

**Enduring Core Values and Mission**

**Mission**

In the spirit of Service, not Self, the mission of the American Legion Auxiliary is to support The American Legion and honor the sacrifice of those who serve by enhancing the lives of our veterans, military, and their families, both at home and abroad. For God and Country, we advocate for veterans, educate our citizens, mentor our youth, and promote patriotism, good citizenship, peace and security.

**Core Values** Our statement of values is predicated on our founding purposes:

- Commitment to the four founding principles: Justice, Freedom, Democracy, Loyalty
- Service to God, our country, its veterans and their families.
- Tradition of patriotism and citizenship
- Personal integrity and family values
- Respect for the uniqueness of individual members
- Truthful, open communication in dealing with the public and our members
- Adherence to adopted policies and rules

**Vision**



**By 2019, the American Legion Auxiliary’s million members will be making a difference for veterans and their families in every neighborhood.**

Goal #5	Goal #4	Goal #3	Goal #2	Goal #1
<b>With The American Legion, Build Brand Loyalty</b>	<b>Strengthen our Department, Districts and Units</b>	<b>Develop Leadership at All Levels</b>	<b>Create an Internal Culture of Goodwill</b>	<b>Enhance Membership Strength to Enhance Membership Strength</b>
<u>Strategies</u>	<u>Strategies</u>	<u>Strategies</u>	<u>Strategies</u>	<u>Strategies</u>
A. Promote the use of the emblem, Branding our organization.	A. Utilize the President as the Public Relations person within the Dept. Units and Districts Publicize events when she does official visits. Encourage line officers to travel with the President.	A. Encourage Units, districts and our department to remove barriers from Constitution & Bylaws or standing rules.	A. Lead by example, encourage unit members to be respectful and mindful always having a positive attitude at Department, District and Unit meetings.	A. Create Positive Personal Contact and Communication monthly on the Department, District and Unit Levels
B. Build a Positive Public Relations by promoting a good self-image within our membership.	B. Department President accountability to make sure she visits all Districts within the Department. Keeping logs on travel and any necessary reimbursements.	B. Define what it is to be a leader at all levels. Added resources and new officer orientation for Leadership Development.	B. Encourage Units to offer assistance and Service toward working all programs of our organization.	B. Communicate with newly formed and revised units and provide them with necessary tools. Handbook, plan of action, Constitution & Bylaws both National and Dept.
C. Unified and Consistent promotion of events and activities by utilizing social media, TV, Newspapers, Al.com etc.	C. Implementation of Leadership training for Division & District meetings for all officers. Train them on policies, procedures and Programs.	C. Develop a Leadership Unit & District List of those who are doing what it takes to be a good leader. Share this information through district and department leaders. Recognize leaders and encourage more involvement. Give awards and Certificates.	C. Invite the Legion and Sons of the American Legion to participate in Unit activities to become more cohesive toward each other in our American Legion Family.	C. Upgrade the Department webpage and utilize social media more. Making sure it links to our National Organization. Encourage more usage by members.
D. Partner with other organizations, churches, other civic groups, local schools to work our programs. Partner with Convention & Visitor Bureaus and Chamber of Commerce. Provide welcome kits to families moving to the community. Create Community Awareness of the American Legion Auxiliary.	D. One on One Guidance will be available to help assist units, officers and members achieve program goals.	D. Create a Reward System for those who have made the greatest impact in our Department	D. Enhance working relationships, implement a positive change to grow membership in our organization.	D. Create a Unit development and revitalization team that is dedicated and willing to travel to reach our membership goals. Include members from all 3 divisions