



AMERICAN LEGION AUXILIARY  
DEPARTMENT OF WISCONSIN

**2018-2019 Action Plan**  
**Department of Wisconsin Strategic Planning Committee**  
**5-Year ALA Centennial Strategic Plan (2014 – 2019/20)**

The WI Strategic Planning Committee continues to work diligently to define and prioritize WI strategies and initiatives that support five Strategic Planning Goals.



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**See WI Goal Teams on WI ALA website**

**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~ See *Goodwill Ambassador Model and Award pages 3-7*

Goal 1: Enhance Membership Strength

**What is the ALA 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. The plan sets priorities and goals and states where the organization wants our energy and resources focused. Being strategic simply means “being clear about...” The process raises a series of questions that help our members examine and anticipate where the organization is going in the future and a roadmap of ideas and tools that will help us succeed.

American Legion Auxiliary members and National Headquarters staff developed the 2014-2019 ALA Centennial Strategic Plan. The Department of Wisconsin developed its five-year strategic plan based on National's strategic plan. Both strategic goals are the same, while strategies and initiatives are unique to the Department of Wisconsin and local member needs, while also supporting national's goals and strategies.

While working on the plan, national and department continually used the American Legion Auxiliary mission as a tool 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.”*

**GOODWILL AMBASSADOR MODEL AND AWARD – NEW for 2018-2019:**

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

**Definition of Goodwill:** Goodwill is a kind, helpful, and positive attitude toward others.

## **2018-2019 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. Wisconsin Strategic Planning Goal Teams continue to prioritize, enhance, and implement WI Initiatives and action steps to support and implement Strategies that support all five 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 as well as implemented strategies and initiatives 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 depends on ALA members and the American Legion Family working together in the spirit of service not self.**

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 beyond 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. We assist senior and junior members, units and develop aspiring leaders at all levels. We mentor and share skills and knowledge to strengthen units, counties, districts and Department of WI. We promote who we are, what we do and why through branding to make a difference for communities, veterans 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.

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 <http://www.amlegionauxwi.org/>; on left side list, click on Strategic Planning to location various documents including:

- 2014-2019/20 National and Wisconsin Centennial Strategic Plans
- 2014-2019/20 WI Strategic Plan Implementation Team, Goal Champions, Strategy Captains
- Strategic Planning Status Reports from the national and department organizations
- See the ALA National web site at [www.ALAforVeterans.org](http://www.ALAforVeterans.org) for ALA Public Relations Toolkit; ALA Branding Guide; Governing documents and other member and marketing resource documents.



## GOODWILL AMBASSADOR MODEL

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

**Definition of Goodwill:** Goodwill is a kind, helpful, and positive attitude toward others.

### Characteristics of Ambassadors:

1. **Brand Knowledge and Appreciation** Goodwill Ambassadors appreciate the importance of the ALA brand and grasp the role social media plays in today's world.
2. **Established Community Presence** Goodwill Ambassadors are needed for word-of-mouth to be successful and reach as many people as possible throughout their communities. The ALA needs a well-established online and social media presence and engaged network.
3. **High Level of Professionalism** Goodwill Ambassadors represent the ALA, speak well of the organization, and encourage others to check out the Auxiliary's programs and benefits.
4. **Passion for Growing Relationships** Goodwill Ambassadors strive to be:
  - Respected for knowledge in particular areas
  - Sought-after for recommendations and opinions
  - Builders of strong, loyal relationships among members and our brand
  - Passionate about and intimately familiar with where to locate information
  - Resourceful
  - Skilled at making connections with nonmembers on the Auxiliary's behalf
  - Confident and positive—traits that draw you in and make you want to listen

### Qualities of a Goodwill Ambassador:

An American Legion Auxiliary Goodwill Ambassador represents the organization in a positive manner to foster good relationships with others. She cares about bringing members, nonmembers, businesses, or other service organizations together. A Goodwill Ambassador demonstrates:

**PROFESSIONALISM**—represents the ALA in a business-like manner

**PASSION / POSITIVE ATTITUDE**—is sincere and enthusiastic

**KNOWLEDGE**—is well-versed in programs, purpose, and policies

**INTEGRITY / ETHICS**—exhibits trustworthiness and honesty

**LEADERSHIP SKILLS**—is able to handle various situations, including training, mediation, and/or negotiation for desired results

**LOYALTY**—is true to the cause

**DECISION-MAKING**—is making choices through compromise and collaboration

**OPENMINDEDNESS / FLEXIBILITY**—accepts ideas of others, able to adapt without conflict

**MENTORING**—shares information and knowledge to increase others' strengths and abilities

**COMMITMENT / DEPENDABILITY**—can be counted on to see through to completion

**EFFECTIVE COMMUNICATION/GOOD LISTENING**— is easily understood, uses appropriate language and mannerisms

**INTEGRATION OF DIVERSE POPULATIONS**—is able to include various cultures, languages, religious affiliations, race, gender, age groups, and education levels.



## Narrative for Goodwill Ambassador Award

### Rules and Entry

Rules for the Goodwill Ambassador Award are set forth to maintain clarity and uniformity of expectations and criteria that support selection based on the nomination and entry forms. An entry form simply organizes pertinent information and provides for units and departments to verify nominee eligibility.

These guidelines will help to make this prestigious award more meaningful and special. The American Legion Auxiliary is comprised of quality individuals who deserve recognition beyond that provided by their units or departments.

A strong narrative is key to determine each year's recipient. Five suggestions are offered on the rules page to prompt writers as they consider how best to showcase their nominees. It also prepares the ALA national president as she makes the announcement at ALA National Convention.

### GOODWILL AMBASSADOR AWARD RULES

#### HOW TO APPLY:

Each unit has a special, hardworking, dedicated Auxiliary member who goes above and beyond expectations to represent her unit well at all events. She is a true example of goodwill to her peers.

Show appreciation by nominating her for the Goodwill Ambassador Award during the current administrative year.

#### Rules for selection:

1. Member is at least 18 years old and in good standing.
2. Selection is based on the Goodwill Ambassador model.
3. Your nominee may be a new member.
4. Each unit may submit one entry.
5. The unit will submit their unit member's winning narrative of 500 or fewer words.

#### Consider the following:

- a. How does the nominee exemplify the mission of *Service Not Self*?
  - b. How does she embrace inclusiveness in her service?
  - c. Describe your nominee's purpose-filled actions, accomplishments, and activities that foster a culture of goodwill.
  - d. How does she inspire positive decision-making that grows the organization?
  - e. Include any other pertinent information.
6. Required unit president and secretary signatures appear on the nomination form. If one of those two is the nominee, a past unit president may sign.
  7. Complete the Goodwill Ambassador Award Nomination Entry form and attach the narrative.
  8. Department of WI Headquarters must receive it by **March 1, 2019**.
  9. The WI Department Strategic Planning Chairman completes the Goodwill Ambassador Award Scorecard to evaluate Goodwill Ambassador nomination entries received from units to make one department selection. The department selection must be received by national division vice president by **May 1, 2019**.
  10. The national division vice president selection must be received by ALA National Headquarters by **June 1, 2019**.

**The national president will honor the National Goodwill Ambassador Award recipients at ALA National Convention**



## GOODWILL AMBASSADOR AWARD NOMINATION ENTRY

See Goodwill Ambassador Award Rules for further Instructions

(Please type or print legibly)

Unit: \_\_\_\_\_

Dept. \_\_\_\_\_

### Nominee Information:

Print Name: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Email: \_\_\_\_\_

Member ID#: \_\_\_\_\_ Phone: \_\_\_\_\_

### UNIT AND DEPARTMENT VERIFICATION

I verify that the above is a member in good standing.

Unit Secretary (printed) \_\_\_\_\_ Signature: \_\_\_\_\_

Unit Secretary Email \_\_\_\_\_ Phone: \_\_\_\_\_

Unit President (printed) \_\_\_\_\_ Signature: \_\_\_\_\_

Department President (printed) \_\_\_\_\_ Signature: \_\_\_\_\_

**Explain in 500 words or less why this member is nominated for the Goodwill Ambassador Award. Attach separate sheet.**

Mail completed entry form with essay to ALA Dept of Wisconsin, PO Box 140, Portage WI 53901 by **March 1, 2019.**



# GOODWILL AMBASSADOR AWARD SCORECARD

## 100 POINTS TOTAL

MEMBER NAME: \_\_\_\_\_ UNIT NO: \_\_\_\_\_

DEPARTMENT: \_\_\_\_\_ DATE: \_\_\_\_\_

An American Legion Auxiliary Goodwill Ambassador delivers goodwill, promotes ALA ideals, and volunteers their time, talents, and passions to raise awareness of serving veterans.

**Definition of Goodwill:** Goodwill is a kind, helpful, and positive attitude toward others.

**40 points total – Displays the Characteristics of Ambassadors (10 points per characteristic)**

Characteristic Not Included		Characteristic Included		Meets Characteristic			Exceeds Characteristic		Outstanding Characteristic	
0	1	2	3	4	5	6	7	8	9	10

\_\_\_\_\_/10 pts - **Brand Knowledge and Appreciation** Goodwill Ambassadors appreciate the importance of the ALA brand and grasp the role social media plays in today's world.

\_\_\_\_\_/10 pts - **Established Community Presence** Goodwill Ambassadors are needed for word-of-mouth to be successful and reach as many people as possible throughout their communities. The ALA needs a well-established online and social media presence and engaged network.

\_\_\_\_\_/10 pts - **High Level of Professionalism** Goodwill Ambassadors represent the ALA, speak well of the organization, and encourage others to check out the Auxiliary's programs and benefits.

\_\_\_\_\_/10 pts - **Passion for Growing Relationships** Goodwill Ambassadors strive to be:

- o respected for knowledge in particular areas
- o sought-after for recommendations and opinions
- o builders of strong, loyal relationships among members and our brand
- o passionate about and intimately familiar with where to locate information
- o resourceful
- o skilled at making connections with nonmembers on the Auxiliary's behalf
- o confident and positive—traits that draw you in and make you want to listen

\_\_\_\_\_ /40 pts - **Total Characteristic points**

**60 points total - Qualities of a Goodwill Ambassador (5 points per quality):**

Quality Not Included	Quality Included	Quality Met	Quality Exceeds	Outstanding Quality
0	1	2	3	4 5

An American Legion Auxiliary Goodwill Ambassador represents the organization in a positive manner to foster good relationships with others. She cares about bringing members, nonmembers, businesses, or other service organizations together. A Goodwill Ambassador demonstrates:

\_\_\_\_\_ /5 pts - **PROFESSIONALISM**—represents the ALA in a business-like manner

- presents a neat, clean appearance, and may include ALA or Legion family branded items
- maintains her poise even in difficult situations

\_\_\_\_\_ /5pts - **PASSION / POSITIVE ATTITUDE**—is sincere and enthusiastic

- is excited about what she does and the help it provides
- inspires greater performance in others

\_\_\_\_\_ /5 pts - **KNOWLEDGE**—is well-versed in programs, purpose, and policies

\_\_\_\_\_ /5 pts - **INTEGRITY / ETHICS**—exhibits trustworthiness and honesty

- demonstrates sound moral principles in all her relationships

\_\_\_\_\_ /5 pts - **LEADERSHIP SKILLS**—is able to handle various situations, including training, mediation, and/or negotiation for desired results

- demonstrates the ability to lead
- is perceptive of team needs

\_\_\_\_\_ /5 pts - **LOYALTY**—is true to the cause

\_\_\_\_\_ /5 pts - **DECISION-MAKING**—is making choices through compromise and collaboration

- evaluates different circumstances
- helps collaborators overcome obstacles

\_\_\_\_\_ /5 pts - **OPENMINDEDNESS / FLEXIBILITY**— accepts ideas of others, able to adapt without conflict

- seeks multiple points of view
- ability to grow from new experiences

\_\_\_\_\_ /5 pts - **MENTORING**—shares information and knowledge to increase others' strengths and abilities

\_\_\_\_\_ /5 pts - **COMMITMENT / DEPENDABILITY**—can be counted on to see through to completion

\_\_\_\_\_ /5 pts - **EFFECTIVE COMMUNICATION/GOOD LISTENING**—is easily understood, uses appropriate language and mannerisms

\_\_\_\_\_ /5 pts - **INTEGRATION OF DIVERSE POPULATIONS**—is able to include various cultures, languages, religious affiliations, race, gender, age groups, and education levels

\_\_\_\_\_ /60 pts - Total Qualities points

## GOODWILL AMBASSADOR AWARD SUMMARY SCORECARD 100 POINTS TOTAL

MEMBER NAME: \_\_\_\_\_

UNIT NO: \_\_\_\_\_

DEPARTMENT: \_\_\_\_\_

DATE: \_\_\_\_\_

\_\_\_\_\_ /40 pts - Total Characteristic points

\_\_\_\_\_ /60 pts - Total Qualities points

\_\_\_\_\_ /100 pts - Grand Total points

Scorer's initials \_\_\_\_\_

**Goodwill Ambassador Award Narrative – 500 or fewer words**