



American Legion Auxiliary 2019-20 Centennial Strategic Plan

Here's the **December 31, 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 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: New action steps were created by this team for two of their initiatives: One action step is to promote the ALA Juniors page in *Auxiliary* magazine and on the ALA Juniors Facebook and Twitter pages. The other action step is to pose the following question to social media followers: "How do you promote the brand?" Answers to the question will be published on social media.
- 5-B: This team also created a new initiative to promote MSL Group national news articles and the new ALA National Headquarters blog.
- 5-C: To further recognize departments and units that promote The American Legion Family brand, this strategy has ensured that #LegionFamily will be included in the callout on the Juniors page in the February issue of *Auxiliary* magazine.
- 5-D: As planned, members of Goal 5-D expanded promotional efforts of blogs by recruiting more ALA members to distribute them among their followers. In addition to continuing to promote ALA's new content strategy, which focuses on increasing awareness externally, a new newsletter was recently launched to raise awareness internally about the Auxiliary Emergency

Fund. The 2016-2017 ALA In The Know eBulletin series on AEF provides tips on different ways to raise funds for the AEF. Ideas range from simple efforts, like collecting \$1 per member, to more complex fundraising events. The 2016-2017 eBulletin series also is designed to raise member awareness about the fund, which focuses on helping ALA members in need. One of the long-term goals of this communication vehicle is to encourage units to include AEF fundraising as part of their annual plans.

Goal 4: Strengthen Departments and Units

- 4-B: In-depth job descriptions for officer and chairmen positions have been drafted and are being revised by team members. These will include position descriptions with expectations and responsibilities.
- 4-D: Recommendations are being developed to design a process creating streamlined impact number reports.

Goal 3: Develop Leadership at All Levels

- 3-B: Personalized emails were sent to Past National Presidents to encourage them to complete a survey being utilized by this team to help determine qualifications of members wanting to work toward a department office or chairmanship.
- 3-D: A nomination for the National President Shout Out will be posted to the National President Facebook page sometime in January. Be sure to keep checking her Facebook page <https://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-A: This team has finalized the Goodwill Ambassador Model which stresses positive attributes and includes a Goodwill Ambassador Commitment. The model is being shared with the other strategies of Goal 2 for final review before submission to the Implementation Team.
- 2-A: With the Goodwill Ambassador Model finalized, the team has begun work on updating previously created documents that are to be used as a tool for practicing goodwill.
- 2-B: This team is researching similar organizations' Codes of Conduct and developing a recommended code for use at all levels of the Auxiliary. The JGA Organizational Effectiveness Assessment found that unacceptable conduct contributes to ill will in our organization.

Goal 1: Enhance Membership Strength

- 1-A: As of December 2016, 280 new women veterans joined the ALA for 2017, and 30 percent of women veterans who joined in 2015 renewed their membership for 2017. At this time, 147 new members have been able to join with the new online system!
- 1-A: A new initiative was developed to create marketing materials promoting The American Legion Family for units to use at the grassroots level with the outcome of increasing membership.

This team, working with the Communications Division at ALA National Headquarters, has begun work developing door hangers that will be available on the national website once completed and approved.

- 1-E: This team met with a Hallmark liaison in an attempt to build an alliance to assist in promoting the ALA brand. Hallmark agreed to provide blank card stock and envelopes to five Veterans Affairs facilities in Kansas. Discussions continue on the possibility of future public service announcements on the Hallmark Channel and other forms of marketing of the ALA brand.

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!