



## **American Legion Auxiliary 2019-20 Centennial Strategic Plan**

Here's the **May 31, 2016** update about what's happening to achieve the 5 Goals!

In 2014, the American Legion Auxiliary National Executive Committee adopted the vision for what the American Legion Auxiliary needs to look like by our 100<sup>th</sup> anniversary to remain the world's largest patriotic women's service organization advocating for veterans. To realize this vision, we must achieve the 5 goals of the 2019-20 Centennial Strategic Plan adopted by the NEC.

**Vision:** By 2019-20, the American Legion Auxiliary's million members will be making a difference for veterans and their families in every neighborhood.

**Goal 5: With The American Legion Build Brand Loyalty**

**Goal 4: Strengthen Departments and Units**

**Goal 3: Develop Leadership at All Levels**

**Goal 2: Create an Internal Culture of Goodwill**

**Goal 1: Enhance Membership Strength**

Support of the Centennial Strategic Plan and for resourcing the Plan was resoundingly supported by the 2014 and 2015 National Convention as well as the NEC. Some 200 initiatives are in the works to implement the nearly 30 strategies supporting the 5 main goals. Leading the efforts to implement the initiatives are some 135 ALA members serving as Strategy captains and team members, Goal champions, and Implementation Team members, meeting via email and conference calls, and representing all levels of the organization.

A lot is going on to build the capacity of the ALA to be able to deliver our mission and become the great 2020 vision of making a difference for veterans and their families in every neighborhood. These 5 goals are our top priority. Read on, and be part of it all!

### **Goal 5: With The American Legion Build Brand Loyalty**

- 5-A: Emblem Sales has all of the final Centennial merchandise available for purchase, with the exception of the 100 year patches that sold out immediately! The ALA Communications department has begun to promote the Centennial pin, patch, and coin in ALA media.
- 5-C: In an effort to recognize departments and units who promote The American Legion Family brand, the new hashtag, #LegionFamily will be used in ALA social media. Be on the lookout for the newest trending topic!
- 5-D: This team is raising awareness about ALA Scholarships, membership diversity, and a prestigious award received by the Academy Women through eNews, eBulletin, Auxiliary magazine, social media, and the ALA website – [www.alaforveterans.org](http://www.alaforveterans.org).

### **Goal 4: Strengthen Departments and Units**

- 4-D: As of May 26, 2016, National Headquarters has rewarded 26 departments totaling \$20,700 for submitting their Department Achievement Award! Of those 26, 13 have been awarded the full \$1,000. Has your department completed their own 5-year strategic plan? If so, be sure to apply for your \$1,000 monetary award. The ALA Centennial Strategic Plan Department Achievement Award application and instructions can be found here: [www.alaforveterans.org/awards/](http://www.alaforveterans.org/awards/).

- 4-E: This team is reviewing surveys that were sent to department Chairmen in April to gauge program effectiveness and the current use of the Program Action Plan. Stay tuned for their findings!

### **Goal 3: Develop Leadership at All Levels**

- 3-A: Two documents containing the roles and responsibilities for National Chairman and Committee Members, outlined by NHQ, were uploaded to DLNC's event website so that everyone who attended DLNC could access the document. You can retrieve the documents by logging in here: <http://www.cvent.com/events/2016-department-leadership-national-conference/custom-18-0d8934bddfa5428b86d6ffd364f12ba4.aspx>
- 3-D: Don't forget to submit the names of people that are showing outstanding leadership skills in your unit or department so that National President, Sharon Conatser can give them special recognition with a shout out on the National President's Facebook page. You can submit your outstanding leader's name to [natlsecy@ALAforVeterans.org](mailto:natlsecy@ALAforVeterans.org)!

### **Goal 2: Create an Internal Culture of Goodwill**

- 2-A: This team researched similar organizations and their models for a Goodwill Ambassador. They will be drafting the criteria in the coming weeks.
- 2-B: Strategy B team members are collaborating with the NHQ Communications staff to start incorporating member stories about goodwill in ALA media. We will be taking a first – hand look at the positive things that are going on in our units and departments along with the negative things. Keep an eye out in all ALA media for these stories to start to surface!

### **Goal 1: Enhance Membership Strength**

- 1-A: As of May 2016, 58% of female veterans who joined in 2015 have renewed their membership with the American Legion Auxiliary and we gained 696 new female veterans for the 2016 membership year! Additionally, 70 new members, renewals, and rejoins can be attributed to the new online interest form. Way to recruit1-A!
- 1-C: The Service, Not Self Volunteering Toolbox was added to the CS and the membership Program Action Plan for 2016-2017.
- 1-E: This team is working on final proposals to secure a strategic alliance for the American Legion Auxiliary! They have also interviewed people in similar organizations to see how they handle cross-membership promotions in an effort to gauge barriers that might arise for the American Legion Auxiliary moving forward. A full report will follow their findings.

Yes...it's a really big undertaking, and vital if we are going to be here for another generation of veterans. Remember, achieving Goals 5, 4, 3, and 2 will make it possible to get to Goal 1. We can do this if we work together. Let's all be Goal 2 stewards and keep up the good work!