

WI American Legion Auxiliary – Strategic Planning Team Initiatives
October 30, 2015 Review, Consolidation, Prioritization

INITIATIVE AFFINITY REGROUP SUMMARY WITH PRIORITY NOTED-UPDATED

Goal 1: Attain a Million Members

New Strategy A: Promote Membership

Received 8 points	1A.1	Enrich the organization by providing membership growth tools
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New Strategy B: Gifts of Membership

	1A.3	Gifts of Membership
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New Strategy C: Reward and Recognition (*combined Award initiatives from all Goals*)

Received 5 points	4C.3	Award Special Citation Plaque to District with Greatest Increase over previous year
Received 5 points	5A.2	Bring more recognition to our Girls State Program to promote our mission to the next generations.
	5B.3	Recognize Unit Members for Continuous Membership
	2D.1	Reward individual unit members for sponsoring new Auxiliary members.
	5B.2	Recognize Unit History Achievements
Received 8 points	2D.3	Implement "Unit of the Month" article in the Wisconsin newsletter.
	4C.1	Develop a point system to Reward Districts with credit toward Emblem Sales merchandise
	2D.2	Department charitable donation to an organization of the Unit's choice for the unit that gives the most donations in a reporting year.

Strategy D: Encourage posts to form Units

	1D.1	Identify Posts without Units / Units without Posts
	4C.2	Invest in Mileage Stipends for Travel to Units to Promote Increased Memberships

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Goal 2: Create an Internal Culture of Goodwill

New Strategy A: Lead by Example (Behave – Model by Example Behavior / Empower Members)

Priority 1 39 Points	2A.2	Project a good image
	New	Be a positive role model and motivate members (handwritten twice)

New Strategy B: Family Cooperation

Received 8 points	1D.4	Engage current influential Legionaries to advocate on behalf of the Auxiliary by providing written testimonials and educational speaking engagements.
	2C.2	SEE ONE, REACH ONE, TEACH ONE See a member of the “family” organization, reach out to them in a welcoming manner and teach them about how the “branches” of the family tree complement one another. Teach them how working together we achieve our mission of service
	1B.1	Optimize current forms of communication within the ALA / TAL (facebook/distribution lists, contacts
	1D.2	Define value of ALA affiliation with Post
	4D.3 Dup	Promote inter-unit activities within Districts

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Goal 3: Develop Leadership at all Levels

New Strategy A: Training

<p>Priority 2 Received 26 points</p>	<p>4A.1</p>	<p>Develop and Initiate training events, specific to unit needs, including action plans for unit leadership</p>
	<p>4A.2</p>	<p>Write/distribute materials for every member to become aware of the meaning(s) of Preamble, Emblem, Vision Statement, and Mission of the ALA</p>

New Strategy B: Mentor

<p>Priority 3 Received 19 points</p>	<p>4A.3</p>	<p>Develop mentorship programs using past presidents at all levels of organizations unit, county, district, and department</p>
<p>Received 7 points</p>	<p>4D.2</p>	<p>Provide to Units the mentoring/training/encouragement to become future District officers.</p>

New Strategy C: Determine if County Organizations are still relevant (should this Strategy be under Goal 4 – Strengthen Departments and Units)

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Goal 4: Strengthen Department and Units

New Strategy A. Mentorship

Received 6 points	2B.1	Incorporate New Members into Activities of the Unit
Priority 5 11 points	2A.3	Be a positive role model to motivate members (twice and duplicate elsewhere)
Received 8 points	2.A.1	Gain in-depth knowledge of ALA programs to mentor others
	4D.1	Determine if County organizations are still relevant or needed
Received 8 points	3B.2	Develop standards for appointing chairpersons
	3B.1	Identify and review the current methods (if any)
	3C.3	Distribute Questionnaire to Units across the Dept of WI on election of Officers

New Strategy B. Education

Received 3 points	3B.3	Develop ways to educate and implement the methods for appointing
Received 8 points		MISSING SLIP
Received 2 points	5B.6	In the spirit of service, not self indoctrinate the youth with the core values of TAL family
Received 8 points	4A.4	Develop new member (all members) handbooks specific to each unit detailing local unit history, programs, projects, calendar, leadership, construction, etc.

New Strategy C. Communication

	4D.3	Promote inter-unit activities within Districts
	1C.3	Internal Affiliation (interact w/other units, districts, department, adopt sister unit/district)
	5C.1	Expand Internal Communications by providing more informative and interactive information. All members are representatives of the organization, and informed, confident members have a higher potential to sign up new members.

New Strategy D. Revenue Opportunities

Received 8 points	Other	Explore new revenue sources / streams Grant Opportunities – are there any Grant writers as members of the ALA? Promote USAA Credit Card /ALA member sign-up/\$\$ refunded to Dept based on #/spending
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		Department Training Revenue ALA License Plate Cover
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Goal 5: With the American Legion, Build Brand Loyalty

New Strategy A: Increase Visibility in Communities

Priority 4 12 Points	1C.2	External Affiliation (brand awareness/publicity through brand awareness/volunteer efforts (interact with TAL family/ other VSOs)
	5B.7	Display the Emblem
	5A.3	Make the ALA emblem more visible around the communities.
	5B.4	Branding – Community see ALA logo and have them know immediately who we are and what we do
	5B.5	Publicize – Individual members write and submit an article to be published in media.

New Strategy B: Work Together

Received 1 point	1C.1	Alliances (partner with community orgs and VSO on projects)
Received 3 points	1D.3	Create a marketing piece for distribution to the commanders of Posts that currently do not have Auxiliary Units which outlines specific facts about the benefits of having an Auxiliary Unit
Received 1 point	2C.1	A state-wide competition for Units, Posts, SAL Squadrons, and LR groups to hold a new “joint” event to show the willingness of the Legion family to work together and to publicize all groups.

New Strategy C: Expand Poppy Program and Use of Poppy Funds

Received 2 points	5A.1	Build our image in our local communities through the use of the Poppy, one of the more recognizable images of our organization.
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New Strategy D: Communicate Mission Purpose

	5C.2	Expand External Communications through an increased presence within the Military Community by promoting the American Legion Auxiliary programs and support to Active duty Military Families and Service Members
Received 10 points	5C.3	Build Brand Loyalty through the use of Internal and External Communications by emphasizing our mission statement and values. We are our own best kept secret, and it’s time to get our organization recognized.

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INITIATIVES that were not reassigned to a Goal or Strategy

Goal 3 – Strategy C: Evaluate the process of electing department officers

Priority	3C.1	Develop Questionnaire to be distributed to Districts across the Dept of WI
Priority	3C.2	Develop Questionnaire to be distributed to Counties across the Dept of WI

GOAL 5 – Strategy B: Reward brand loyalty

Priority	5B.1	Build Brand Loyalty
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NEW:

President Laura appoint a ALA Centennial Year (2019-20) Committee (*same as TAL? Team with TAL?*)

SWOT Assessment: Initially presented by Julie Muhle (*mailed to attendees so they could add their input to Julie's observations*)

GAPS

Junior Member Strategies / Initiatives relating to Junior Membership

Dual AL Family membership: Value of being a dual member

Tie goals, strategies and initiatives to ALA Mission and Programs

TEAM

Strategic Plan TEAM Responsibilities: Updated from National's Summary

Strategic Plan TEAM Restructure developed after Strategies and Initiatives Finalized/Prioritized