



American Legion Auxiliary 2019-20 Centennial Strategic Plan

Here's the **January 31, 2017 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 has been resoundingly supported by the 2014, 2015 and 2016 National Convention bodies as well as the NEC. Some 100 initiatives are in the works to implement the nearly 20 strategies supporting the 5 main goals. Leading the efforts to implement the initiatives are some 125 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: As of Jan. 19, according to Google Alert articles, 158 articles have been published that mention or feature the ALA. Use the following link to see that in January, the Martin Luther King Jr. press release template was spotlighted in the eBulletin in an effort to remind membership of the resources available online:
<https://www.facebook.com/alaforveterans/posts/10154900625264719>
- 5-B: As of Jan. 19, over 41,000 people have been reached through content marketing pieces featured in blogs and national media coverage across the country.

Goal 4: Strengthen Departments and Units

- 4-A: As part of an ongoing initiative, a survey is being developed to determine unit measures to reward departments that increase unit capacity during the 2017 National Convention.
- 4-A: A monthly Department Operations Guide email is under development. It will provide information in a simple format, taken directly from the Department Operations Guide, which will encourage departments and units to utilize resources to strengthen their impact on members.

- 4-C: As part of phase II of incentivizing departments that work on their strategic plans, the mentoring teams were given their first challenge in January: to contact all the departments that started, but did not complete, the phase I award process in an attempt to assist and encourage them to continue to develop their department plan. The mentoring teams were created to personally work with departments to answer questions and guide them through the process of strategic planning.

Goal 3: Develop Leadership at All Levels

- Goal 3: In an effort to produce measurable results, this entire goal is recalibrating to see if working a different way will help be more effective at developing leadership at all levels. The team is determining what metrics would be helpful to show any improvement in leadership development throughout the organization.
- 3-D: The FIFTH National President Shout Out was posted to the National President Facebook page on Jan. 13. The post received 90 likes, 23 comments and was shared 24 times! Be sure to keep checking the National President Facebook page at [www.Facebook.com/alanationalpresident!](http://www.Facebook.com/alanationalpresident) To submit a nomination, email natlsecy@ALAforVeterans.org with the name and short description of someone who exhibits outstanding leadership skills!

Goal 2: Create an Internal Culture of Goodwill

- 2-C: New team members have been added to assist with new ideas for creating an internal culture of goodwill. There was recently an introductory call with those new members, and another call is scheduled to look over and update initiatives.

Goal 1: Enhance Membership Strength

- 1-A: Total Online Interest Forms for 2015-2016 Administrative Year: 462. Total Online Interest Forms for 2016-2017 Administrative Year (as of Jan. 20): 338.
- 1-A: As of December 2016, 359 new women veterans joined the ALA for 2017, and 38 percent of the women veterans who joined in 2015 renewed their membership for 2017. As of Jan. 19, 175 new members have been able to join with the new online system!
- 1-E: An initiative has been re-opened in an attempt to continue ongoing efforts in developing strategies and tools for post/unit/squadron-hosted “Legion Family Celebrations” with emphasis on celebrating/recruiting new members.

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!