

**DEPARTMENT OF MISSOURI
STRATEGIC PLAN
FOR
SUSTAINED MEMBERSHIP GROWTH
22 February 2015**

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.

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

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

Internal Communication:

- 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
- 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
 - 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 and Marine Corp Mobilization Command 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

- 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.