



American Legion Auxiliary, Department of California
Public Relations – Rosemary Barron – rosemarybarron@msn.com
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Hear Yee, Hear Yee! Paul Revere here!

Branding

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 ALA members working the mission and sharing about it. Be sure to give them a high-five!

Your image is important as the branding. The public does pay attention to what we are wearing and our attitude. Have a nice and kind attitude is always the best practice. It is simple- we want our communities to see us at our best while serving.

How many times have we heard of a member quitting or transferring due to the attitude of another member? What a shame when this happens. By always having a good attitude increases the chances that members will stick around AND get involved. You know what they say, “you attract more bees with honey than vinegar”. What you say and do must match up in a positive manner.

Maintain that positive attitude on social media as well. We should be consistently sharing information pertaining to our programs and units’ accomplishments. Stay clear of politics and religion. What we say and how we say it, is important to protect the ALA brand.

Dates to remember – End of year reports due dates

Units: 4/11/25

Districts: 5/1/25

“I’ve learned that people will forget what you said, people will forget what you did, but people will **never** forget how you made them feel”. Maya Angelou

Continue spreading the word about the American Legion Auxiliary!

Remember it is about Service not self.

#americanlegionauxiliary