

UNWAVERING SUPPORT

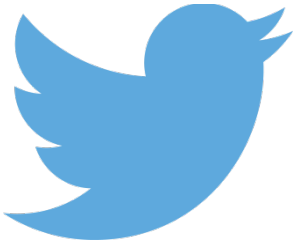


FOR UNCOMMON HEROES®

Historian & Media Relations 2020–2021 National Ambassador

Nicole Koutz

Telling your story



Ways to do this:

Media

- * Newspapers
- * Television
- * Radio
- * Magazines
- * Door Hangers
- * Flyers

Digital Media

- * Emails
- * Websites
- * Social Media
 - Facebook
 - YouTube
 - Instagram
 - Twitter
 - Snapchat
 - Many others

Traditional Ways

- * Scrapbooks
- * Journals



Historical Records

- ▶ Change through the years.
 - People
 - Fashion
 - Landscaping
 - Material items



National President's Official Visit

CHANGE

- ▶ Power Point- (20-50 slides)
 - 5 photos of Sandi Onstwedder
 - Must include other activities - Not just Sandi
 - No pictures to be sent in
 - Due April 30, 2021



Need help?

*Please ask someone to help if you are not able to do this PowerPoint.
These will be shown at the National Convention.

Newsworthy

▶ Ask yourself:

- Does it involve local people?
- Does it interest non-members?
- Is it timely?
- Does it help the community?
- Is it unique and new?
- If yes– then you should showcase your Auxiliaries hard work and accomplishments!



Photography Tips

- ▶ Photos should be clear and sharp
- ▶ **AVOID**
 - Closed eyes
 - Mouth open or full of food
 - Distracting objects in the frame
 - Awkward placement of people or things
 - Offensive language on articles of clothing



TOP SECRET

- ▶ Facebook
- ▶ Closed Group
- ▶ Special Books



Resources

- ▶ Start at the VFW Auxiliary website
 - Publicity Guide
 - Elevator Speech
 - Website and social media information
 - Including setting up Facebook page

*Contact the Local Newspaper

*Get to know their reporters

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Awards