



Public Relations Insider Northwestern Division

OUR PR MISSION

The ALA Public Relations Program promotes our mission to enhance the lives of U.S. veterans, military, and their families. The Public Relations program has three Key Statements.

1. Spread the word about the ALA: A Community of Volunteers Serving our Veterans, Military, and their Families.
2. Encourage ALA members to be visible in their communities through valuable, distinct branding.
3. Share the latest news from ALA volunteer national leadership and ALA National Headquarters.



We are the cheerleaders and mentors. We need to stay in touch with our members via social media, text messages, bulletins, and phone calls.



How to get involved

Members asked for more details on their programs. In response the committee pages now have a Get Involved section. Members can easily integrate the information into their plans for each program. To find Public Relations, log-in to the *MyAuxiliary* (members only) portion www.ALAforVeterans.org and click on Public Relations.

PERSONAL INFORMATION

I've been a member of the ALA since 2014. My husband, Shane is a member of both the TAL and the SAL and our son is a member of the SAL. In my spare time I enjoy beekeeping, quilting and spending time outdoors. I am also a Legion Rider.

Helen Keller "Alone we can do so little; together we can do so much."

CONTACT INFORMATION

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RECOMMENDED RESOURCES

PR Tool Kit:

<https://member.legion-aux.org/member/resources/pr-toolkit>

ALA PR Facebook:

<https://www.facebook.com/groups/ALApublishrelations>

GETTING THE MESSAGE OUT

Getting our message out to our members is most important. Encouraging, engaging, and motivating our department and unit chairmen builds relationships with our members. The PR Committee encourages the following:

- Divisions, Departments, and Units to set up social media pages. A large portion of your members can be found on Facebook, but Instagram is also a great place to engage with members and potential members. When setting up a page, be sure to label it correctly. For example, use your unit name, city, and state.
- Calling and writing a quick note to the Public Relations chairmen adds to the “*reach out and touch*”. It makes the member feel special and need



Quarterly Zooms are back. This is a great way to share ideas with your department chairmen. Several departments have Zooms for their units. If you are unfamiliar with “how to zoom” there are many on line videos

TENTATIVE ZOOM SCHEDULE

Second Monday of the following months at 7 p.m. ET.
Links to the Zoom will be sent by our PR Liaison prior to the meeting.

September – Division Chairmen Only

January – Division & Department Chairmen

April – Division & Department Chairmen

NOTE: There may be additional ZOOMS depending on information that we need to provide.

[A note about Zoom meetings.](#) Please dress appropriately (at least waist up). Avoid distracting activities such as: eating, walking with your camera on, and always check you background.



As always, branding is important. Remember, The American Legion Family added new landmarks to make us more visible and recognizable.