

Public Relations August Bulletin 2020
The Pony Express

I hope this bulletin finds you all safe and healthy.

Well this year has proven to be a very challenging year thus far and a bit tricky to keep up with Public Relations.

We have all had to postpone and cancel meetings, fundraisers and volunteering at VA facilities and most organizations within our communities in order to keep ourselves and loved ones safe.

The Pony Express has had to put the horses in the barn temporarily, but definitely not out to pasture. Even though we are not able to be out and about like we would like, there are some ways we can keep up communications and get the word out about who we are and what we do to support our veterans, military and their families.

At this point and under these circumstances that our country and especially our state not only dealing with covid, but also all the fires that are currently happening right now in California, we need to utilize and depend on our social media pages to keep your members and communities informed about your units and districts.

Facebook pages and websites are a great way to accomplish this. I know several of you have these pages, but if your unit does not, I highly recommend it. They are a great source for keeping everyone informed at this time.

Send emails out to your unit presidents to check their on their members and to ask if they need anything.

Call older members, especially those who live alone and who may not have email to see if they are ok and to keep them up on what is going on in your unit and district.

Mail out flyers with pertinent information that needs to get out to your members and community.

Utilize your local newspapers and radio stations by calling them with your information you need to advertise.

I hope this helps because I am having a hard time giving you ideas. I know that depending on where you live, restrictions may be more strict right now. For example, the county I live in is having high positive covid cases and we are considered a hot spot in the state, so going out into the community is not safe for many of us. And right now my main concern is your safety.

I know we will get though this and we will be back to normal (whatever normal is) hopefully in the not to far future. In the meantime my Pony Express Team, do what you can in a safe way and before you know it, we'll be back in the saddle again!

Respectfully Submitted,
Victoria Ferreira-Allen
Public Relations