

Public Relations Committee Awards & Information

2025-2026 National Public Relations Committee Awards Deadlines and Submission Requirements

All award submissions must include a narrative (either a PDF or Microsoft Word document) explaining why the department or unit you're nominating should receive the award. The narrative can also be the department chair's report. You may also upload other supporting documentation that will give the committee a full picture of the important mission work your department or unit has accomplished this year. These files can be photos (JPG, JPEG or TIFs -- no larger than 14MB) or PDF documents. If you have more than three supporting files, please email the committee email address listed in the form.

Here are the national awards for this committee:

Unit Award: ALA Mission Focused Social Media Account

- Presented to units with active social media accounts.
 - One unit per department
 - Must have a maintained account focused on the mission of the ALA
 - Must conform to *ALA Branding Guide*
- Materials and guidelines:
 - Document with screenshots/photos of social media postings.
 - Social media account URL
- All unit entries must be submitted via [electronic form](#) by 5 p.m. EST on June 1.

Note: You will receive a confirmation when your award is submitted.

National Awards Form Link: <https://www.legion-aux.org/National-Awards-Form>

Unit Award: Most Outstanding Unit Public Relations Program (per division)

- One unit in each division (5) that earns media placements in their community
- Materials and guidelines:
 - Media placements/coverage highlighting ALA mission delivery.
- All unit entries must be submitted via [electronic form](#) by 5 p.m. EST on June 1.

Note: You will receive a confirmation when your award is submitted.

National Awards Form Link: <https://www.legion-aux.org/National-Awards-Form>

Department Award: Best Department Public Relations (per division)

- One department in each division (5) to departments that exhibit outstanding use of public relations.
- Materials and guidelines:
 - Articles, newsletters, pictures of displays, ALA events, speeches, website address, social media activity, etc.
 - Narrative not to exceed 500 words
- All entries must be submitted via [electronic form](#) by 5 p.m. EST on June 1.

Note: You will receive a confirmation when your award is submitted.

Please note – when applicable, unit and department deadlines differ.

Questions? Contact pr@ALAforVeterans.org

National Awards Form Link: <https://www.legion-aux.org/National-Awards-Form>

Fine Print:

submissions become property of the American Legion Auxiliary National Headquarters. Through submission of reports and award entries, the submitter grants nonexclusive reproduction and publication rights to the materials submitted and agrees to have their names and submission published for ALA use or commercial use without additional compensation or permission.

Please fill out the information as completely and accurately as possible. Award certificates will be completed using the information given on this sheet, so please be sure to complete the [electronic form](#)

Please refer to the webpage for the specific criteria such as photographs, narrative length, submission deadline, and point of contact. All awards will be mailed to the department office after ALA National Convention. Department presidents may wish to recognize award recipients by presenting them with the award at a department function.

2025-2026 Department of Kansas Public Relations Committee Objectives & Expectations

This year, there will be a virtual meeting every other month beginning in October for Public Relations that all District Chairs will be invited to. In these meetings, we can talk about things that are working and get ideas from each other. Any updates from National Divisional Chairs will be shared with each of you through email and these calls. Our reports will mirror the information requested by National to allow for seamless reporting from units all the way through to the report we must submit to Division and National.

It is the expectation that each District Chair will have contact with the Unit chairs to share ideas and keep up to date on the efforts of the units in their District. Department Chairman will speak with each one of the District chairs each month. One month will be via the committee virtual meeting, with follow-up calls to anyone not in attendance, and the other months will be via a direct phone call for more 1:1 mentoring and coaching.

Department Awards:

Unit PR Book Award: Each unit can submit a press book for competition at Department Convention. The winner will get a certificate and winning ribbon. Any unit submitting a press book will receive a participation ribbon for 2025-2026.

District Awards: Any District Chairman with 100% Reporting from the units in their District will receive a certificate and 100% Achievement ribbon.

Department Of Kansas, American Legion Auxiliary Public Relations Chairman Contact Information

Kristen Hensley | Paola Unit 156

☎ (913) 638-9724

✉ kristen.d.hensley@gmail.com

📍 334 Lincoln Ave, Osawatomie, KS 66064

Unit PR Book Judging Criteria

0 – Not included 1 – partially Included 2 – Included in Full

- _____ Unit Name/Number and City and State on Cover
- _____ Name of the Submitting Public Relations Chairman
- _____ A summary describing the unit to include names and titles of the officers and what makes the unit stand out. No more than 200 words.
- _____ 3 local news articles about events, achievements, or anything involving the Unit and/or Legion Post Family where the Unit participated. These may be printed from online articles.
- _____ Printed copies of Facebook Posts, at least one per month between October to May, originating from the Unit's Facebook Page (not shared content, must be original in nature).
- _____ 2 Event fliers that were posted and distributed for a Unit event, charitable drive, or advertising in their community.
- _____ One flyer, handout, or other advertisement geared towards recruitment (this could be for Juniors, Seniors, or both).
- _____ 2 Miscellaneous forms of communication with news outlets, schools, community, etc. that brings focus to the Unit. This can be branded pens, , koozies, coasters, bracelets, tchotchke's, etc. with the unit information and how to contact them.

Total: _____

In the case of a tie, Department President will have final determination on winner.

Expectation on Year-End Reporting for Public Relations Program

Here are the questions that should be included in your Public Relations Year-End Report. This applies to Units and the compiled narratives included with District's report.

1. Did you promote the ALA Missions, Programs, and Events via Social Media this past year?
2. What Social Media platforms does your unit utilize to communicate with your local community?
3. On the social media platforms utilized, are they Unit accounts used or a personal account of a member?
4. Do you notify local newspapers of upcoming events for your unit and invite them to cover the event?
5. Have you utilized the PR Toolkit from the National Website?
6. Do you send a Newsletter to your members and if so, what is the frequency?
7. Do you notify members of upcoming events, meetings, and other items via email? If so, what is the frequency of these emails?
8. Do you post fliers in the community and where do you typically post them?
9. Is your unit or Post Family part of the local Chamber of Commerce? If so, do you provide information to the Chamber for their monthly emails that are distributed to other members and for their website?
10. Does your unit maintain a website outside social media?
11. What other Public Relations activities does your unit participate in to keep the unit visible in your community?
12. Is your unit putting together a PR Book to be judged at Department Convention?
13. How many hours, miles and member's money have been donated participating in public relations for your Unit/District?

You may add additional information outside these items. I understand not every unit will have answers to all these questions.

This is to give you a guideline for what should be contained in your year-end report.