

**DEPARTMENT OF MISSOURI
STRATEGIC PLAN
FOR
SUSTAINED MEMBERSHIP GROWTH
JULY 16, 2017**

PURPOSE STATEMENT: This plan serves as a linchpin¹ between the Department of Missouri, its Districts, and Posts, and the objectives and tactics of the National Strategic Plan for Sustained Membership Growth.

MISSION STATEMENT: To increase membership and post development by building and supporting a culture for growth.

OVERALL OBJECTIVE:

Increase membership progressively through collaborative tactics employed for the following subject matter:

- Create Brand Awareness
- Communication
- Training, Education and Leadership Development
- Post Development and Revitalization
- Membership Recruiting and Retention

PRIORITIES:

CREATE BRAND AWARENESS – Renew and reinforce, within our communities and state population as a whole, the favorable impression, and recognition of the American Legion.

TACTICS:

- Promote & sponsor community programs and activities that put The American Legion at the forefront of community awareness.
- Promote Veteran's awareness and Legion programs to the general public such as Boys State, Oratorical, American Legion Baseball, Scouting, SAL, Flag Education, American Legion Riders, etc.
- Encourage partnerships with veteran friendly organizations that share the same values as The American Legion.
- Encourage the wear of American Legion apparel/regalia when and where appropriate.

COMMUNICATION- Disseminate in a timely manner high quality, accurate and essential information to all Legion members, the community, and sponsors.

TACTICS:

- Develop and maintain a Media and Communications Team,
- Document, Define & Improve Department business processes
- Develop and document Office, Staff, Officer, Committee and Commission Job Descriptions

Internal Communication:

¹The word "linchpin" is used figuratively to mean something that holds the various elements of a complicated structure together.

- Maintain personal contact information (address, phone, email) of all Legionnaires for dissemination of Legion communications.
- Utilize teleconferencing and collaborative information sharing technologies when and wherever possible to expedite and improve quality communication.
- Maximize utilization of electronic communications where feasible

External Communication:

- Promote utilization of Department website.
- Establish a relationship with state and local media (television, radio, and newspaper) and promote Legion activities.
- Collaborate Legion activities with community organizations, universities, community colleges, and technical school veteran centers.
- Develop and implement “Out Reach” programs for active duty, guard, and reserve service members
- Utilize social media, such as Facebook, Twitter and Instagram

TRAINING, EDUCATION, LEADERSHIP DEVELOPMENT

Improve the knowledge of Legionnaires by employing and implementing educational and leadership development tools and training.

TACTICS:

- Empower the Department Training and Education Team with the authority to manage and implement training initiatives.
- Require District, Zone, and Department Officers to take and pass the American Legion Extension Institute
- Provide District members with identified courses of Leadership, Educational and Development training.
- Implement a District and Department mentoring program
- Promote and educate American Legion Officers on the benefits and use of *mylegion.org* as well as Department and National web sites.
- Encourages ALL members (especially Post Officers) to take the American Legion Extension Institute on line course (LEI).
- Promote participation in The American Legion College.

REVITALIZATION, DEVELOPMENT, AND POST CREATION

Develop new Posts, revitalize, or consolidate existing Posts, to promote membership growth.

TACTICS:

- Develop revitalization teams within each district.
- Conduct Post evaluations to determine revitalization needs.
 - Post self-assessment.
 - Post Responsibility Audit form
 - Post membership.
 - Mylegion.org data and reports.
- Conduct community assessments to determine new Post creation or consolidation.

MEMBERSHIP RECRUITING AND RETENTION

Develop and implement a recruiting and retention plan.

TACTICS:

- Retention
 - Plan, develop and implement a membership retention strategy **“RETENTION MUST BE THE FIRST PRIORITY TO INCREASE MEMBERSHIP”**
 - Create a District membership team.
 - Ensure Districts and Posts have access to mylegion.org accounts.
 - Promote participation in Membership awards program.
 - Create a new member sponsorship program.
 - Annually perform 100% membership appreciation visitation (in person or telephone).

- Recruitment
 - Develop a partnership/relationship with Whiteman AFB, Fort Leonard Wood, Marine Corp Mobilization Command, and National Guard and Reserve, service and family members to afford the opportunity for membership to the American Legion family.
 - Require Department, District, and Post Service Officers to participate in military job fairs, VA health fairs, and military open houses, etc.
 - Encourage Department Service Officers to invite eligible veterans to join or renew membership in The American Legion
 - Instill in our members the gratification and excitement of membership recruitment.
 - Place a high priority on the recruitment of younger veterans.

- Transfers
 - Utilizing mylegion.org tools, reach out to members who are in the headquarters-level holding post to facilitate their transfer to a local post
 - Facilitate a consolidated or closed post transfers in a timely manner.