



**By 2019, the American Legion Auxiliary’s million members will be making a difference for veterans and their families in every neighborhood.**

**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.

**Core Values**

Our statement of values is predicated on our founding purposes:

- Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty
- Service to God, our country, its veterans and their families.
- Tradition of patriotism and citizenship
- Personal integrity and family values
- Respect for the uniqueness of individual members
- Truthful, open communication in dealing with the public and our members
- Adherence to adopted policies and rules

Goal 5	Goal 4	Goal 3	Goal 2	Goal 1
With the American Legion, Build Brand Loyalty	Strengthen Departments and Units	Develop Leadership at all Levels	Create an Internal Culture of Goodwill	Enhance Membership Strength
<b>Wisconsin Strategies FINAL: April 4, 2016</b>				
A. Promote brand identity and mission by increasing visibility in communities	A. Excel at Communication	A. Create opportunities to identify, develop and mentor leadership	A. Empower members at all ALA levels to champion goodwill to internal / external audiences	A. Promote membership and create opportunities to attract, engage and retain members
B. Promote Poppy Image to expand brand loyalty	B. Evaluate Election and Appointment Process	B. Junior Activities	B. Define, cultivate, sustain, and implement TAL family culture to fulfill ALA’s Core Values	B. Reward and recognize members, units, counties, and districts
C. Expand internal and external public relations to communicate mission purpose	C. Evaluate units, county and district organizational structure	C. Promote training and mentoring at all levels		C. Expand internal and external alliances
	D. Investigate ways to improve Department’s financial stability			

**Wisconsin Strategy Priorities:**

1. Culture of Good will (Goal 2)
2. Leadership: Evaluate Election/Appointment Process and Unit/County/District Organizational Structure (Goals 3/4)
3. Communication (Goal 4; affects all five goals)
4. Juniors (Goal 3; affects all five goals)
5. Brand Loyalty with Poppy Image (Goal 5)
6. Membership/Internal External Alliances (Goals 1 / 5)
7. Rewards (Goal 1; affects all five goals)

**Achieving Goals 5, 4, 3, and 2 will lead to success and achieve Goal 1 and the Centennial Strategic Plan Vision**