

**2025-2026 American Legion Auxiliary
Department of New York
Public Relations**

Department Public Relations Chairman

Patricia Murphy

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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.

Spread the word about the American Legion Auxiliary: *A Community of Volunteers Serving Veterans, Military, and their Families.*

- Maintain a social media account(s) for departments, divisions, and units.
- Build relationships with local media.
- Send press releases and letters to the editor to local media.
- Contact your local government for proclamations.
- Have an elevator speech.
- Familiarize yourself with the PR Toolkit.
- Take the ALA Academy courses related to PR:
 - ALA Branding and Why it Matters to Me!
 - Using Social Media to Your Unit's Advantage
- Encourage ALA members to be visible in their communities through valuable, distinct branding.
- Wear branded clothing, pins, etc., at events.
- Have visible branding at booths, tables, etc.
- Have American Legion Family brochures available at events (order through the department office).

Share the latest news from ALA volunteer national leadership and ALA National Headquarters.

- Distribute newsletters at all levels of the organization.
- Conduct video conferences (Zoom, etc.) with members.
- Inform members of national publications such as Auxiliary magazine, ALA blog, ALA eNews, ALA social media, etc.

DEPARTMENT PUBLIC RELATIONS AWARDS

Department Award Rules

- Entries must be typed, double spaced, not to exceed 1,000 words.
- Word count in lower left corner of cover sheet unless otherwise noted under award instructions.
- Entries must be in narrative form and placed in a folder.
- Pictures, newspaper clippings and other materials and/or documents may be included.
- All entries must include a cover sheet with the name of the award entry, name of the Unit/County/District, name, and address of the Unit/County/Chairman.
- Entries must be received by the Department Chairman no later than MAY 1st unless a different date is specified.

THE DEBORAH MORRIS AWARD: Award to the county with the best Publicity Book submitted. Must contain County publicity only.

Department Award: To the unit with less than 200 members for a press book containing the best publicity on all the American Legion Auxiliary Programs. Deadline: to be received by the Department Public Relations Chairman no later than May 1ST.

Department Award: To the unit with more than 200 members for a press book containing the best publicity on all the American Legion Auxiliary Programs. Deadline: to be received by the Department Public Relations Chairman no later than May 1ST.

Rules: no specific size or type of book is required

It must include the name of the county, District and Public Relations Chairman and an annual report. Newspaper Clippings and published newspaper photos are acceptable. Cover sheets must list the Unit name, number and name of the Public Relations Chairman submitting the book. Unit books are to be judged on the County Level and the winner is to be forwarded to the Department Chairman by May 1.

2025-2026 NATIONAL PUBLIC RELATIONS AWARDS

Deadlines and Submission Requirements

All award submissions must include a narrative (either a PDF or Microsoft Word document) explaining why the department or unit you're nominating should receive the award. You may also upload other supporting documentation that will give the committee a full picture of the important mission work your department, or unit has accomplished this year. These files can be photos (JPG, JPEG or TIFs -- no larger than 14MB) or PDF documents. If you have more than three supporting files, please email the committee email address listed in the form.

National Awards Form Link: <https://www.legion-aux.org/National-Awards-Form>

Unit Award: ALA Mission Focused Social Media Account

Presented to units with active social media accounts

One unit per department

Must have a maintained account focused on the mission of the ALA

Must conform to *ALA Branding Guide*

Materials and guidelines:

Document with screenshots/photos of social media postings

Social media account URL

All unit entries must be submitted via electronic form by 5 p.m. EST on June 1.

Note: You will receive confirmation when your award is submitted.

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

One unit in each division (5) that earns media placements in their community

Materials and guidelines:

Media placements/coverage highlighting ALA mission delivery.

All unit entries must be submitted via electronic form by 5 p.m. EST on June 1.

Note: You will receive confirmation when your award is submitted.

Department Award: Best Department Public Relations (per division)

One department in each division (5) to departments that exhibit outstanding use of public relations.

Materials and guidelines:

Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.

Narrative not to exceed 500 words

All entries must be submitted via electronic form by 5 p.m. EST on June 1.

Note: You will receive confirmation when your award is submitted.

2025-2026 UNIT PUBLIC RELATIONS REPORT FORM

Reporting Dates: November 1, 2025 March 1, 2026 May 1, 2026

Name _____

Address _____

E-Mail _____ Cell# _____

Unit: _____ County: _____ District: _____
_____ Unit does not have a Public Relations Chairman

Total Minutes of Radio Time _____ Total Minutes of Television Time _____

Total Minutes of Social Network (Instagram, Internet, etc.) _____

Grand Total _____

Please describe activities/projects carried out in your unit.

_____ # Interviews	_____ # Print Advertising
_____ # Pictures	_____ # Letters
_____ # Articles	_____ # Editorial Letters
_____ # Dept. President Project Articles	

Does your Unit have a website _____
 Does your Unit publish a Newsletter _____
 E-Bulletin _____

Facebook Page _____
 Post Family Newsletter _____
 E-Newsletter _____

Value of volunteer hour \$34.79 _____

Reminder: attach 2 copies of print media.

As part of your Narrative Report, please include the answers to the following questions:

How did your unit spread the word about the American Legion Auxiliary community of volunteers serving Veterans, military, and their families? How did Auxiliary volunteers make themselves visible while volunteering in the community?

******* YOU MUST FILL IN THIS INFORMATION FOR IMPACT REPORTS *******

4. Our

Impact Report Line #	For any service not included in Sections 1-3	Obtain Total From	Total
Line 19	Total number of hours	* Hours members volunteered	
Line 20	Total dollars spent	* Value of Donations	\$

Service Representing the ALA in Our Community

**SEND THIS REPORT TO YOUR COUNTY PUBLIC RELATIONS CHAIRMAN
 Keep a copy for your records**

2025-2026 COUNTY PUBLIC RELATIONS REPORT FORM

Reporting Dates: November 10, 2025 March 10, 2026 March 10, 2026

Name _____

Address _____

E-Mail _____ Cell# _____

County: _____ District: _____

_____ **County does not have a Public Relations chairman**

Total Minutes of Radio Time _____ Total Minutes of Television Time _____

Total Minutes of Social Network (Instagram, Internet, etc.) _____

Grand Total _____

Please describe activities/projects carried out by the units in the county.

_____ # Interviews

_____ # Print Advertising

_____ # Pictures

_____ # Letters

_____ # Articles

_____ # Editorial Letters

_____ # Junior Press Releases

_____ # Dept. President Project Articles

Value of the Volunteer Hour is \$34.79

Does your County/Units have a website _____

Facebook Page _____

Does your County/Units publish a Newsletter _____

Post Family Newsletter _____

E-Bulletin _____

E-Newsletter _____

Reminder: attach 2 copies of print media.

As part of your Narrative Report, please include the answers to the following questions:

How have the Units in your County spread the word about the American Legion Auxiliary community of volunteers serving Veterans, military, and their families? How did volunteers make themselves visible while volunteering?

******* YOU MUST FILL IN THIS INFORMATION FOR IMPACT REPORTS *******

Impact Report Line #	For any service not included in Sections 1-3	Obtain Total From	Total
Line 19	Total number of hours	* Hours members volunteered	
Line 20	Total dollars spent	* Value of Donations	\$

4. Our Service Representing the ALA in Our Community

County reports should be mailed or emailed to the Department Public Relations Chairman. Please retain a copy for your records

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