

Minnesota Strategic Plan

Goal 2 – Create an Internal Culture of Goodwill

Strategy A Lead by Example

Initiative #1 Treat all members with **respect**.

Activities:

- I Caught You Award- a slip of paper with a mint to someone in your Unit, District, and Department for; helping others, showing brand Loyalty, being respectful.
- Team Building exercises

Outcome:

- members follow by your example
- Meeting would be fun to attend
- create a welcoming atmosphere
- Meeting attendance will increase

Initiative #2 Perform a civility skit

Activity:

- perform skit at district midwinter or Department level meetings

Outcome:

- to show diversity and how members are treating one another
- to think before criticizing or gossiping

Strategy B Define, Cultivate, Sustain and Implement best practices to fulfill the American Legion Auxiliary Core Values.

Initiative #1 Inform all members what the core values are

Activities:

- host a Question and Answer time
- work sheets
- create a did you know game have small prizes

Outcome:

- Informed membership
- Recruitment tool

Initiative #2

Create a "**Hospitality Chair**" at all leadership levels to formalize and focus on welcoming new members.

Activities:

- Introduce new people at your meeting, invite them back.
- Make a welcome packet.
- Have activities at the beginning of meeting to eliminate gossip time
- Card with one or all Unit, District, Department information on it.
- Send card or give a phone call if member has missed a couple of meetings.

Outcome:

- Members will feel valued and want to return to next meeting.
- Will give members a purpose

Strategy C Build trust within your Unit, District, Department and Legion family

Initiative #1 Keep all members informed

Activities:

- Bring Unit Mailings to meetings, handout the chairmanship page to chairman.
- If you want to keep packet together let members take a picture of pages that interest them.
- Let members know that can find Unit Mailings on the Department of Minnesota web page.
- Reward/recognition for jobs well done.

Outcome:

- Everyone will feel included
- Members will take ownership/pride
- People can be creative within their unit.

Initiative #2 Trust within the Legion family

Activities:

- Communicate your activities ask if they will help you.
- Raise awareness of American Legion Family
- Ask if the Auxiliary can run a membership meeting
- Work together on a similar project.
- Utilize your dual members

Outcome:

- Strengthening our family connections
- growing in membership for both organization.
- Fun family involvement.

Strategy D Empowering Members

Initiative #1 Mentorship person at Unit, District and Department levels

Activities:

- To help and assist with requirement for chairmanship.
- Available to answer all question
- Have a friendly personality not overbearing remember it is their work not yours

Outcome:

- More involvement from members
- Members will grow comfortable with leadership
- Better understanding of programs

Strategy E Implement best practice to achieve cultural change.

Initiative #1 embrace new ideas and new ways of doing things.

Activities:

- host a new idea segment during your monthly meeting. Have the rule **No Negative Comments** can be made during this time
- host a round table discussion in your district

Outcome:

- More members can participate
- Encourage more change

Initiative #2 Accepting people as they are

Outcome:

- Update our image
- Unify our organization.

Initiative #3 changes within yourself

Activities:

- work on ways you view yourself and view others
- Work on ways you communicate with others
- How do you respond to others?
- Body language
- Forgive

Outcome:

- Invited to participate more
- Feel good about self

Initiative #4 reward for Positive behavior

Activities:

- Ms. Goodwill
- (Maybe even a Mr. Goodwill)
- Jr. Miss Goodwill

Outcome:

- Press opportunity
- Fun (goal number 2 committee could be looking for you!)