



American Legion Auxiliary 2019-20 Centennial Strategic Plan

Here's the **March 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 was resoundingly supported by the 2014 and 2015 National Convention as well as the NEC. Some 200 initiatives are in the works to implement the nearly 30 strategies supporting the 5 main goals. Leading the efforts to implement the initiatives are some 135 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-A: This team is getting back to the basics of branding! They are starting discussions about Legion Family branding at the local level to gauge a better understand of what our members want and need.
- 5-B: A new initiative has been created to represent and increase brand awareness of the ALA at military community events, student veterans associations, etc. This team is going to create the tools Units and Departments will need to have a successful, educational booth or vendor table at local conferences and conventions.

Goal 4: Strengthen Departments and Units

- 4-C: Make sure to check out the new Fiduciary Stewardship presentation video here: <https://www.alaforveterans.org/Resources/Fiduciary-Stewardship-Presentation/>
- 4-D: Once your department has come up with their own 5-Year Strategic Plan or adopted the national plan and has started implementation, your Department is eligible for monetary awards up to \$1,000 per year! The ALA Centennial Strategic Plan Department Achievement Award application and instructions can be found here: www.alaforveterans.org/awards/. The Phase II form is in production right now, so if you haven't received your monetary award for Phase I; make sure to submit your Department's Strategic Plan!

Goal 3: Develop Leadership at All Levels

- 3-B: The Goal Champions along with Strategy B team members created a standardized listing of qualifications desired in ALA National Leaders. Developing leadership at all levels has to start at the top!
- 3-D: The second National President Shout Out has been posted and this time it's for Junior member, Shanna Clyde. There were 30 likes and 12 shares and 5 comments.

Goal 2: Create an Internal Culture of Goodwill

- 2-A: This brand new strategy team, "Enable members at all levels to demonstrate goodwill to internal and external audiences" is working on a new resource for members called "How to Get and Keep Respect." Stay tuned to see where the finished product ends up!
- 2-B: Another newly formed strategy team, "Define, cultivate, sustain and implement best practices to fulfill the ALA's core values" is finalizing three civility documents that will be in the brand new version of the Unit Operations Guidebook (UOG). The new UOG is a large undertaking that will take time to put together, but we will keep you all updated on the release date.

Goal 1: Enhance Membership Strength

- 1-A: As of March 2016, 51% of female veterans who joined in 2015 have renewed their membership with the American Legion Auxiliary!
- 1-E: This team is in the final stages of securing some strategic alliances for the American Legion Auxiliary. They are also in the process of looking at matching gift companies and other potential partnerships.

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!