

DISTRICT COMMANDER 10 POINT PLAN FOR SUCCESS



10 Point Success Guide

One

Don't expect what you don't inspect

- Meeting minutes
- Tax forms
- Finance reports
- Membership activities
- Programs

Two

Build Relationships

- Get to know your posts
- Help posts determine their identity and purpose
- Communicate regularly
- Respond immediately
- Catch post members doing something positive and recognize the effort



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Three

Cast a District Vision

- Set realistic goals
- Know your timeline
- Understand the individual post priorities
- Outline your priorities
- Align the vision

Four

Plan, Evaluate and Plan Again

- Document your 5 year plan
- Communicate the plan
- Execute on the plan
- Re-adjust the plan when needed
- Measure, report and reward success



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Five

Share Information

- Jr Vice Commanders should shadow and work very closely with Commander
- Ask other posts what is working for them and share with other posts
- Establish best, most efficient way to communicate throughout organization
- www.callingpost.org is one option for communication within large post
- Bad news does not get better with age

Six

Participate in Community Events

- Schedule time to attend important community events
- Have your Legion brand highly visible
- Be visible *and* viable in the community
- Be available for media
- Interact with community and post leadership; as well as members



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Seven

Train

- Constantly update and train members and officers
- Identify post weaknesses and provide training in that area by district SME's
- Recognize potential and create opportunities for up and coming legionnaires
- Ask department officers or national staff to assist
- Teach the history of The American Legion

Eight

Remove Barriers

- Listen and understand the problems
- Allow the post to come up with solutions
- Provide the post with your solution
- Act on the solution
- Follow up to see if the issue was resolved



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Nine

Program Implementation

- Know your deadlines
- Select committee chairs based on skillsets and motivation
- Assist the posts to select programs based on their capabilities
- Engage department officers to assist
- Recognize posts and members for their participation

Ten

Membership Engagement

- Have professional meetings
- Become fluent on why veterans should become and remain members – different members, different reasons
- Create opportunities for family events
- Recruit family



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Ten continued

Membership Engagement

Retain

- Help posts look for opportunities of contact with members and potential members
- Encourage posts to try new ideas
- Provide Service Officer support
- Revitalize every year
- Ensure your posts can, and use, mylegion.org

Recruit

- Stress importance of district/area revitalizations
- Recognize new members
- Get data on veterans in the area – public records, DMV
- Encourage members to recruit for the post
- Have fun



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Questions?

