



American Legion Auxiliary 2019-20 Centennial Strategic Plan

Here's the **April 30, 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 100th 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-B: Two initiatives were created and approved, "Educate members on the importance of branding, the what, how's and why's" and "Works with departments, units, and ALA Girls State programs to bring their online presence up to ALA brand standards."
- 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 published and sent out an "ALA in the Know" e-bulletin and e-newsletter to the ALA Member database. Did you receive it? If so, what did you think?

Goal 4: Strengthen Departments and Units

- 4-D: As of April 29, 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/.
- 4-E: This team sent surveys to department Chairmen to gauge program effectiveness and the current use of the Plan of Action. Stay tuned for their findings!

Goal 3: Develop Leadership at All Levels

- 3-C: Empowering our members, Juniors and Seniors alike, is imperative to remaining active at the Unit level. This team is working on an initiative that addresses that need and couples it with Servant Leadership.
- 3-D: The second National President Shout Out was posted on April 5th and this time it's for Junior member, Shanna Clyde. There were 30 likes and 12 shares and 5 comments.

Goal 2: Create an Internal Culture of Goodwill

- 2-A: This team is researching similar organizations and their models for a Goodwill Ambassador. Their research will be compiled and discussed during the next conference call in May.
- 2-B: Three civility documents created by this team have been finalized and will be reviewed to be included in the newest version of the Unit Operations Guidebook (UOG). The new UOG is a large undertaking that will take time to put together, but we will keep you all updated on the release date.

Goal 1: Enhance Membership Strength

- 1-A: As of April 2016, 55% of female veterans who joined in 2015 have renewed their membership with the American Legion Auxiliary and we gained 614 new female veterans for the 2016 membership year! Additionally, 28 new members, 15 renewals, and 9 rejoins can be attributed to the new online interest form. Way to recruit 1-A!
- 1-C: The Service, Not Self Volunteering Toolbox was added to the CS and the membership POA for 2016-2017.
- 1-E: This team is in the final stages of securing some strategic alliances for the American Legion Auxiliary! Additionally, they are interviewing 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.

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!