

American Legion Auxiliary 2014-2019/20 Centennial Strategic Plan

Terminology

Core Values

Core Values are those three to five essential ideals that define the American Legion Auxiliary. Core values answer the question “What do we stand for?”

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*

Mission

Mission is a broad description of the American Legion Auxiliary’s Purpose. Mission answers the question, “Why do we exist?”

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.

Vision

A vision is a word picture of what the American Legion Auxiliary wants to look like in ideal terms in the year 2019/20. Vision answers the question, “What does success look like for us at the appointed time in the future?”

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

Goals

Goals are broad statements of what we hope to achieve by 2019/20. They must be clear and understandable. Goals answer the question, “What must we accomplish in order to make our vision a reality?”

Goal 5: With The American Legion, build brand loyalty

Goal 4: Strengthen departments and units

Goal 3: Develop leadership at all levels

Goal 2: Create an internal culture of goodwill

Goal 1: Attain a Million Members

Strategies

Strategies are statements of major approach for attaining goals and resolving specific issues. Every strategy must have 3 initiatives in order for it to be a strategy. Strategies answer the question, “How will we achieve our goals?”

The American Legion Auxiliary National Headquarters plan has 26 strategies.

Initiatives

Initiatives are specific projects, programs, and activities that activate strategies so goals can be reached. Over the five years of the plan, an average number of initiatives per strategy is between 9-10, remembering that strategies should have no less than 2 initiatives per phase. Initiatives are the implementation of a strategy and answer the question, “What are the specific programs, projects, and activities that will operationalize our strategies and help us reach our goals?”

Action or Work Plan

An action/work plan is a document with information that identifies the steps and resources needed to accomplish an initiative. It also states what the expected outcomes are and sets the timeline needed and identifies who is responsible for completion of the initiative

A blank work plan template is included for your reference.