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
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
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

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
10 Point Success Guide

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
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
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
Questions?