

Oklahoma American Legion Auxiliary		They Served So We Serve!
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2021-2022 Program Action Plan

Public Relations

Chairperson: Eldonna Deer

Website: <http://www.OkAmLegionAux.org/>

I am excited to represent the Oklahoma Department of the American Legion Auxiliary as the Department Chair, Public Relations. I am trying to keep the website and Facebook page up to date with information such as events and activities from the units/districts; deaths, birthdays or special dates of Oklahoma ALA members; unit/district newsletters; local newspaper articles; tv or radio interviews; or anything else that our Oklahoma ALA members may be interested in. In order to accomplish the above events, activities, etc., I need the help from all of the units/districts. Please send me anything and everything that your groups are doing.

Things that I would like to accomplish will be to:

1. Update OK ALA website and OK ALA Facebook page. If your unit would to set up a website and/or Facebook page, ALA Academy located on the National American Legion Auxiliary (www.legion-aux.org/ala-academy) is a great resource to assist your unit/district to get started.
2. I would also like to follow the lead of my National counterpart and incorporate our new logo, "The American Legion Family" <https://www.legion-aux.org/Member/Committees/Public-Relations> (see attachment). I feel that we are a family and not separate. We should present to our veterans, military personnel, their families and our communities that we are one. For using American Legion Family logos, there is an ALA Emblem Use Approval Request Form.
3. Another program that I would like to implement is the different awards (see attachment). These awards would be a great honor to those that have represented the American Legion and Family values. For more information or forms for the awards, the Oklahoma ALA website has the information in the Forms/Publications page. I will be sending out dates in the near future for Department for deadlines for awards.

If there any suggestions, comments, or if your unit/district needs some assistance, please feel free to send them to me via email, deereldonna@gmail.com or call or leave me a message on my cell 417-209-1255. I hope I can do a great service for the American Legion Family and the Oklahoma Department of American Legion Auxiliary.

Eldonna M. Deer

National PR Tool Kit

NEW AMERICAN LEGION FAMILY LOGO

Overview

In an effort to better inform communities that their local American Legion post is also made up of the family members of veterans and servicemembers, a new version of The American Legion Family logo has been designed in two simple styles using equally sized emblems as seen on the National website for samples of the American Legion Family logos. This how-to sheet offers suggestions for improving visibility of the Legion Family in local communities and within membership of The American Legion, American Legion Auxiliary, Sons of The American Legion, and American Legion Riders through emblem usage and messaging.

Steps

- 1. With your unit, post, and squadron leadership, review the current visibility of your Legion Family within the local community and membership. Discuss emblem usage and messaging.
- 2. Format a plan and take steps to improve the Legion Family's visibility.
- 3. Make your Legion Family promotion a priority as a regular topic for future discussions and actions.
- 4. Be sure to guide those who assist with marketing and messaging in supporting your American Legion Family.

Post Home Signage

- Include all Legion Family emblems on outside signage, which includes the building and along roadways for possible improvements.
- Incorporate all Legion Family emblems within the post, including at main entry points.
- Install framed pictures of your current Legion Family leadership, including their contact information.
- Be sure to keep the pictures and contact information current for all forms of media (i.e., social media accounts, website, etc.).

Marketing/Advertising Materials

- Review all of your current promotional materials and consider how they could be updated to include your Legion Family.
- Event flyers should include all Legion Family emblems and names appearing as The American Legion Family by placing all emblems along the top of the flyer.
- For local sponsorships where all Family members are involved, whether their contribution is financial or through volunteer services, be sure to include all emblems so the Family receives credit.

- For events, be sure to include Family materials, such as membership applications and brochures from the Auxiliary, Legion, Sons, and Riders, grouped together. This also includes displaying materials within the post

Messaging and Scripting

- Review and update websites and social media platforms. Be sure that all of your Family contact information is included within messaging.
- Messaging and scripting for events at the post home should include references to The American Legion Family in press releases, flyers, newsletters, and other media.
- For both post and Auxiliary newsletters, be sure to include a message or greeting from the post commander, Auxiliary president, Sons commander, and Legion Riders.
- Promote your post as a place for family members of veterans and current servicemembers in all messaging.
- Membership drives should always jointly include the Legion, Auxiliary, and Sons.
- Depending on wartime service, promote that female veterans and current female servicemembers are eligible for membership in both The American Legion and the American Legion Auxiliary (dual members).
- Promote ALA Junior and Sons membership to families with children and grandchildren.
- Utilize cross-functional teams within all Family organizations for planning. Encourage representation of all organizations for planning, participation, and reporting.

Sample Layout Styles — How To Display the Family Emblems

See the National Facebook page Files section ([Legion Family Logo How-To Sheet-v04-2017\(2\).pdf](#)) for samples of the American Legion Family logos (page 3).

Attachment 2

2021-2022 National Public Relations Committee Awards Deadlines and Submission Requirements

Thank you for taking the time to share a favorite story about the positive impact you or someone you know has had on our mission! Your story may inspire another member into service. It also helps us tell the world who we are, what we do, and why we matter.

Here are the national awards for this committee:

Member Award: ALA Brand Ambassador

- Deadline June 1
- All entries must be sent to their national division chairman postmarked by 5 p.m. EST on the deadline listed above.

Unit Award: New Website or Social Media Account Launch

- Deadline June 1
- All entries must be sent to national vice chairman postmarked by 5 p.m. EST on the deadline listed above.

Unit Award: Most Outstanding Unit Public Relations Program (per division)

- Deadline June 1
- All entries must be sent to their national division chairman postmarked by 5 p.m. EST on the deadline listed above.

Department Award: Best Department Public Relations (per division)

- Deadline June 1
- All department entries must be sent by their national division chairman postmarked by 5 p.m. EST on the deadline listed above. Members should follow instructions from their department.

Please note – when applicable, unit and department deadlines differ.

Just follow these simple steps to submit your award entry:

1. Fill out the form on the next page as completely as possible
2. Send your form to the appropriate division chairman for the Public Relations Committee found at the [Red Book](#) link on this committee page by June 1. Please email a copy to Joyce Brown, jaye0713@gmail.com and include any photos that aid in your storytelling.

If you have questions, please contact publicrelations@ALAforVeterans.org

References:

National American Legion Auxiliary website: <https://www.legion-aux.org/>

National ALA PR Toolkit: <https://www.legion-aux.org/member/resources/pr-toolkit>

National Facebook page: alaforveterans

National Red Book (<https://www.legion-aux.org/member/guides/red-book>)

National ALA Emblem Use Request Form

https://www.legion-aux.org/CMSDesk/ALA/media/PDF/Emblem/ALA_Emblem_Use_Form.pdf

National Public Relations Facebook page: ALApublicrelations

National ALA Public Relations files section

[Legion_Family_Logo_How-To_Sheet-v04-2017\(2\).pdf](#)

[Awards_Scholarships_and_Reports_deadlines_4-15-2020.pdf](#)

Oklahoma American Legion Auxiliary website

<http://www.OkAmLegionAux.org/>

Oklahoma American Legion Auxiliary Facebook: auxdeptok

Department Chairperson, Public Relations

Eldonna Deer (Unit 153/District 2)

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