

Program Action Plan
Strategic Planning
2018-2019

We are in our 4th year of The 5 Goals for the National Strategic Plan. Goal 4 is about Goodwill. We must entertain a Culture of Goodwill throughout our organization in order to survive. We should enable members at all levels to demonstrate goodwill to any and all people. We can make good decisions for our future success if we can all work together.

First, let's show our respect that our parents, our teachers, our family taught us. We have to build trust within everything we do in this organization as well as our life outside our Legion Family.

Have you learned how to communicate within your Unit, your District, your Department Officers and Chairmen? They won't bite. Ask questions and seek answers for any questions you might have. It would be awesome if we can find a way to get our members to meetings by having a reason for them to come. Let's start with why we are here in the first place. Let's invite the Unit members for a special get acquainted meeting and start over. Ask for suggestions from them as to what they would like to happen in their Unit. Yes, their Unit, not just the old members that always show up and nothing interesting happens to keep everyone involved. (sorry if I have offended us old members that have kept us going).

The Program Action Plan for Strategic Planning has a new Award this year. It is The Goodwill Ambassador Award. You can nominate a special, hardworking, dedicated Unit member who goes above and beyond for this award. There are 9 rules in this selection to go by. There is an entry form and score card for you to fill out.

I brought enough copies of this award for each District President to take one home in case you can't get to it online.

National has also developed the "Goodwill Gail" column for problems and questions that you can go to. This is on the ALA blog open for discussion.

Ladies, this is Goal 4. We are currently, however, way behind on finalizing Goal 1, 2, and 3. This has cost our Department some award money. I will be asking my team for some help this year, and hopefully we can start to get on track and get some of our paperwork sent in. I know we have accomplished these goals, just have to have it sent in to National that we did them.

Key strategic planning terms

- Goals – broad statements of what an organization hopes to achieve
- Strategies – statements that describe how you will achieve your goals
- Initiatives – specific projects, programs, and activities that activate strategies so that goals can be achieved.

What are the 5 Goals we are striving for by next year:

- Goal 5 With The American Legion, Build Brand Loyalty
- Goal 4 Strengthen Departments and Units
- Goal 3 Develop Leaders at All Levels
- Goal 2 Create an Internal Culture of Goodwill
- Goal 1 Enhance Membership Strength

Bottom line: Doing the things the American Legion Auxiliary has been doing is not resulting in membership growth.

Why are we losing membership as members drop out after 3 years? We need to reinvent our reasons and goals to maintain our members loyalty to this great organization. It's not about "me", it's about our veterans and their families that need us now and in the future. Let's protect our future with pride in what we do and why we do it.

Our Mission

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.

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