

## MINNESOTA STRATEGIC PLAN

### GOAL 1 – Enhance Membership Strength

#### STRATEGY A - INCREASE MEMBERSHIP

##### Initiatives:

#1 Create a personal contact with members being held in the Department Unit.

##### Expected Outcome:

- \*We will be able to move these members to an active Unit
- \*These members will help to increase renewals

#2 Create communications to reach members that we are currently not reaching

##### Expected Outcome:

- \*Information will reach a larger audience
- \*Information will reach more local and grass roots members

#3 (Promote Benefits) Include a member benefit sheet along with their membership card when they are given or mailed to member when they pay their dues.

##### Expected Outcome:

- \*Will help members to see how their membership can be used to save them money
- \*Will aid in renewals
- \*Include a list of member benefits in unit mailings from Department office
- \*Ask for testimony from members who have used benefits, to include in Unit mailings or on web page.

#4 Invite Guests to Meetings

- 1) Encourage units to invite local military families, Veterans Service Officers, local professionals, etc. to their Unit meetings to talk about their specific topic.

##### Expected Outcome

- \*Will help to spark a personal connection and/or interest by unit members.
- \*Will encourage renewals, and encourage new members.

#### STRATEGY B - EXPAND KNOWLEDGE OF THE (ORGANIZATION) AMERICAN LEGION AUXILIARY

##### Initiatives:

- 1) Offer new members information about the Auxiliary

##### Expected Outcome:

- \*Will allow new members more knowledge about the auxiliary

- 2) Conduct mini leadership/information course at Auxiliary meetings

##### Expected Outcome:

Will help members keep updated on any changes and will help members feel more comfortable in the auxiliary protocol

- 3) Advertise locally, the qualifications for membership

##### Expected Outcome:

- \*Will increase new members

- 4) Have members of the Auxiliary (local, district and/or department) attend other organization meetings to tell about the American Legion Auxiliary. Who we are, what we do, and why we matter.

##### Expected Outcome:

- \*More people will learn who we are and what we do.
- \*More people will identify a specific talent they can offer to the organization
- \*Will increase our new membership
- \*Will help retain current members

#5 Publicize core values

- 1) Include in publications, how the auxiliary is a way of honoring that veteran or service member by becoming a member of the auxiliary.

Expected Outcome:

- \*Will allow a personal connection to their eligibility
- \*more knowledge of what we do and who we are
- \*Will create a positive view of our auxiliary
- \*Will encourage new members
- \*Will bring a stronger, more positive image of the auxiliary

- 2) Conduct local, district or Department membership drive.

Expected Outcome:

- \*will allow participation of more members
- \*will increase renewals
- \*will encourage new membership

- 3) Advertise through local/district and/or department media that a membership drive is being conducted.

Expected Outcome:

- \*Increase renewals
- \*members will be aware that the drive is happening, therefore, they will be ready with their check for their dues.
- \*will allow a personal contact with our members

STRATEGY C - OBTAIN MEMBERS FROM OTHER ORGANIZATIONS

#1 Research Organizations

- 1) Check locally what other veteran or military based organizations are in our area.

Expected Outcome

- \*will find other eligible members
- \*increase new members
- \*find other organizations that work similar programs to the The American Legion

#2 Synchronize programs (with other organizations

- 1) Offer to work a program along with another organization to offer more impact

Expected Outcome:

- \*We would be able to reach more people
- \* Would give us more resources to draw from
- \* Could be a financial benefit to both groups
- \* Could involve more participation with combined groups

#2 Attend other organizations meetings that you belong to, ask if any of these members may also be eligible for membership in the American Legion Auxiliary.

Expected Outcome:

- \*Increase new members

- 3) Explain how membership in our auxiliary could lead to the combination of projects

Expected Outcome:

- \*Gain new members
- \*Gain more participation with members from other organizations