

PUBLIC RELATIONS MARCH BULLETIN



The picture above is our own Department of California Membership Chairman Suzanne Winters in her panning for gold ensemble along with District 17 President and Finance Committee Senior member Dr. Teresa Lugo-Nunez. Teresa was accepting awards for District 17 and their unit's they earned at the Mid-Year DEC meeting.

This is a quote from the ALA Academy course ALA Branding and Why it Matters to ME!. "Branding involves not only proper use of our emblem and trademarks but also living our brand promise to deliver our mission in a positive way." Also "How the public experiences us constitutes how they view the ALA as a brand." Be on the lookout for your members working our mission. As an example, if you're unit is assembling care packages, take a picture of them packing items versus posting a posed shot of people standing next to boxes. Showing your members in action will draw more attention than a bunch of statues in a posed picture. Remember take action shots as often as you can.

The paragraph above tells us how we can show our communities that we the American Legion Auxiliary are living our brand promise. They see what we are wearing and see what we are doing. Are you (we) fulfilling our mission to "live our brand promise?" The general public will see us and remember how we are serving our mission, our attitude and how you (we) act. It is that simple do we want our communities to see us at our best serving our mission or not. Best said, "the ALA brand is not what we tell people; it is what people tell each other about the ALA based on their experiences with ALA members."

I would like each unit and district to send me at least two pictures of their unit/district working our mission. If you have a picture with Madame President Glenda that would be great even better an action shot. You can send to me anytime or in your end of year report. I will be creating a book for President Glenda and would like to have all district/units included. Please use the who, what, where to include your unit's name and number. Thank you in advance.

Public Relations is performance recognition" – **Douglas Smith**

Joan Cannon, Dept. Public Relations Chairman

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