



American Legion Auxiliary 2019-20 Centennial Strategic Plan

Here's the [June 30, 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-B: Documentation of all department websites (those who have them) and ALA GS webpages has been collected. A plan is under development to assist departments to bring these up to brand standards.
- 5-C: In an effort to recognize departments and units who promote The American Legion Family brand, the new hashtag, #LegionFamily will be used in ALA social media. Be on the lookout for the newest trending topic!
- 5-D: Work is being done to build brand loyalty and better educate the public on who we are, what we do, and why we matter, through national news stories. We recently released our first article, "Respecting the Stars and Stripes: American Flag Etiquette" and are so excited that it was picked up by more than 1,000 news outlets within the first 24 hours, including the Los Angeles Times, Houston Chronicle, and San Francisco Chronicle!

Goal 4: Strengthen Departments and Units

- 4-A: Capacity Building Tool Template content is being drafted and reviewed based on input received at the Department Leadership National Conference (DLNC). Templates will be posted on the ALA Website.
- 4-C: This team has been hard at work reviewing online templates and content for Department Officer & Chairman position descriptions for the ALA website based on discussions held at DLNC.

- 4-D: The first draft of the Phase II Achievement Award has been drafted and is in the review stages. The Phase II Achievement Award will be unveiled during the Goal 4 breakout held at the National Convention in Cincinnati. For more information on the National Convention breakout sessions, please go to <http://www.cvent.com/d/rfqg5b/1Q>.
- 4-E: This team continues to review surveys that were sent to department Chairmen in April to gauge program effectiveness and the current use of the Program Action Plan.

Goal 3: Develop Leadership at All Levels

- 3-A: The roles and responsibilities for National Chairman and Committee Members, outlined by ALA National Headquarters, are available for download under the Ethics Section in the Members only resources website at: <https://www.alaforveterans.org/Resources/>
- 3-C: This team has been researching leadership speakers and taking notes on video seminars online as a source of information for ways to identify and develop leaders.
- 3-D: Please continue submitting the names of people that exemplify outstanding leadership skills in your unit or department so that National President, Sharon Conatser can give them special recognition with a shout out on the National President's Facebook page. You can submit your outstanding leader's name to natlsecy@ALAforVeterans.org!

Goal 2: Create an Internal Culture of Goodwill

- 2-A: This team is currently drafting criteria for an ALA Goodwill Ambassador.
- 2-B: Strategy B team members continue to collaborate with the NHQ Communications staff to incorporate member stories about goodwill in ALA social media. The team has also started a challenge to encourage department and unit members to recognize someone using social media. Keep an eye out in all ALA media for these stories to start to surface!

Goal 1: Enhance Membership Strength

- 1-A: As of June 2016, 59% of female veterans who joined in 2015 have renewed their membership with the American Legion Auxiliary and we gained 809 new female veterans for the 2016 membership year! Additionally, 74 new members, renewals, and rejoins can be attributed to the new online interest form.
- 1-B: This team has compiled an organizational demographics survey for departments to identify cultural units with a goal to better understand the cultural make-up of our organization.
- 1-D: Enhancements to the new member kit are underway, so that new members will be better informed about the ALA and our programs.

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!