

2021 10<sup>th</sup> District Strategic Plan – Draft April 10, 2021

MEMBERSHIP: 1) We should work with like minded groups to achieve membership goals.

2) Membership is a stand-alone program that should be reviewed and fine-tuned by the District Executive Committee on a yearly or more often as needed basis. District Vice Commanders and County Commanders need to be active in the program to assist posts.

3) Paid Up for Life memberships and some post dues are very expensive. We need to look at other membership incentive plans such as Honorary Paid Up for Life or extended post dues plans.

TRAINING/MENTORSHIP: 1) We need to develop a district and county level training and mentorship program so new members are made to feel welcome and able to participate in Legion programs. New officers should not be surprised as they enter higher level positions in the Legion.

2) We need to promote post officers moving up into county council or district offices so we have a fresh supply of officers and ideas. County commanders need to pay a key in this process.

3) We need to revitalize the post officer corps when we revitalize a post.

4) Posts need to know what they are expected to do when they host a district conference/executive committee meeting/event. There should be a district Standard Operating Procedure in place to provide the necessary information to the posts. This can be posted on the district website.

PUBLIC RELATIONS/COMMUNICATIONS: 1) The district has a website that can post information. A Facebook page may also be a good way to disseminate more information or reach more people.

2) Local schools may have Information Technology programs which could help posts develop a website.

3) State committee meeting minutes should be posted on-line by department or district so members know what is going on beyond their posts.

4) The district should develop a (quarterly) newsletter to disseminate information to posts. An on-line format would be most economical, but posts should have the option of receiving a print copy.

5) We need to shorten reports given at district conferences so we can offer training in matters related to operations and programs. One of the district vice commanders would oversee training.

REPORTING: 1) The rate of reporting in the district is low and needs to improve. Training on the programs and reports should take place at district conferences. District Vice Commanders need to monitor their posts/counties and contact posts for participation and reporting.

2) The state can post the various program reports results on their website so districts/counties know who has submitted reports.

AWARDS: The district should formalize an awards program and criteria.

FUNDRAISING: The district should consider fund-raising programs for district projects/needs and for post assistance, if needed. This should be done by the Executive Committee case-by-case.

The above draft document includes ideas of District Vice Commander Larry Larson and committee members John Helgeson, Donna Swenson and Jerry DuBois. Many of the ideas require approval of the District Executive Council. Some ideas require approval or action by higher levels of the American Legion. The plan will be successful only with the cooperation of posts and county councils.

If you would like to add ideas/goals/methods to this plan, please contact the chair, John Helgeson, at [jhelges98c@gmail.com](mailto:jhelges98c@gmail.com) or by snail mail at 634 10<sup>th</sup> Street North, Hudson, WI 54016. He will communicate the input to Larry Larson and the other committee members. We will fine-tune the plan and will have a final draft to present to the new District Executive Committee after the State Convention.