

**2014-2019 Centennial Strategic Plan American Legion Auxiliary
DEPARTMENT OF MICHIGAN**



Vision

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

Mission and Enduring Core Values

Mission

In the spirit of Service, 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 predicted on our founding purposes:

- Commitment to the four founding principles: Justice, Freedom, Democracy, and 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 & our members
- Adherence to adopted policies and rules

Goal 5	Goal 4	Goal 3	Goal 2	Goal 1
Better Promotion of the Organization	Strengthen Units, Districts, and Department	Mirror Training from Unit to District to Department	Increase Goodwill among Members	Increase Membership to 35,000
Strategies	Strategies	Strategies	Strategies	Strategies
A. Define our brand identity and promise.	A. Collaborate with Departments in developing innovative ways to improve organizational and financial performance.	A. Remove barriers for considering and selecting leadership.	A. Lead by example.	A. Invest in opportunities to attract, engage, and retain members.
B. Build awareness and preference for the ALA brand.	B. Support the Department in the development of their Strategic Plan.	B. Define expectation and build leadership capacity.	B. Define and cultivate and sustain a culture that fully reflects the ALA core values.	B. Develop and implement a system of peer recruitment.
C. Build and reward brand loyalty.	C. Reward Units and Districts that increase capacity.	C. Invest resources in identifying and developing leadership.	C. Build trust within the American Legion Auxiliary and with the American Legion.	C. Create multiple pathways to serve.
D. Invest in internal and external marketing communications.	D. Leadership Committee along with the Membership Committee in charge of promoting the Strategic Plan.	D. Reward innovative leadership for recruitment and development practices.	D. Empower members.	D. Excel at communication.
E. Reward Department excellence in promoting the ALA brand.			E. Implement best practices to achieve cultural change.	E. Expand internal and external alliances.
			F. Create actionable and relevant reward systems for positive behavior.	