

Guiding Principles

People stay where they:

Feel welcome
Feel informed
Feel respected
Feel useful
Build friendships
Believe leadership listens
Key Leadership Focus

Have visibility
See consistency
Respectful communication
Personal outreach
Experience recognition
Have a shared mission

A strong American Legion culture is built more through relationships and service than through meetings and administration.

Summarized Strategic Plan

Mission

Strengthen membership retention, improve communication across the organization, and build stronger camaraderie among members through consistent engagement, leadership visibility, and shared purpose.

Leadership Principle:

Members remain engaged when they feel welcomed, informed, respected, and connected to a shared mission.

First 30 Days — Assess & Organize

Focus: Listen, evaluate, and improve communication systems.

Days 31–60 — Engage & Reconnect

Focus: Increase participation and strengthen relationships.

Days 61–90 — Build Culture & Accountability

Focus: Improve sustainable systems and teamwork.

Days 91–180 — Sustain & Grow

Focus: Build long-term organizational strength.

Psalm 133:1 (ESV) “Behold, how good and pleasant it is when brothers dwell in unity!”

When we dwell in unity, we not only thrive as an organization, but we also thrive in quality of life.

For God and Country,

Patricia Mathes-Kerr, CPT(ret), MSW, MABC, LCSW

Matheny-Burt-Parrott Post #64 PPC, SGT-At-Arms

Oklahoma Department of The American Legion Sr. Vice Commander Candidate 2026-2027

American Legion Sr. Vice Commander Strategic Plan

Mission

Strengthen membership retention, improve communication across the organization, and build stronger camaraderie among members through consistent engagement, leadership visibility, and shared purpose.

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First 30 Days – Assess & Organize

Focus: Listen, evaluate, and improve communication systems.

Review membership trends, renewals, attendance, and inactive member lists.

Meet with leadership, committee chairs, longtime members, and newer members to identify concerns and opportunities.

Launch consistent communication methods:

- Monthly newsletter/email
- Phone/text outreach
- Updated event calendar and social media
- Create a member welcome and retention team.
- Personally contact new, inactive, and expiring members.
- Key Outcomes
- Membership assessment completed
- Communication plan established
- Member feedback collected
- Retention outreach team formed

Days 31–60 – Engage & Reconnect

Focus: Increase participation and strengthen relationships.

Organize fellowship activities such as coffee meetups, family events, service projects, or veteran storytelling nights.

Improve meeting culture with respectful discussion, clear agendas, and member recognition.

Launch a member recognition program highlighting volunteers and service contributions.

Establish a buddy/mentor system pairing active members with new or inactive members.

Increase leadership visibility through active participation and outreach.

Key Outcomes

Increased event participation

Improved member engagement

Recognition and mentorship programs active

Stronger member relationships

Days 61–90 – Build Culture & Accountability

Focus: Improve sustainable systems and teamwork.

Develop standardized retention and onboarding procedures.

Conduct leadership training on communication, conflict resolution, and member inclusion.

Launch service-oriented projects that unite members around shared goals.

Encourage intergenerational involvement between newer and longtime veterans.

Begin tracking participation, renewals, and member feedback metrics.

Key Outcomes

Retention systems documented

Communication standards improving

Greater collaboration across groups

Increased volunteer involvement

Days 91–180 – Sustain & Grow

Focus: Build long-term organizational strength.

Develop a long-term membership growth strategy.

Formalize communication and leadership expectations.

Establish annual traditions and community events that strengthen camaraderie.

Mentor and develop future leaders within the organization.

Conduct a 180-day review to measure progress and gather member feedback.

Key Outcomes

Improved retention and morale

Stronger organizational culture

Leadership development pipeline established

Long-term strategic roadmap created

Success Measures

Improved membership retention rates

Higher meeting and event attendance

Increased volunteer participation

Better member communication and feedback

Stronger camaraderie and organizational morale

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