



Department of South Dakota Centennial Strategic Plan



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**



Explanation of Slides

- **Blue print is the Strategy**
- **Red print is the initiatives the Planning Committee developed for the Department to take us through the next four years.**
- **Black print is the ideas brought forward at the meeting in Mitchell for the UNITS to implement. That does not mean they are the only ideas. Work with your units to come up with other ideas. Keep track of what you do and be sure to include it in your yearend reports.**



Goal 1 Attain a Million Members

- **Strategy #1 Partner with the American Legion on Membership**
- **INITIATIVE # 1: Work with TAL to participate on Membership Drives**
Contact TAL Commander about information of members families.
- **INITIATIVE # 2: Encourage their family members to become members of the American Legion Family. (TAL, ALA, SAL & Riders)** Encourage ALA families to join. Make a roster available so members can bring or contact neighbors to attend meetings.
- **STRATEGY # 2**
Capitalize on opportunities to attract new members
- **INITIATIVE INIATIVE # 1: Invest in opportunities to attract, engage, and retain members.** Encourage attendees to mentor new members to they want to return to meetings and to feel the purpose of our mission.
- **INITIATIVE INIATIVE # 2: Become more visible in community events**
Wear our emblem whenever we do community events.
- **INITIATIVE INIATIVE # 3: Collaborate with other Units / Districts.** Join other units in activities, such as Bingo, Jr. projects, etc.



Goal 1

- **STRATEGY # 3**
Create a Membership Revitalization Team
- **INITIATIVE # 1:**
Become “Proactive” regarding Unit Closures and NOT “Reactive”
Work with Unit officers and District President to encourage and help struggling units.



Goal 2 Create an Internal Culture of Good Will

- **STRATEGY # 1 Lead by Example**
- **INITIATIVE # 1: Improve Civility** –Unit level: Improve courtesy
- **INITIATIVE # 2: Define and cultivate and sustain a culture that fully reflects the ALA core values** Unit Level: Bring in older generation with younger members; make cards, serve meetings together
- **STRATEGY # 2**
In the Spirit of Goodwill adopt a Code of Ethics
- **INITIATIVE INIATIVE # 1; Encourage members to familiarize & implement to use the Code of Ethics** Unit Level: Create a unit code of ethics and have it available to ALL members.
- **STRATEGY # 3 Remember who we are!**
- **INITIATIVE # 1: Recite the Preamble at all meetings.** Type p and give to members or have it hanging in the hall.
- **INITIATIVE # 2: Promote Service, Not Self** Units need to think of the veterans and what THEY need—help at a VA facility or other places where veterans are, volunteer at schools and other programs.



Goal 3 Develop Leadership at All Levels

- **STRATEGY # 1**
Offer training programs at all levels
- **INITIATIVE # 1: Invigorate Mid Winter Conference.** Have training sessions; make it fun
- **INITIATIVE # 2: Provide more basic information** Provide 4-5 training programs across the state for units to attend; have trainings programs specific for positions they are in.
- **STRATEGY # 2**
Create a Mentoring Program
- **INITIATIVE # 1: Recognize energetic members as potential leaders** Have someone who has already had a position be able to train new leaders coming in; have awards for leaders that stand out or do a great job.
- **INITIATIVE # 2: Utilize available resources i.e. Brochures , National and Department Websites** Have informational resources on leadership available by mail or email.



Goal 3

- **STRATEGY # 3 Empower Departments**
- **INITIATIVE # 1: Create Program Committees** Each chairman can form a committee of three volunteers to help her; Have a funeral committee for members that pass on. Play games to empower departments.
- **INITIATIVE # 2: Enhance & update Department Website** Have volunteers to help Public Relations chairman to keep the state website updated. Make sure all information is sent out in mailings.



Goal 4 Strengthen Departments and Units

- **STRATEGY # 1**

- Partner with the American Legion on Membership**

- **INITIATIVE # 1: Work with TAL to participate on Membership Drives** Have a couples night on meeting night. Bring Unit 500 members back to local units.
 - **INITIATIVE # 2: Encourage their family members to become members of the American Legion Family. (TAL, ALA, SAL & Riders)** . Do revitalization activities/programs for the entire family.

- **STRATEGY # 2 Excel at Communication**

- **INITIATIVE # 1: Make District Newsletter available to all interested District members** Make copies of newsletters available to all members. Make a handout as to where our money goes. Mail members the meeting agenda. Call members to remind them of the meeting.
 - **INITIATIVE #2: Provide members with the tools to improve reporting** Improve mentorship to improve reports. Work on the reports in teams.

- **STRATEGY # 3**

- Think “outside the box” for Unit & Department meetings**

- **INITIATIVE # 1: Bring in outside speakers** Have speakers from town or other organizations from different services speak about community services; work together with community organizations to promote our mission. Make meeting worth members’ time.
 - **INITIATIVE # 2: Streamline Business meetings** Provide an agenda ahead of time to members to get the business issues finished earlier so time is available for programs/speakers so meetings don’t go too long.



Goal 5 With The American Legion Build Brand Loyalty

- **STRATEGY # 1**
Promote ALA Brand Identity
- **INITIATIVE # 1: Wear the ALA logo** Encourage ALL members to wear the Auxiliary logo. Present logo or Auxiliary pin to all new members.
- **INITIATIVE # 2: Display the ALA logo** Wear emblem at the events. Officers wear name badges with logo and purchase magnetic banners for vehicles
- **INITIATIVE # 3: Make ALA Items available at events** Establish a “store” for Mid Winter and State Convention with items from Emblem Sales like handbooks, scarves, emblems and magnets, pins for ease of units to obtain materials.



Goal 5

- **STRATEGY # 2**
Build Awareness of “Who we are”.
- **INITIATIVE # 1: Encourage members to become the “faces” in their communities** Get involved in community events and wear the emblem at all events.
- **INITIATIVE # 2: Utilize both social media and the media – become persistent** Email or call your local media and newspapers of upcoming events to encourage them to cover your event. Let the public know the great things we do.
- **INITIATIVE # 3: Submit editorials to the newspaper on Patriotic Holidays** Use the National website to obtain templates to help with editorials to submit to the papers. Assign a media person in your unit.