

# 2024-2029 Post Strategic Plan for Sustained Membership Growth

**POST #** \_\_\_\_\_

Priority No. 1 – Creating Brand Awareness

Is the American Legion a household name in the community? YES \_\_\_ NO \_\_\_

Explain.

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Is the Post actively promoting programs to the general public? YES \_\_\_ NO \_\_\_

How and what program(s) is the Post actively promoting?

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What is the plan to continue building awareness for these programs?

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# 2024-2029 Post Strategic Plan for Sustained Membership Growth

## Priority No. 2 – Communication

Does the Post have a media/public relations team? YES \_\_\_ NO \_\_\_

What are its responsibilities and how are they being utilized?

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How is the Post communicating with its members, and how often?

Newsletter: \_\_\_\_\_

Email: \_\_\_\_\_

Personal contact: \_\_\_\_\_

Other: \_\_\_\_\_

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Does the Post have a website? YES \_\_\_ NO \_\_\_

How is it being used to provide information to members and the general public?

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## 2024-2029 Post Strategic Plan for Sustained Membership Growth

Is the Post communicating with the general public? YES \_\_\_ NO \_\_\_

How is the Post communicating with the public, and will it generate other opportunities for the public to be involved with The American Legion?

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Does the Post have a relationship with local media outlets? YES \_\_\_ NO \_\_\_

Explain the relationship.

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What is the plan to build a stronger relationship with media outlets so they can help tell the American Legion's story?

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Is the Post maintaining an email database? YES \_\_\_ NO \_\_\_

How is it being utilized? Does it include non-members?

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# 2024-2029 Post Strategic Plan for Sustained Membership Growth

## Priority No. 3 – Training/Education/Leadership Development

Does the Post have a training/education team?

YES \_\_\_ NO \_\_\_

Explain its responsibilities.

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How is it being used?

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Does the training team offer training for those Post members who do not attend conventions and conferences?

YES \_\_\_ NO \_\_\_

How is (or would be) this implemented?

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Does the Post have a mentoring process in place to develop new leaders?

YES \_\_\_ NO \_\_\_

Explain, if so how. If not, why not?

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## 2024-2029 Post Strategic Plan for Sustained Membership Growth

Does the department have an American Legion College? YES \_\_\_ NO \_\_\_

When and where is it offered, and what is the purpose?

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Are there requirements for post officers to take and successfully complete the American Legion Education Institute (ALEI) online or offline?

YES \_\_\_ NO \_\_\_

Explain.

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What other training is offered for members?

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# 2024-2029 Post Strategic Plan for Sustained Membership Growth

## Priority No. 4 – Revitalization, Development and Post Creation

Do post officers have copies of the department's Strategic Plan for Sustained Membership Growth? YES \_\_\_ NO \_\_\_

How does the Post identify potential areas to revitalize?

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Do Post officers use the Post Responsibility Audit (PRA) form? YES \_\_\_ NO \_\_\_

What are the results?

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# 2024-2029 Post Strategic Plan for Sustained Membership Growth

## Priority No. 5 – Membership Recruiting and Retention

Does the Post adjutant have access to myLegion? YES \_\_\_ NO \_\_\_

Explain how they are using this access. \_\_\_\_\_

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Does the Post have a membership team? YES \_\_\_ NO \_\_\_

Explain its responsibilities and how the team is utilized.

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Does the team focus on both recruiting and retention? YES \_\_\_ NO \_\_\_

Does the team assist with renewal and transfers for headquarters members?

YES \_\_\_ NO \_\_\_

Does the membership team offer training for members? YES \_\_\_ NO \_\_\_

Explain.

Does the Post have an awards program in place to recognize members for their recruiting and/or retention efforts? YES \_\_\_ NO \_\_\_

Explain.

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# 2024-2029 Post Strategic Plan for Sustained Membership Growth

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Are awards annually evaluated for effectiveness? YES \_\_\_ NO \_\_\_

Does the Post have a relationship with all military components and installations located in the community? YES \_\_\_ NO \_\_\_

Explain all relationships.

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How does the Post build upon and increase involvement with active and reserve components?

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Does the Post have a relationship with universities, trade schools, etc., located in the community? YES \_\_\_ NO \_\_\_

Explain all relationships.

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How will the Post expand these relationship(s)?

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## 2024-2029 Post Strategic Plan for Sustained Membership Growth

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What is the Post's relationship with other members of the American Legion family (American Legion Auxiliary, Sons of The American Legion)?

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How will the Post expand these relationship(s)?

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Explain in detail other relationships, events and/or other procedures the Post has implemented that are not outlined in one of the above five priorities.

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