

MINNESOTA STRATEGIC PLAN

Goal 5 - With The American Legion, Build Brand Loyalty

Strategy A - Define our brand identity while supporting The American Legion Family.

Initiatives:

1) Familiarize The American Legion Family with the programs and brand of the American Legion Auxiliary.

- a) Stress use of the American Legion Auxiliary by name; eliminate use of “the Legion’s Auxiliary,” the “Women’s Auxiliary” etc.
 - i) Means to achieve this initiative:
 - (1) Open communication with TAL Family members at all levels
 - (2) Communicate the change via The Legionnaire, social media sources, word of mouth
 - (3) Other:
 - ii) Expected outcome:
 - (1) Fosters communication and brand awareness within the entire organization
 - (2) Allows all members to accurately promote the American Legion Auxiliary
 - (3) Other:
 - iii) Possible obstacles to achieving this initiative:
 - (1) Old habits die hard. Be patient. Change will not come right away.
 - (2) Interpretation: Stay away from “that’s wrong” attitude. Be polite in explaining the need for change.
 - (3) Other:
- b) Share information regarding our programs with The American Legion Family
 - i) Means to achieve this initiative:
 - (1) Joint training sessions and events (i.e. Fall Conference) with The American Legion Family
 - (2) Continue participation in The Legionnaire, as the ALA has two pages in the publication each month
 - (3) Other:
 - ii) Expected outcome:
 - (1) Increases understanding of the similarities of ALA programs
 - (2) Provides a unified voice when representing The American Legion Family
 - (3) Other:
 - iii) Possible obstacles to achieving this initiative:
 - (1) Opportunities for TAL Family members to get together
 - (2) Other:
 - iv) Progress:
 - (1) To be determined

2) Explore opportunities to share marketing and/or social media materials with The American Legion.

- a) Work with TAL Family to identify materials that are relevant to all sectors of the organization
 - i) Means to achieve this initiative:
 - (1) Review what materials are available for all sectors of TAL Family
 - (2) Prepare wish list for materials that will benefit all groups

- (3) Find talented members who may be able to help design materials specific to the Department of Minnesota's American Legion Family. Engage them by asking for their help
- (4) Other:
- ii) Expected outcome:
 - (1) An array of materials helps to show The American Legion Family has something for every potential family member (new members) to take part in
 - (2) Creates opportunities for public awareness
 - (3) Creates opportunities for member participation
 - (4) Creates opportunities for increased membership
 - (5) Other:
- iii) Possible obstacles to achieving this initiative:
 - (1) The American Legion Auxiliary Department of Minnesota does not have funding for promotional materials. Cost sharing opportunities are limited.
 - (2) The American Legion Public Relations Committee has its own budget and does not budget for ALA publications
 - (3) Other:
- iv) Progress:

Strategy B - Build and reward brand loyalty.

Initiatives:

- 1) Promote new American Legion Family emblem.
 - a) Means to achieve this initiative:
 - i) Get permission from National to distribute emblem among all TAL Family
 - ii) Post updated emblem on related websites, social media sites so it becomes recognizable by members
 - iii) Find clothing, patches, etc., with new emblem and wear those items at public events to underscore the idea of TAL as a family
 - iv) Other:
 - b) Expected outcome:
 - i) Promotion of Family emblem promotes ideal of TAL Family as an organization
 - ii) Creates awareness of The American Legion Family
 - iii) Brand recognition may lead to increased membership
 - iv) Other:
 - c) Possible obstacles to achieving this initiative:
 - i) Members may not know there is a new emblem
 - ii) Members may not know where to find the new emblem
 - iii) Members may not have permission (copyright) to use the new emblem
 - iv) Other:
 - d) Progress:

Membership of Goal 5: With The American Legion, Build Brand Loyalty

- Michelle Leonard, Goal Champion and ALA Department of Minnesota Public Relations Chairman
- Jennifer Havlick, ALA member and TAL Department of Minnesota Public Relations Committee Chairman

Goal Champion's Note: The Strategic Plan is a fluid, working document. It can be adjusted as necessary.

Submitted to the
American Legion Auxiliary Department of Minnesota
Strategic Planning Ad Hoc Committee
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Michelle Leonard, Goal 5 Champion