

## 2018-2019 American Legion Auxiliary PUBLIC RELATIONS

Chairman: Vickie Jenkins 919-357-1442 [vickiej@nc.rr.com](mailto:vickiej@nc.rr.com)

Member: Lynn Coughenour 704-245-4108 [lynnalanc@gmail.com](mailto:lynnalanc@gmail.com)

As Auxiliary members and through your unit, we will be asking you to:

1. Promote a positive image for our organization by distributing ALA brochures, posters and *Auxiliary* magazine gift subscriptions in the community at libraries, job fairs, medical facilities and at the Post
2. Wear your officially branded ALA apparel and "Honor Their Service" button when involved in Auxiliary events
3. Develop a 2 minute personal 'Elevator Speech' on why you joined the Auxiliary
4. Report activities on your social media accounts and develop a unit website, if one is needed
5. Develop a list of local media contacts and build a relationship with them as well as with local officials
6. Use the [www.ALAforveterans.org](http://www.ALAforveterans.org) website to sign up for *ALA eNews* and *In the Know eBulletin*
7. Prepare 'Letters to the Editor' that explains who we are, what we do and why we matter as you recap/highlight unit achievements
8. Use the ALA national website to learn about the requirements for the National ALA Brand Ambassador Lapel Pin Award and conduct a contest to gain a unit winner
9. Be aware and use Public Relations resources available on the national website [www.ALAforveterans.org](http://www.ALAforveterans.org)

## 2018-2019 Children & Youth Program

Chairman: Toni Reale - 10327 Blackstone Drive, Huntersville, NC, 28078

Cell 516-606-1466; email: [grandmareale@gmail.com](mailto:grandmareale@gmail.com)

Committee : Marlene Short & Stacy Owen

The Children & Youth Program focus is to maintain the integrity of the American family & to provide every child, especially those of veterans & military with the tools & necessities of life to become good citizens.

This can be done in your communities by:

**\*\*Supporting "Star Spangled Kids"** - a program to educate children on the history of the United States, to foster Americanism, Patriotism and the US Constitution.

**\*\*Recognizing those young people in your communities who demonstrate good citizenship by performing brave acts or good deeds.**

**\*\*Acknowledging April as The American Legion's Children & Youth Month with special programs to celebrate our young people.**

In addition, you can acknowledge the children of active duty military through the *Kids of Deployed Are Heroes2 Program*, and the *GI Josh Dogs*. Awareness of support programs such as TAPS that are available to these kids and their families is a valuable resource.

All of these programs are explained fully on the National website: [alaforvets.org](http://alaforvets.org), in the members only section, and may be implemented by units with limited resources.

The Department of NC also has 4 grants of \$500, available for the Children & Youth programs. Further details will be forthcoming.

We appreciate your efforts and we thank you on behalf of the children of North Carolina.