

**American Legion Auxiliary  
Department of California  
District 28  
Public Relations Report**

---

**September 18, 2022**

**Good morning Madame President and District 28.**

**I have printed the September bulletin for your folders. The bulletin shares information about where to find resources online. About what you can do.**

**ALA Public Relations guide and Branding guide, and Tips for Volunteers and recruitment toolkit can be found at [ALAFORVETERANS.ORG](http://ALAFORVETERANS.ORG).**

**Our Unit has created personal handouts in a 5X7 size that have information about us and about our meeting time and our presidents phone number. That's just an idea to promote ourselves in the community.**

**Respectfully submitted  
Angie Matas-Gay  
District-28 Public Relations Chairperson**

# 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