

2025 – 2026 Annual Public Relations Reporting Form for Units

Unit # _____ District # _____

Submitter

Name _____

Address _____

City/State/Zip _____

Phone # (_____) _____ email _____

Please provide a brief narrative, when requested, in the box provided. If more space is needed, attach a separate sheet. A narrative should explain the activity/event you are reporting. Include in your report the number of members who participated in the event (both ALA members and non-members participating in the event), the hours of donated time, the money spent to hold the event, and/or the money raised at the event, and in-kind donation values. When aiding and supporting an outside organization, briefly explain who they are and how they support our mission or the community. A brief narrative need not be more than a short paragraph of two or three sentences.

Please include photos of your activities along with your narratives.

Please indicate if you have a member applying for or if your Unit is applying for any Department or National awards. Please include the official name of the award, not just Best Unit Report, etc. Please send your Unit report to the District President AND to the District Chairman for the program you are reporting. Your District President should provide that contact info for you prior to Annual Reporting time. ***Unit reports are due by March 31.***

Public Relations:

- 1) Did you use the ALA PR Toolkit to assist in Public Relations? Yes ☐ No ☐
- 2) How did your Unit promote a positive image in your community? Give details in your brief narrative.
- 3) How did your Unit promote events? (Flyers, email, signage, etc.) Give details in your brief narrative and include examples. Were American Legion Family Brochures available at events? Yes ☐ No ☐

4) Did your Units encourage/promote members to wear branded ALA apparel or pins officially? etc. in public? Yes ☐ No ☐ How?

5) Were any Media (Press, TV, Radio) contacted to promote your events or bring awareness? Yes ☐ No ☐

6) Is your Unit aware of our Auxiliary Public Service Announcements (PSA's), brochures & publications? Yes ☐ No ☐ Or our alaforveterans.org website, Facebook Pages? Yes ☐ No ☐ How was the information used?

7) Does your Unit encourage members to sign up for *ALA eNews*., Program Facebook pages and the ALA Blog? Yes ☐ No ☐

8) Does your Unit, either alone or with its Post, have a website, a newsletter, mass mailing or email chain, phone list, or Social Media page to keep members informed? Yes ☐ No ☐ Specify which items are used.

How often are they updated? _____

9) Have your Unit members taken the ALA Academy courses related to Public Relations (Branding and Why it Matters, Using Social Media to Your Unit's Advantage)? Yes ☐ No ☐