

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

INITIATIVE SUMMARY

Goal 1: Attain a Million Members

GOAL 1 – Strategy A: Attract, engage, retain members

1A.1	Enrich the organization by providing membership growth tools (survey/personal/ask questions)
1A.2	Promote Membership (publicize/challenge members to sign up/public event booths)
1A.3	Gifts of Membership (opportunity/Leadership skills/promote value of membership/friendships)
	Report – Three Generational Team

GOAL 1 – Strategy B: Excel at Communication

1B.1	Optimize current forms of communication within the ALA / TAL (facebook/distribution lists, contacts)
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Goal 1 – Strategy C: Expand Alliances

1C.1	Alliances (partner with community orgs and VSO on projects)
1C.2	External Affiliation (brand awareness/publicity through brand awareness/volunteer efforts (interact with TAL family/ other VSOs)
1C.3	Internal Affiliation (interact w/other units, districts, department, adopt sister unit/district)

Goal 1 – Strategy D: Encourage posts to form Units

1D.1	Identify Posts without Units / Units without Posts (Dept-Andrea/Chris provided list)
1D.2	Define value of ALA affiliation with Post (Amy Luft Defined – given to Denise/Dubie) NEW QUESTION: Define value of DUAL membership (TAL/ALA; TAL/SAL:TAL/ALR; ALA/ALR)
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
1D.4	Engage current influential Legionaries to advocate on behalf of the Auxiliary by providing written testimonials and educational speaking engagements.

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Goal 2: Create an Internal Culture of Goodwill

GOAL 2 – Strategy A: Lead by Example

2A.1	Gain in-depth knowledge of ALA programs to mentor others
2A.2	Project a good image
2A.3	Be a positive role model to motivate members

GOAL 2 – Strategy B: Cultivate and sustain a culture that reflects ALA Core Values

2B.1	Incorporate New Members into Activities of the Unit
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Goal 2 – Strategy C: Build trust within the American Legion Family at all levels

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.
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

Goal 2 – Strategy D: Reward positive behavior

2D.1	Reward individual unit members for sponsoring new Auxiliary members.
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.
2D.3	Implement "Unit of the Month" article in the Wisconsin newsletter.

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Goal 3: Develop Leadership at all Levels

GOAL 3 – Strategy A: Create opportunities to identify and develop leadership

3A.1	NO INITIATIVES – TEAM HAS NOT MET
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GOAL 3– Strategy B: Evaluate method of appointing chairmen and committees

3B.1	Identify and review the current methods (if any)
3B.2	Develop standards for appointing chairpersons
3B.3	Develop ways to educate and implement the methods for appointing
3B.4	Prepare and present our final report to the Strategic Planning Committee

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

3C.1	Develop Questionnaire to be distributed to Districts across the Dept of WI
3C.2	Develop Questionnaire to be distributed to Counties across the Dept of WI
3C.3	Distribute Questionnaire to Units across the Dept of WI on election of Officers
	Survey

Goal 3 – Strategy D: Reward innovative leadership recruitment and development practices

3D.1	Team has met, but due to Strategy Captain Family illness, NO INITIATIVES submitted.
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Goal 4: Strengthen Department and Units

GOAL 4 – Strategy A: Promote training at all levels

4A.1	Develop and Initiate training events, specific to unit needs, including action plans for unit leadership
4A.2	Write/distribute materials for every member to become aware of the meaning(s) of Preamble, Emblem, Vision Statement, and Mission of the ALA
4A.3	Develop mentorship programs using past presidents at all levels of organizations unit, county, district, and department
4A.4	Develop new member (all members) handbooks specific to each unit detailing local unit history, programs, projects, calendar, leadership, construction, etc.

GOAL 4 – Strategy B: Investigate ways to improve Department’s financial stability

4B.1	<p>A. Fall Informational Forum Restructure Resolution: Approved by DEC. Planning meeting scheduled for October 30th to work out details for the Regional Conference Concept</p> <p>B. Dept Merit and Memorial Scholarships – Resolution was sent to Dept for action at Dept Convention – Resolution rejected</p> <p>C. Recommended dropping the position of Ass/t Junior Chairman as an additional savings. Request sent to Bylaws Chairman. Result?</p> <p>D. Recommended that department cease paying the NEC \$50 at the end of her term. Sent to Standing Rules Chairman – measure rejected.</p>
Other	<p>Explore new revenue sources</p> <p>Grant Opportunities – are there any Grant writers as members of the ALA?</p> <p>Promote USAA Credit Card /ALA member sign-up/\$\$ refunded to Dept based on #/spending</p> <p>Department Training Revenue</p>

Goal 4 – Strategy C: Reward districts that increase membership

	Cover
4C.1	Develop a point system to Reward Districts with credit toward Emblem Sales merchandise
4C.2	Invest in Mileage Stipends for Travel to Units to Promote Increased Memberships
4C.3	Award Special Citation Plaque to District with Greatest Increase over previous year

Goal 4 – Strategy D: Evaluate district and county structure

4D.1	Determine if County organizations are still relevant or needed
4D.2	Provide to Units the mentoring/training/encouragement to become future District officers.
4D.3	Promote inter-unit activities within Districts

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Goal 5: With the American Legion, Build Brand Loyalty

GOAL 5 – Strategy A: Promote our brand identity and mission

5A.1	Build our image in our local communities through the use of the Poppy, one of the more recognizable images of our organization.
5A.2	Bring more recognition to our Girls State Program to promote our mission to the next generations.
5A.3	Make the ALA emblem more visible around the communities.

GOAL 5 – Strategy B: Reward brand loyalty

5B.1	Build Brand Loyalty
5B.2	Recognize Unit History Achievements
5B.3	Recognize Unit Members for Continuous Membership
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.
5B.6	In the spirit of service, not self indoctrinate the youth with the core values of TAL family
5B.7	Display the Emblem

Goal 5 – Strategy C: Expand internal and external public relations and communications

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.
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
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.