

## PUBLIC RELATIONS – BE THE ONE, OPENING THE DOOR TO POSSIBILITIES OF SERVICE

Suppose you were given a magical key, what possibilities would you use it to open?

The goal of the Public Relations Committee is to promote who we are, what we do, and why we matter. We all have our own why we joined the American Legion Auxiliary. What's yours?

Our efforts this year will focus on promoting a positive image of our organization making use of both department and national resources and our own creativity. We need to build relationships with local media, political figures, and the local community to educate them on our 3 W's.

We are asking that each unit submit to the committee a list of media resources in your area to include television, radio, and newspapers with contact information that can be shared. This will aid units in promoting upcoming events to a wider area. If you have a website, please let us know. Please promote Auxiliary events on both your personal and unit websites. The media has slow days so you never know when an opportunity will arise to promote our mission.

Always remember we are the best resource to promote our veterans' interests.

This year- Be the one

Be the one to promote our mission.

Be the one to tell your why and our story.

Be the one to check in on our shut ins and hospitalized veterans.

Be the one to make a difference through all our committees.

Be the one to make this year matter in the lives of our military, veterans, and their families.

Let's all do what we can to open the door to the magical possibilities of service and promoting Our story.

We look forward to working with units and districts and welcome your input. Here's to a great year promoting the American Legion Auxiliary!

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