



American Legion Auxiliary  
Double Tree by Hilton - Sacramento  
**Public Relations Report - Mid-Year 2024**

Eighteen districts reported on their mid-year activities with 1 report having no activity and twelve districts did not send in a report on their activities. We had units reporting they gift an Auxiliary magazine to the public library (16), doctors' office (18), dentist office (18) and others (5). Exciting to see that 1,203 members subscribe to the National online eNews. We had thirty-nine units report they print or distribute ALA brochures or materials. Number of brochures ordered from Department were four-hundred-seventy-seven, they were At a Glance, Youth Programs, AEF Brochure, ALA Foundation and Your American Legion Family. In our world now we need social media to help support our mission. Twenty units state they have created a local media list to facilitate them in getting the word out on events. They used their media list to submit articles, pictures to newspapers, invitations to events send to newspapers, HUB, ALA magazine cable tv and other. Units report they submitted 98 articles to newspapers, 3 ALA magazine and 9 to our Department Hub of these ninety were published. Thirty units reported they have a unit website which some report their information to National and Department. Thirty-four units state they have social media accounts, Facebook (29), Instagram (4) and twitter (3). We had seven units report they gave thirty (30) Public Service Announcements (PSAs) in their local area. Our units reported they used branding to let our communities know who we are. They use business cards, ALA stationary, banners, social media, ALA jewelry, ALA pins, ALA clothing and aprons. To promote specific ALA activities our units, use Facebook, Instagram, radio, Rider's attire, flyers, emails to members, word of mouth, ads in local newspapers, unit newsletters and personal contact. Only one unit reported they use personnel contact District 21 Public Relations Chairman James Vass. Personnel contact is always appreciated and gives that special touch that makes us feel special. We have nine units that have started a press book.

I wish to thank the units that submitted pictures, I am looking forward to many more pictures for the end-of year reports. To the units that submitted your mid-year reports thank you they were greatly appreciated, to those that did not send in a report I am looking forward to receiving your end-of-year report. I am also looking forward to receiving supplemental reports to go with your statistical information. Madame President Glenda this ends my report.