

Publicity Book Score Sheet

Cover Page - To receive points below must be in the correct order/position:	Possible Points	Points Earned
Icon of American Legion Emblem (Printed, Sticker, Etc.)	1	
Unit Number and Unit Location (Example: Unit 140, Sterling, NE)	1	
Unit President Name	1	
Member(s) name(s) who created the Publicity Book	1	
Exact Text: 2024-2025 Publicity Book	1	
Cover Page Points Earned	5	
Publicity Narrative - Written narrative of the ways each department works to publicize the events they hold during the year. Maximum of 1 Page.	Possible Points	Points Earned
Did the unit mention Social Media	1	
Did the unit mention utilizing the PR Toolkit or other resources from the National Website	1	
Did the unit mention their members wearing the ALA brand while at events	1	
Did the unit mention community involvement outside of fundraising	1	
Did the unit mention hosting an awareness event (Membership drive, Etc.)	1	
Publicity Narrative Points Earned	5	
Book Content - Books should include at least 5 Newspaper articles, emails to radio, TV stations, programs of events held, social media post, or other items used to promote ALA events in chronological order.	Possible Points	Points Earned
Information covers events held from January 1, 2025 to January 31, 2026	1	
Content item (Newspaper Clipping, Program of Event, Etc.)	1	
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All items are in chronological order	1	
Members are wearing the ALA brand in photos	1	
Unit uses a Facebook/Twitter/Instagram to share event information	1	
Book is in an easy to read font type and layout	1	
Book Content Points Earned	10	
Bonus Points	Possible Points	Points Earned
Turned in 3 or more photos via email/flash drive.	1	
Hosted a unique/noteworthy event.	1	
Unit sends a newsletter to unit members	1	
Unit created and shared a video from an event held	1	
Unit had an event featured on television	1	
Bonus Points Earned	5	
Total Points Earned	25	