

**Vision** **Enduring Core Values and Mission**



**By 2019, the American Legion Auxiliary’s million members will be making a difference for veterans and their families in every neighborhood.**

**Mission**

In the spirit of Service, not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace and security.

**Core Values**

Our statement of values is predicated on our founding purposes:

- Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty
- Service to God, our country, its veterans and their families.
- Tradition of patriotism and citizenship
- Personal integrity and family values
- Respect for the uniqueness of individual members
- Truthful, open communication in dealing with the public and our members
- Adherence to adopted policies and rules

Goal 5	Goal 4	Goal 3	Goal 2	Goal 1
<b>With the American Legion, Build Brand Loyalty</b>	<b>Strengthen Departments and Units</b>	<b>Develop Leadership at all Levels</b>	<b>Create an Internal Culture of Goodwill</b>	<b>Attain a Million Members</b>
<b>Wisconsin Strategies June 1, 2015</b>				
A. Promote our brand identity and mission.	A. Promote training at all levels	A. Create opportunities to identify and develop leadership	A. Lead by Example	A. Create opportunities to attract, engage and retain members
B. Reward brand loyalty.	B. Investigate ways to improve Department’s financial stability	B. Evaluate method of appointing chairmen and committees	B. Cultivate and sustain a culture that reflects ALA core values	B. Excel at communication
C. Expand internal and external public relations and communication	C. Reward districts that increase membership	C. Evaluate the process of electing department officers	C. Build trust within the American Legion Family at all levels	C. Expand internal and external alliances
	D. Evaluate district and county structure.	D. Reward innovative leadership recruitment and development practices	D. Reward positive behavior	D. Encourage posts without units to form an ALA unit
<b>Achieving Goals 5, 4, 3, and 2 will lead to success and achieve Goal 1</b>				

**WI American Legion Auxiliary Strategies and Initiatives** with National American Legion Auxiliary’s Mission, Core Values, Vision and Goals

Updated – June 1, 2015