

# American Legion Auxiliary Department of California



## Public Relations Bulletin 3

Public relations is important to units for several reasons.

Spreading the word about what we do, who we are, and why we matter increases awareness, membership, volunteers, and donations. As you plan your year, you need to have a strategy for your internal and external audiences.

What can you do?

- Give an Auxiliary magazine gift subscription to your local library and doctors office. See the subscription form at the end of the program plan
- Distribute ALA brochures and posters in the community at libraries, job fairs, medical facilities and post homes. Print brochures online from the PR/Marketing Resources section at [www.ALAforVeterans.org](http://www.ALAforVeterans.org), or order them from your department secretary.
- Wear your officially branded ALA apparel and “Honor Their Service” button when out and about.
- Be prepared to answer when asked who the Auxiliary is, what we do in your community, and why we matter.

Donna L. Smith

Department Public Relations Chairman