

**2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP  
GROWTH**

**District # \_\_\_\_\_**

**PRIORITY NO. 1 – CREATING BRAND AWARENESS**

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

Explain.

---

---

---

---

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

How and what program(s) is your district actively promoting?

---

---

---

---

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

---

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

## PRIORITY NO. 2 – COMMUNICATION

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

What are its responsibilities and how is it being used?

---

---

---

---

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

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

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

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

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

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

How is it used to assist in providing information to members and the general public?

---

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

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

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

---

---

---

---

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

Explain the relationship.

---

---

---

---

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

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

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

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

---

---

---

---

Does the district ensure its posts are conducting Buddy Checks Semi-Annually?

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

Does the district ensure posts regularly work the Direct Mail Solicitation (DMS) list, by inviting at large member into their posts?

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

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

## PRIORITY NO. 3 – TRAINING/EDUCATION/LEADERSHIP DEVELOPMENT

Does the district have a training/education team? YES\_\_NO \_\_

Explain its responsibilities.

---

---

How is it being utilized?

---

---

Do Post Officers attend the annual Tennessee Legion College? Yes\_\_\_\_\_No\_\_\_\_\_

Does the training team have the capability to travel to posts and offer training for those who do not attend conventions and conferences? YES\_\_NO \_\_

How would this be implemented?

---

---

---

---

## 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

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

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

Explain.

---

---

---

---

Have post/district officers taken and successfully complete the American Legion Basic Training online?

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

Explain.

---

---

---

---

What other training is offered for members?

---

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

## PRIORITY NO. 4 – REVITALIZATION, DEVELOPMENT AND POST CREATION

Do district and post officers have copies of the department's Strategic Plan for Sustained Membership Growth? YES\_NO \_\_\_\_

---

---

---

---

How does the district identify a potential area to revitalize?

---

---

---

---

**2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH**

Does the district have an annual goal for revitalizing posts? YES \_\_\_\_\_ NO \_\_\_\_

How many revitalizations?

---

---

---

---

How does the district identify a potential area to start a new post?

---

---

---

---

Does the district have an annual goal for starting new posts? YES \_\_\_\_\_ NO \_\_\_\_

How many new posts?

---

---

---

---

**2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH**

**PRIORITY NO. 5 – MEMBERSHIP RECRUITING AND RETENTION**

Does the district commander or adjutant have access to myLegion? YES \_\_\_\_\_ NO \_\_\_\_\_

Explain how they are using this access.

---

---

---

---

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

Explain its responsibilities and how the team is utilized.

---

---

---

---

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

---

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

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

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

---

---

---

---

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

Explain.

---

---

---

---

Does the district have an awards program in place to recognize members for their recruiting and/or retention efforts? YES\_NO \_\_\_

Explain.

---

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

Are awards annually evaluated for effectiveness? YES\_NO \_\_\_

---

---

---

---

How is the department/county/local service officer involved in membership?

---

---

---

---

Does the district have a relationship with all military components and installations located within the district? YES\_NO \_\_\_

Explain all relationships.

---

---

---

---

# 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

How will the district build upon and increase involvement with active and reserve components?

---

---

---

---

Does the district have a relationship with universities, trade schools, etc., located within the district?  
YES\_\_NO \_\_

Explain all relationships.

---

---

---

---

How will the district expand these relationship(s)?

---

---

---

---

## 2024-2029 DISTRICT STRATEGIC PLAN FOR SUSTAINED MEMBERSHIP GROWTH

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

---

---

---

---

How will the district expand these relationship(s)?

---

---

---

---

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

---

---

---

---