



American Legion Auxiliary 2019-20 Centennial Strategic Plan

Here's the [February 28, 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 2/15/17, according to Google Alert articles, 151 articles have been published in the month of February that mention or feature the ALA.
- 5-C: The newly developed criteria for the ALA Brand Ambassador Award Citation has been added to the Public Relations Action Plan.
- 5-C: The following articles were added to the February 2017 *Auxiliary Magazine*: "Raising Brand Awareness" on page 18 and a list of Hash Tags and submissions from members on page 65.
- 5-D: The ALA national headquarters recently hired a Brand Growth Advocate assigned to work with Goal 5 to represent and increase brand awareness of the ALA at military and veterans during community events.
- 5-D: We now have 11 ALA PR Ambassadors, including 2 Junior members that just came onboard. Suggested teasers and URLs are sent to the group each week from blog stories and are

posted throughout the week in various social media channels to include Facebook, Twitter, Google+, LinkedIn, Pinterest and Instagram. Ambassadors reported having exposure on twitter of 87,895 views on DIY How to make plastic bag Sleeping bag article and exposure on twitter of 89,473 views for post about 5 ways to help veterans around the home. Total twitter and instagram audience seeing posts about American Legion Auxiliary for February was 372,428.

- 5-D: Continuing efforts with MSL groups, the article "Walking the Hill: Advocating for veterans rights and services" was viewed by 146, 883, 985 people through a print circulation of 7,291.

Goal 4: Strengthen Departments and Units

- 4-B: Job descriptions for National Officer and National Chairman positions which include expectations and responsibilities were forwarded to ALA national headquarters' directors for revision.

Goal 3: Develop Leadership at All Levels

- 3-D: The 6th National President Shout Out was posted on Feb 16, 2017 and received 55 likes, 19 shares and 8 comments. The 7th National President Shout Out was posted on Feb 22 and within 2 hours received 14 likes and 9 comments.

Goal 2: Create an Internal Culture of Goodwill

- 2-B: A sample ALA Code of Conduct was given to the Goal Champions and forwarded up to the national level committee on member conduct that includes the Judge Advocate and National Parliamentarian. That group is continuing to build on it and will return it back to us with some additions.
- 2-A: The final draft of the Goodwill Ambassador Model will be submitted to Goal Champions for review this month. Progress on our Goodwill Ambassador Award How-to-Apply Guide and Entry Form has been created.

Goal 1: Enhance Membership Strength

- 1-A: As of February 2017, 412 new women veterans joined the ALA for 2017, and 43 percent of the women veterans who joined in 2015 renewed their membership for 2017.
- 1-A: Color & Black and White version of Door Hangers have been finalized. Draft of a 'How to Print and Use' Door Hangers has been created and is being reviewed by Strategy A Team.
- 1-A: As of February 17, 2017, 1229 new members have joined online.
- 1-C: A grant proposal was written and submitted to CNCS that would allow ALA national headquarters to provide mini-grants for the 9/11 Day of Service and Remembrance.

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!