



# **The ALA by 2019 How Iowa Got Cool!**

*The Iowa American Legion  
Auxiliary Strategic Plan*



# Learn How to Get Cool

Plans

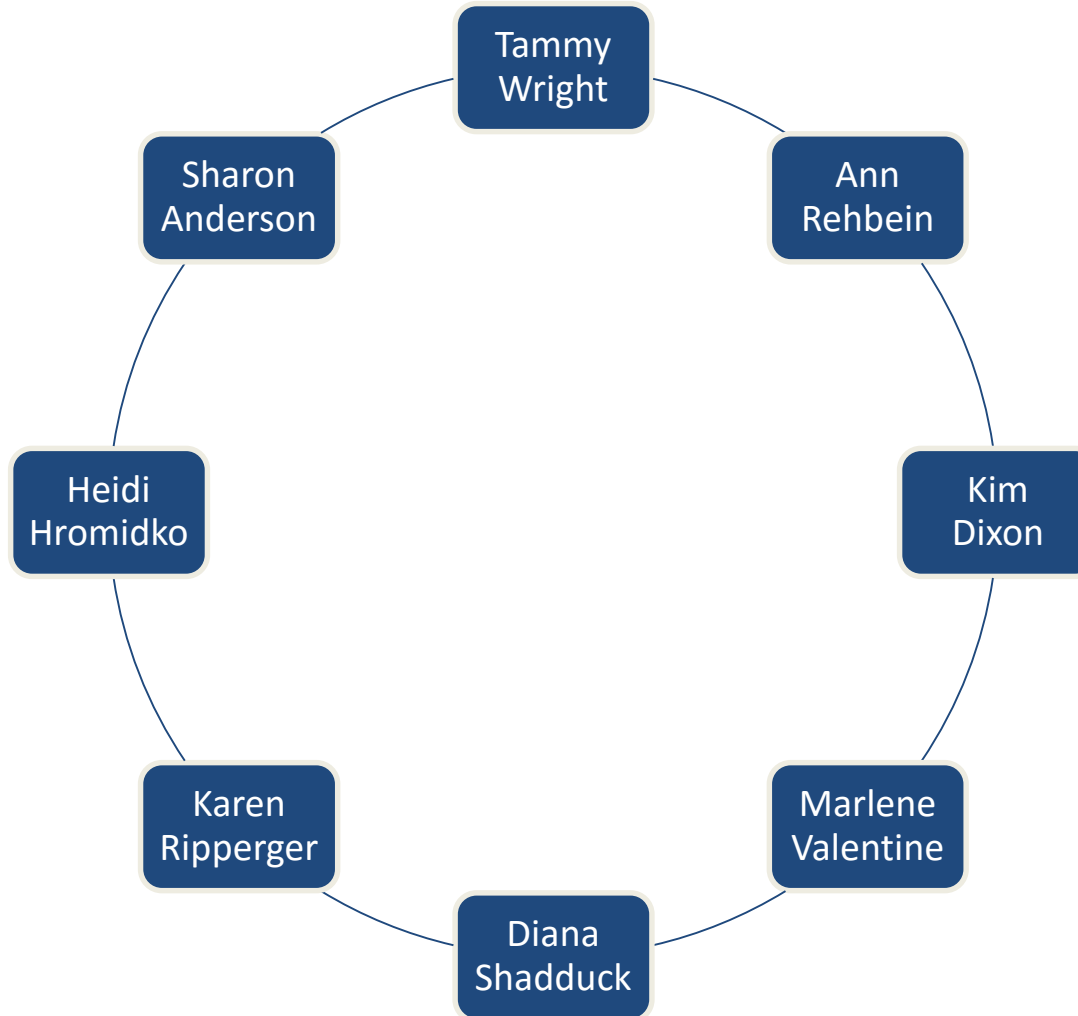
Actions

Goals

Updates



# We Act to Get Cool





## Goal 5 – With The American Legion, raise awareness to build brand loyalty

Facebook

YouTube

Website



## Goal 4 – Strengthen departments and units

Train Top Down

Use Break-Out Sessions

Communicate via Technology

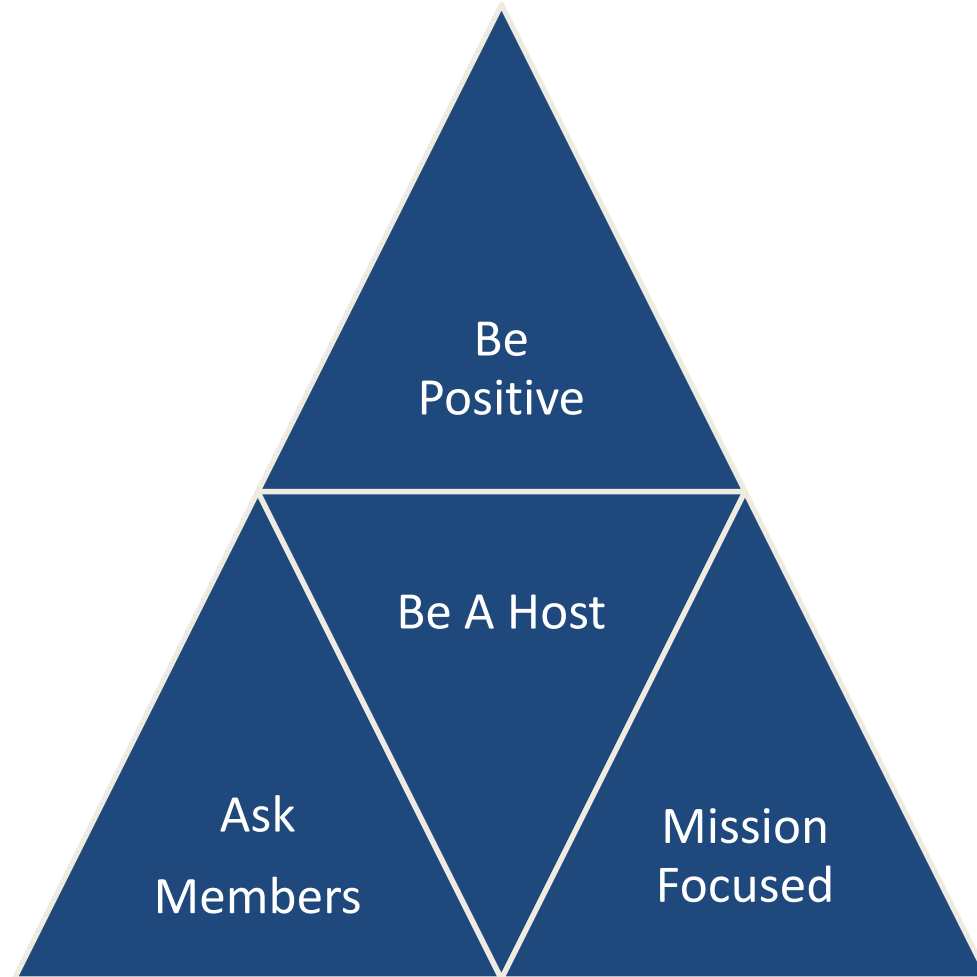


## Goal 3 – Develop leadership at all levels





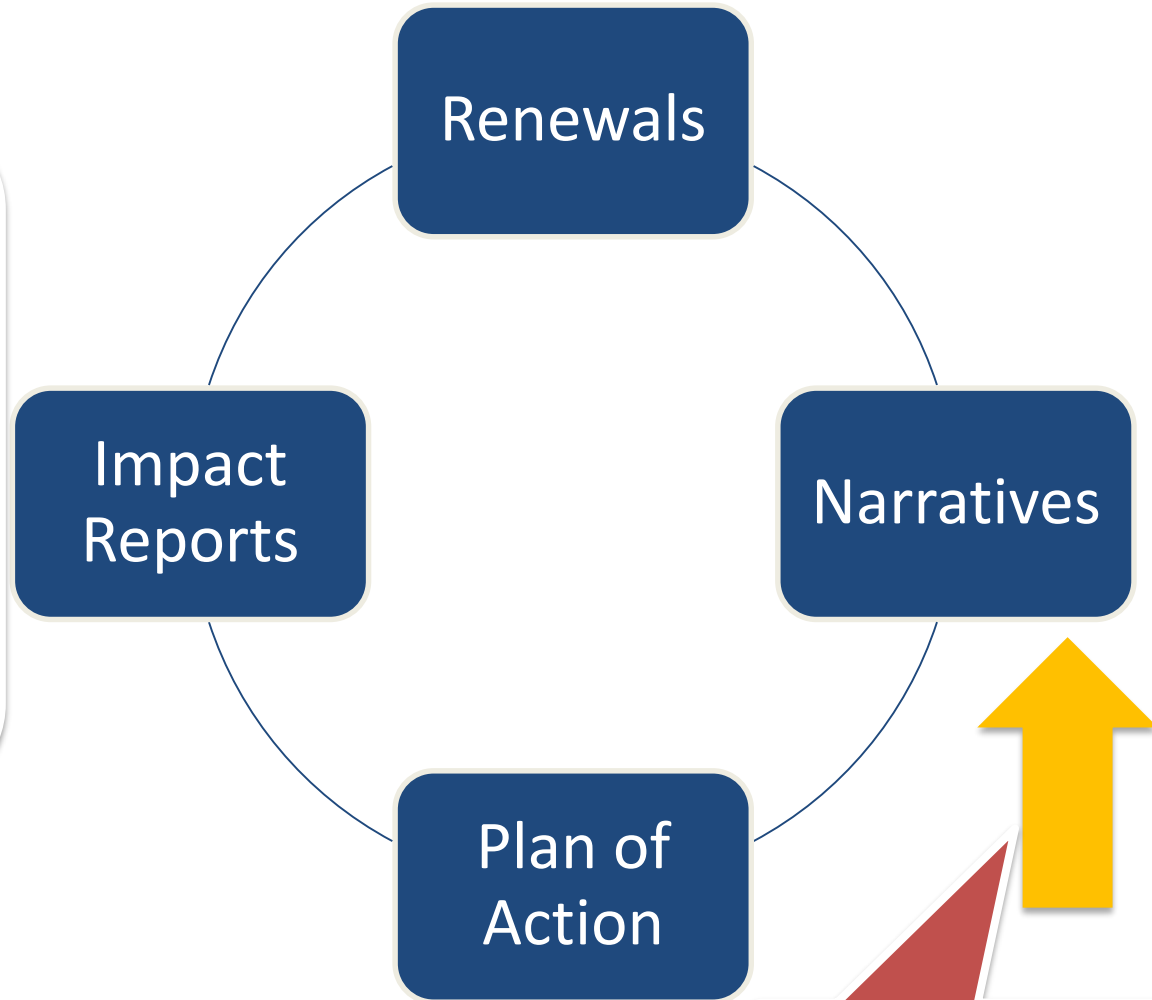
## Goal 2 – Create an internal culture of goodwill





# Goal 1 – Enhance membership strength

National modified the wording of this goal: “We can still envision becoming a million-member organization, with the goal for the next three years being to enhance membership strength.”



New Form Coming Soon!





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