

American Legion Press Corps!!

If we break down what NALPA is about, it is about spreading the word to our fellow Legionnaires who work and promote. Here is that time.

I learned about this at National Fall Meetings and spoke about it when I presented to a couple committees. The New Boys State media kit is now available.

Please see the email below from Chairman Anderson, download the kit and then send it to your communication trees. These tools and ideas will help make Boys State even better.

Please share and also let me know what you think of the material provided. Good or bad.

Make it a great weekend.

Mark Sutton  
NALPA President



Greetings, American Legion Boys State leaders,

During the 2017 American Legion Boys State Directors Conference this past September in Indianapolis, it was announced that an American Legion Boys State Communications Toolkit was being developed to offer as a resource for supporting and assisting with recruiting, increasing participation, and creating greater awareness about the program on a national scale. The toolkit provides best practices and messaging for communication with students and parents, businesses and civic organizations, and the media. There are instructions, website and social media tips, a PowerPoint deck, sample emails and letters, a media alert, sample press releases and a selection of articles for review.

It is with enthusiasm that availability of that toolkit is now announced and available for your download at [Legion.org/BoysNation](http://Legion.org/BoysNation). Please note that the page is password protected. The password is **ALBSdownload** (case sensitive). There you will find a Word document that includes all materials together in one place, as well as social media graphics and individual Word documents that can be modified for local use. We look forward to seeing these tools in action and as always, your feedback is appreciated.

If you have any questions about this new communications toolkit, or American Legion Boys State or American Legion Boys Nation programs, please do not hesitate to contact national staff at [boysnation@legion.org](mailto:boysnation@legion.org) or 317-630-1212.

On behalf of the Americanism Commission, I wish to extend sincere appreciation for your passion and dedication in providing young men from throughout the nation “A Week That Shapes a Lifetime” and for advocating a “100% Americanism.”

Sincerely,

Richard W. Anderson  
Chairman, Americanism Commission

Cc: American Legion Department Headquarters