



Strategic Planning

Sandy Fredrickson ~ Chairman

2017 - 2018 Strategic Plan

5-Year ALA Centennial Strategic Plan (2014 - 2019)

What is the ALA Centennial Strategic Plan, and why do we have it?

Strategic Planning is a process used to make thoughtful decisions about an organization's future in order to ensure success.

The process includes defining the organization's direction for the next five years – a roadmap. The plan sets priorities and goals and states where the organization wants our energy and resources focused. Being strategic simply means “being clear about...” The process raises a series of questions that help our members examine and anticipate where the organization is going in the future and a roadmap of ideas and tools that will help us succeed.

American Legion Auxiliary members, National Headquarters and the Department of Minnesota staff developed the 2014-2019 ALA Centennial Strategic Plan using input from our members. While working on the plan, we continually used the American Legion Auxiliary mission as a tool to ensure we have kept our goals focused on that 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.”

In March 2014, the National Executive Committee approved the 5-year plan. In October 2014, the Department of MN adopted the plan. This plan is focused on assisting departments, districts, and units. A copy of the Department plan is on our website, along with strategies. The National plan is on the National website also. Your champions have been hard at work encouraging every member, every Unit, every District to get involved. We all have to look to the future of our organization, especially our UNITS! We will again work hard with everyone involved to make our organization stronger, more efficient, but most of all more welcoming!

The goal this year is to raise enough money for our department to update the webpage/website, make a MN ALA brochure (for units to hand out), and implement a few policies for future leaders (at all levels).

The goals have not changed! YOUR champions are:

Goal 5: *With The American Legion, Build Brand Loyalty*

Cheryl Nyman

Goal 4: *Strengthen Departments and Units*

Judy Ackerman

Goal 3: *Develop Leadership at All Levels*

Robin Dorf

Goal 2: *Create an Internal Culture of Goodwill*

Karla Otterness

Goal 1: *Enhance Membership Strength*

Candace Reagan

Who is Responsible for the Success of this Plan?

You! Every member in the Department of Minnesota ALA----

The national and department leadership teams are here to assist Auxiliary members across Minnesota to ensure the success of our department's plans. We will provide the tools and training to help you succeed. You and your fellow members will be responsible to use these trainings and tools to achieve your district's and unit's goals. Throughout the year, the department organization will send districts and units information, best practices, and ideas that are working in other departments. Please check out all the information that is available to you on the websites---free of charge!

The success of this plan will take all of us working together!

The goals are simple and will ensure that the American Legion Auxiliary will be a viable organization through the next five years. Our members will have the tools and training they need to ensure that the mission work they are doing is successful in "serving veterans and their families." It will increase our membership, ensure that we are working together with a positive and welcoming attitude, and assist in developing leaders at all levels who will share their skills and mentoring to strengthen their units and departments while working in every community. The final result: the American Legion Auxiliary's members will be making a difference for veterans and their families in every neighborhood, today, tomorrow, the next 5 years and beyond!"

Additional Resources You Can Use:

1. 2014-2019 ALA Centennial Strategic Plan (included in the Annual Supplement to the Programs Action Plan)
2. 2014-2019 ALA Centennial Strategic Plan implementation team, goal champions, and strategy captains. Email strategicplan@ALAforVeterans.org for more information
3. www.ALAforVeterans.org: ALA Public Relations Toolkit, ALA Branding Guide, governing documents, and other member- and marketing-resource documents
4. ALA Academy: www.ALAforVeterans.org/ALA-Academy/

MN Department website

"Let my words, like vegetables, be tender and sweet, for tomorrow I may have to eat them."

Author Unknown

Strategic Planning Chairman,

Sandy Fredrickson