



American Legion Auxiliary
Department of Wisconsin

2017-2018 Action Plan Strategic Planning Committee

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What is the Centennial Strategic Plan, and why do we have it?

Strategic Planning is a process used to make thoughtful decisions about an organization's future in order to ensure success. The process includes defining the organization's direction for the next five years, a roadmap for today and the next five years.

While working on the Strategic Plan, we continually use the American Legion Auxiliary mission as a guide to ensure we kept our goals focused on that mission:

"In the spirit of Service Not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace and security."

American Legion Auxiliary members and National Headquarters staff developed the 2014-2019 Centennial Strategic Plan using input from our members. The Department of Wisconsin developed its five-year strategic plan based on the National strategic plan. Our goals are the same, while our strategies and initiatives are unique to the Department of Wisconsin and member needs, while also supporting national. The Wisconsin Strategic Planning Committee, made up of sixty plus team members, worked diligently to define and prioritize WI strategies and Initiatives the Centennial Strategic Planning Goals.

Strategic Planning Goals:

- 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

In 2017-18, Wisconsin Strategic Planning Goal Teams will continue to prioritize, enhance, and implement WI Initiatives and action steps to support and implement strategies to implement Goals.

Who is Responsible for the Success of the National and Wisconsin Strategic Plan?

You! The National Strategic Planning Implementation Team help departments develop and implement their Strategies. Department SP Implementation Team, Goal Champions and Team members will assist and listen to, analyze ideas presented by members and work together to implement approved Strategies.

Throughout the year, the national organization will host training sessions and send Departments information, best practices, and ideas that work well in other departments. These best practices will be shared during the Wisconsin ALA In the Know training sessions, in the *Wisconsin* publication and outlined in Unit Mailings to help filter information to districts and units, as one step toward success. The success of this plan will take us all working together!

Working together ensures the American Legion Auxiliary, in conjunction with the American Legion Family, will be a viable organization through the next five years and for future generations to continue the legacy of service not self, serving veterans and their families, for God and Country.

Each goal focuses on prioritized strategies to help us pass on our legacy of service. With a positive and welcoming attitude we build a strong culture of goodwill. As we assist members and units, while developing aspiring leaders at all levels. We mentor and share skills and knowledge to strengthen units, counties, districts and the Department of Wisconsin. We promote who we are, what we do and why we make a difference while making a difference in our communities and supporting our Junior members and youth programs.

Goals, strategies and initiatives support American Legion Auxiliary Programs

Each major ALA Program develops a separate annual Action Plan that supports the ALA Mission and the Centennial Strategic Plan. The Strategic Planning team work in unison across the organization and with Program Chairman to help achieve expected program results, as well as Strategic Planning Goals, to take the action steps needed to help us meet the five Strategic Planning goals.

The results help us reach the Strategic Planning vision that *“By 2019, the American Legion Auxiliary’s million members will be making a difference for veterans and their families in every neighborhood!”*

Additional Resources You Can Use:

The ALA Department of Wisconsin web site at www.amlegionauxwi.org; on left side list, click on Strategic Planning to location various documents including:

- 2014-2019 Centennial Strategic Plan
- ALA 2014-2019 WI Strategic Plan implementation team, goal champions and strategy captains
- Strategic Planning status reports from the national organization.

The ALA National web site at www.ALAforVeterans.org:

- ALA Public Relations Toolkit
- Branding Guide
- Governing documents and
- Other member- and marketing-resource documents.

2017-2018 Strategic Planning Action Plan:

Analyze, enhance, recommend and implement approved WI Strategic initiatives to meet the ALA Mission and Centennial Strategic Planning Goals as published.

Joyce E. Endres, Strategic Planning Chairman
American Legion Auxiliary, Department of Wisconsin