



2017 National Children & Youth Conference

Saturday, September 16, 2017

Sheraton Indianapolis City Center Hotel

Indianapolis, IN

RANDY GOODMAN

M&PA COMMITTEE CHAIRMAN, GEORGIA



STRATEGIC PLAN FOR SUSTAIN MEMBERSHIP GROWTH

Achieving Leadership Buy-In



Strategic Plan Execution

- **National Organization**
 - **National Commander**
 - **National Executive Committee**
 - **National Commissions**
 - **National Staff**
 - **Department Leadership**
 - **District Leadership**
 - **Post Leadership**



Strategic Plan Execution

- **National Commissions**
- Four Pillars of Service to America
 - Veterans Affairs & Rehabilitation
 - National Security
 - **Children & Youth**
 - Americanism



Strategic Plan Execution

- **Four Pillars of Service to America**
 - Veterans Affairs & Rehabilitation
 - National Security
 - Children & Youth
 - Americanism

- **How many of you are engaged in all Four?**



Strategic Plan Execution

The American Legion Strategic Plan for Sustained Membership Growth

MISSION STATEMENT:

**To increase membership and post development
by creating a culture of growth**



Strategic Plan Execution

The Five Priorities:

- Create Brand Awareness**
- Communication**
- Training/Education/Leadership Dev**
- Post Development & Revitalization**
- Membership Retention & Recruiting**



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Priority One:

-Create Brand Awareness

Target members and non-members to create awareness of who we are and what we do



Strategic Plan Execution

Tactics of Priority One:

-Create Brand Awareness

***Market TAL as Premier VSO**



Strategic Plan Execution

Tactics of Priority One:

-Create Brand Awareness

***Market TAL as Premier VSO**

Four Pillars of Service to America



Strategic Plan Execution

- **National Commissions**
- **Four Pillars of Service to America**
 - **Veterans Affairs & Rehabilitation**
 - **National Security**
 - **Children & Youth**
 - **Americanism**



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- **Four Pillars of Service to America**
 - **Consolidated Post Reports**
 - **TAL Annual Report**
 - **Commission Reports**
 - **Major Events**
 - **Documented History**



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Tactics of Priority One:

-Create Brand Awareness

***Market TAL as Premier VSO**

***Partner with veteran friendly organizations**



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Priority Two:

-Communication

Ensure dissemination of accurate and essential information to all members and the general public



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Tactics of Priority Two:

-Communication

1. Use internal media to get buy-in
2. Dept media relations teams
3. Communicate TAL story to nation's military



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Tactics of Priority Two:

-Communication

4. Collect all members' email
5. Increase PSA in local media
6. Increase presence in social media



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Priority Three:

-Training/Education/Leadership Dev

Improving knowledge of TAL by
implementing educational tools and
encouraging leadership development at all
levels



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Tactics of Priority Three:

-Training/Education/Leadership Dev

1. Dept training teams and long term for membership growth
2. Grow LEAD, ALEI & Dept Legion College



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Priority Four:

-Post Development & Revitalization

Develop new posts, revitalize or consolidate existing posts to promote growth within TAL



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Priority Four:

-Post Development & Revitalization

1. Post evaluations
2. Improve community awareness
3. Welcome all members and guests
4. Membership tools at all levels



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Priority Five:

-Membership Retention & Recruiting

Increase membership by developing a comprehensive recruiting and membership retention strategy



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Tactics of Priority Five:

-Membership Retention & Recruiting

1. Establish membership teams
2. Ensure all members feel welcome and are invited to participate
3. Enhance membership renewal process



BY THE GOVERNOR OF THE STATE OF GEORGIA

A COMMENDATION

WHEREAS: The American Legion was chartered by Congress on September 16, 1919, as a wartime veterans organization based on the four pillars of Veterans Affairs & Rehabilitation, National Security, Americanism, and Children & Youth; and

WHEREAS: Over the years, the American Legion has become a preeminent community service organization which now numbers more than 2.4 million members, both men and women, in over 14,000 American Legion posts worldwide working a variety of programs that support the four pillars and benefit our nation's veterans, its active service members, their families, the youth of America, and its citizens; and

WHEREAS: The more than 52,000 Georgia Legionnaires serving in 237 American Legion Posts have provided extensive training in government awareness and citizenship to thousands of Georgia's youth through the Legion's Americanism and Children & Youth programs; and

WHEREAS: The members of the American Legion are dedicated to upholding the ideals of freedom and democracy while working to make a difference in the lives of their fellow Americans; and

WHEREAS: The 2014 observance of American Legion Day provides us an opportunity to recognize Legionnaires in our communities for their many valued contributions to our state; now

THEREFORE: I, NATHAN DEAL, Governor of the State of Georgia, do hereby join in recognizing September 16, 2014, as

AMERICAN LEGION DAY

in honor of this distinguished organization's 95th anniversary.



In witness whereof, I have hereunto set my hand and caused the Seal of the Executive Department to be affixed this 9th day of August, 2014.

Nathan Deal
GOVERNOR

ATTEST:
Chris Lee Petty
CHIEF OF STAFF



QUESTIONS

