?
- 7) Do your Units encourage members to sign up for *ALA eNews*, Program Facebook pages, and the ALA Blog? Yes ☐ No ☐
- 8) How many Units, either alone or with their Post, have a website, a newsletter, mass mailing or email chain, phone list, or Social Media page (specify) to keep members informed?
_____ Specify which items are used.

How often are they updated? _____

- 9) How many Unit members have taken the ALA Academy courses related to Public Relations (Branding and Why it Matters, Using Social Media to Your Unit's Advantage)? _____