


Vision		Enduring Core Values and Mission		
 <p>By 2019, the American Legion Auxiliary's million members will be making a difference for veterans and their families in every neighborhood.</p>		<p style="text-align: center;">Mission</p> <p>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.</p> <p style="text-align: center;">Core Values</p> <p>Our statement of values is predicated on our founding purposes:</p> <ul style="list-style-type: none"> • 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 		
Goal 5	Goal 4	Goal 3	Goal 2	Goal 1
With The American Legion, Build Brand Loyalty	Strengthen Departments and Units	Develop Leadership at All Levels	Create an Internal Culture of Goodwill	Enhance Membership Strength
Strategies	Strategies	Strategies	Strategies	Strategies
A. Define our brand identity and promise	A. Build capacity of all Departments	A. Remove barriers for considering and selecting leadership	A. Enable members at all levels to demonstrate goodwill to internal and external audiences.	A. Invest in opportunities to attract, engage, and retain members
B. Build awareness and preference for the ALA brand	B. Collaborate with Departments in developing innovative ways to improve organizational and financial performance	B. Define expectations and build leadership capacity	B. Define, cultivate, sustain, and implement best practices to fulfill the ALA's Core Values	B. Engage and strengthen membership that represents the diversity of our U.S. military
C. Recognize brand loyalty and excellence in promotion of The American Legion Family brand	C. Support the Departments in the development of their Strategic Plans	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. Optimize mission delivery	D. Reward innovative leadership recruitment and development practices		D. Excel at communication
				E. Expand internal and external alliances
<p>Achieving Goals 5, 4, 3, and 2 will lead to success in achieving Goal 1</p>				