

# The American Legion

## Strategic Plan for Sustained Membership Growth

**MISSION STATEMENT:** To Increase membership and post development by creating a culture of growth.

### **OVERALL OBJECTIVE:**

Grow membership progressively over the next five years and beyond using the following strategies: *Create Brand Awareness; Communication; Training/Education/Leadership Development; Post Development and Revitalization; Membership Recruiting & Retention.* (Resolution 64)

### **PRIORITIES:**

**CREATE BRAND AWARENESS** – Target members and non-members to create awareness of who we are and what we do. (Resolution 52)

### **TACTICS:**

1. Develop marketing expertise to lead new marketing focus and development of a comprehensive marketing plan to increase clarity of brand awareness of The American Legion as the Premier Veterans Service Organization. (1<sup>st</sup> year) **Changed to: (ongoing)**
2. Encourage new corporate partnerships with veteran friendly organizations that have the same values as The American Legion to increase the benefits of being a member. (2<sup>nd</sup> year)

**Verbiage change: Encourage new partnerships with veteran friendly organizations that have the same values as The American Legion to increase the benefits of being a member. (ongoing)**

**COMMUNICATION** – Ensure dissemination of accurate and essential information to all members and the general public. (Resolution 51)

### **TACTICS:**

1. Utilize all internal media to encourage membership to join us in this five year membership plan. (1<sup>st</sup> year) **Changed to: (1<sup>st</sup> year & ongoing)**

2. Encourage departments develop a media relations team. (1<sup>st</sup> year)  
**Verbiage change: Encourage departments to develop and maintain a media relations team. (ongoing)**
3. Communicate The American Legion's story to the nation's military components, with emphasis on eligibility. (1<sup>st</sup> year) Changed to: **(1<sup>st</sup> year & ongoing)**
4. Collect all members' email addresses to encourage correct timely dissemination of information and any calls to action. (1<sup>st</sup> year and continuous)
5. Increase PSA in local media channels. (ongoing)
6. Increase presence in social media. (ongoing)

### **INCREASE TRAINING/EDUCATION/LEADERSHIP DEVELOPMENT** –

Improving knowledge of The American Legion by implementing educational tools and encouraging leadership development at all levels. (*Resolutions 50 & 52*)

#### **TACTICS:**

1. Encourage departments to develop membership training teams and long term plans for membership growth. (1<sup>st</sup> year and continuous)  
**Verbiage change: Encourage departments to develop and maintain membership training teams and long term plans for membership growth. (1<sup>st</sup> year and continuous)**
2. Encourage growth of the LEAD Program, ALEI and Department Legion Colleges. (1<sup>st</sup> year and continuous)

**POST CREATION, DEVELOPMENT AND REVITALIZATION** – Develop new posts, revitalize or consolidate existing posts to promote growth within The American Legion. (*Resolutions 48, 49 and 52*)

#### **TACTICS:**

1. Encourage Departments to conduct post evaluations to identify areas that may need post revitalization, consolidation or new post development. (1<sup>st</sup> year) **Changed to: (1<sup>st</sup> year & ongoing)**
  - a. Revitalize posts as identified.
  - b. Encourage the development of new posts where revitalization efforts have not been successful.
  - c. Form new posts in communities with significant veteran populations.

- d. If two or more posts within a district want assistance, consider conducting a District Revitalization event. (See Tab 5) **Added May, 2016**
2. Improve community awareness of your post by being active in your community. (1<sup>st</sup> year) **Changed to: (1<sup>st</sup> year & ongoing)**
3. Encourage every post to welcome all members and guests. (1<sup>st</sup> year) **Changed to: (1<sup>st</sup> year & ongoing)**
4. Identify and use the proper membership tools at all levels to achieve growth. (1<sup>st</sup> year) **Changed to: (1<sup>st</sup> year & ongoing)**

**MEMBERSHIP RECRUITING AND RETENTION** – Increase membership by developing a comprehensive recruiting and membership retention strategy. (Resolutions 48, 49 and 51)

**TACTICS:**

1. Establish membership teams at all levels. (1<sup>st</sup> year and continuous)
  - a. Develop a retention strategy at every level of the organization. **RETENTION MUST BE THE FIRST PRIORITY TO INCREASE OUR MEMBERSHIP.**
  - b. Develop and implement a strategy for transferring members from the Department headquarters post into traditional posts.
  - c. Increase emphasis on traditional recruitment. (*Especially at post level*)
  - d. Evaluate current reward and incentive programs at all levels and make recommendations for change, if necessary.
  - e. Encourage all levels to develop a working relationship with their military senior leaders to offer an opportunity to join The American Legion to all eligible members of the Active Military, the National Guard and Reserve components.
2. Ensure all new members feel welcome and are invited to participate. (1<sup>st</sup> year and continuous)
3. Continue to enhance the membership renewal process.
4. Having successfully completed the VA claims process, Department Service Officers are encouraged to invite eligible veterans to join The American Legion or renew their membership.
5. Offer participants in The American Legion programs, and their families, the opportunity to support such programs through membership in The American Legion Family, if eligible.

