

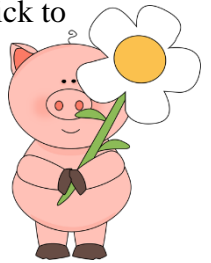
Centennial Strategic Plan
Program Action Plan - 2016-2017
Lisa Liford, Department Chairman

In March 2014, the National Executive Committee approved the five-year plan. This plan is focused on assisting departments and units work together to keep the American Legion Auxiliary around for another 100 years. A copy of the plan is included in this document, where you can also see a series of strategies listed under each goal. The goals are:

- 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: Enhance Membership Strength**

Why do we need this Plan?

Because if we don't plan to succeed...we are doomed to fail. And if we fail...who will take care of our Veterans? That my ladies is the bottom line. We change for the better as a whole or we stick to the "It has always been that way" attitude and let our Amazing organization fade away.



Who is Responsible for the Success of this Plan?

You! Me! Every ALA Member!

I know...you are thinking well all of that is great Lisa but what can I do or what can my Unit or District do...it is all so overwhelming. I agree, it seems like too much to even take on. So my plan is to give you some small suggestions that could get you started and at least get your mind a bit more wrapped around the entire process.

Have you heard the question 'How do you eat an **ELEPHANT PIG**'? The answer is...one bite at a time. So this year we are going to take piglet size bites and see if we can get that PIG eaten.

This little Piggy went to market - and she wore her ALA Shirt (Goal 5)

This little Piggy stayed home – & put together new member welcome packets (Goal 4)

This little Piggy had roast beef – for attendees at the District Leadership meeting (Goal 3)

This little Piggy had none – no worries, Unit members brought the dinner to her (Goal 2)

This little Piggy went 'Wee Wee Wee' in membership all the way to 100% (Goal 1)



Yes, this is a huge undertaking. Remember, achieving Goals, 5, 4, 3 and 2 will make it possible to get to Goal # 1. We can do this if we work together.

I will use our Department mailings as a way of communicating more ideas about the five goals and ways to get over/around/through some of the items that might be keeping us from working the Plan.

Department Chairman Personal Awards

I will present a personal award for the best idea in working our Strategic Goals. So one Unit and one District winner per each of the 5 different Strategic Goals.

- Best idea promoting Goal #1 presented to one Unit and one District
- Best idea promoting Goal #2 presented to one Unit and one District
- Best idea promoting Goal #3 presented to one Unit and one District
- Best idea promoting Goal #4 presented to one Unit and one District
- Best idea promoting Goal #5 presented to one Unit and one District

Total of 10 Awards to be presented.

Strategic Plan Reporting

Mid-Year and End of Year reports will be mailed at a later date to all Units and Districts. Please pay close attention to the due dates.

Additional Resources You Can Use

- 2014-2019 Centennial Strategic Plan (included in this Programs Action Plan)
- ALA 2014-2019 Centennial Strategic Plan implementation team, goal champions and strategy captains. Email strategicplan@ALAforVeterans.org for more information.
- www.ALAforVeterans.org - ALA Public Relations Toolkit, Branding Guide, governing documents and other member and marketing-resource documents.

Indiana's Centennial Strategic Planning Committee

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behind every
successful woman
is a tribe of other
successful women
who have her
back.