

Marketing, Media and Communications Commission (PR) Knowledge Lives Here

Strategic Vision and Planning
2016-2021

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Structure: Commission

 Marketing/Membership Subcommittee
 Leadership/Comm Comm Services Subcommittee
 Social Media/Youth Engagement Subcommittee
 Media Assets
 Social—Facebook
 Instagram
 Snap Chat
 Next Generation?
 Digital Media/National Update Subcommittee
 Media Assets
 Print-National Update
 Web-legion.sal.org
 Mobile-App
 Emails

 Detachment Services/Events Subcommittee
 100th Anniversary of Legion

What We Do: The Sons of The American Legion Marketing, Media and Communications Commission oversees the majority of print and digital media products, channels and services delivered by the National Organization. The Commission also has oversight of the organization's media outreach program. This could include press conferences, appearances in national news, media alerts and support for key marketing initiatives. At this writing any national media appearances and press conferences would be handled by the Media and

Communications Division of The American Legion. However the SAL MM&C Commission should have resources in place to handle these issues on our own.

The MM&C Commission builds and protects the brand equity of the SAL by assuring quality and consistent messaging through the structure and scope of the Organization. Our efforts result in the specific and measurable success of the Leaders, Commissions and Detachments we are accountable to, and the Veterans Children and Communities they ultimately serve.

Planning tasks

1. Scope for 16-17yr and subsequent five years.
2. Identify sub committees-Roles, Responsibilities and Expectations.
3. Identify talent to execute plan with SMART goals.
4. Identify Vice Chair and Sub Committee Chairs
5. Annual Budget:

Travel for Meetings Outside National Meetings - 8 Meetings x \$3k =	\$24,000
Contracting for Social Media	\$20,000
Graphic Design and Printing costs	\$1500
Legion Fee's for Legion MM&C Staff Help/resources \$?? (Estimate \$20,000)	
Printing	\$5000
Event Coverage Travel	\$ 15,000
Youth Engagement events and Governors Fellowship Program 10 Govs to Conv Panel 1000 conv + 800 Panel=	18,000
National Update Printing and Postage (diminishing) and Member Access Email capture Plan.	\$50,000

Sub Committees

Marketing/Membership Sub Committee

The Marketing focus of the MM&C Commission focuses on promotional strategy, brand management (working with National Emblem Sales), sponsorships, advertising and special events. Supporting Membership with fundraising, direct-mail membership promotions, online and recurring online membership renewals, and other business interests of the SAL falls to this Sub Committee.

Leadership/Comm Comm Services

1. Commander advance media—Get Copy of Commander's Travel and invites from Liaison as they are accepted. Need the most lead time. Leading Candidates often know most of their year ahead of time.

2. Talking points / Speech talking point service—work with First and Second Leading Candidates to have ready 60 Days before their election. Copy VC's and Comm Comm Chairmen and Vice Chairmen
3. Photo/business card / pin -stationery and certificates _design help –Can begin this process two years out.
4. Stage coaching
Commander's publicist organization throughout year. MM&C gets copy of travel way ahead of time and contacts local media to get press
5. Executive officers
-- Interviews. Cmdr. talking points/ ambassador training –You Tube Presence, Pictures for web and FB and Press release of travel and appearances at National and Regional Events
--Report assistance to help them leverage their efforts and effectively communicate to the NEC and Detachments.

Leadership/Comm Comm Services Misc.

Membership needs differ from legislative.

Perfectly dressed envelope

Why I belong/why I stay membership card holder.

. But even finance needs help effectively delivering their message.

MT&D

5 star/10 ideal academy

Look and effectiveness of NMI

Ambassadors program

Commanders and adjutants school

Regional rendezvous and training events

Legislative

Convention

IA

Resolutions

Legislative

Children and Youth

Scout of the Year

Scouting

Americanism

Boys State?

Social Media/Youth Engagement Sub Committee

Social Media Objective: Engage current and prospective members using social media platforms.

While Facebook is the current and largest platform, it is already becoming “old” to

Younger users who are opting for snapchat and Instagram. It will be crucial for this Sub Committee to “see over the horizon” and develop the latest conduit to the members and prospective members (focusing on 35 and younger).

Social Media needs to be updated multiple times per day to remain relevant. Using a contractor to insure these dynamic platforms remain so

10/1/16 Deliver a Comprehensive plan to leverage existing and future social Media Planforms.(Explore outside contractors and the possibility of buying Legion Resources) Identify Costs and Personnel as well as what success looks like (SMART Goals). Refine Budget Requests for next five years.

11/1/16 Decide on Direction of Social Media Plan. Present to Commander
1/1/17 Present Contract to American Legion for Payment

What ways can we engage a team of young men?

Boys state Governors

Invite 10 who are SAL Members to NECs.

Two year fellowship to be our youth conduit where we learn from them.

SAL Governors council.

Pay travel.

Webinar access Give stipend.

Recognition.

We'd ask them: what would keep you connected as an SAL member /leader? Fr Gary could help coordinate this.

You should create it. Find out if any would serve.

Digital Media and National Update Sub Committee

Web—implement member’s only area as way to collect Email Addresses

Work with the Soc

You tube channels

Electronic archives

Virtual memorial.

Podcasts

Virtual museum. Palisades?

Electronic Resource home—Archivist Position?

App

Calendar of Events

All Detachments on Facebook

Detachment newsletters. Place where they all live

Detachment web page home

Cable channel committee
Subject matter podcast and You Tube

National Update—Review Current Editor
Revamp Style to mirror impactful Detachment Versions
Printed and Mailed as well as Electronic Version

Legacy publications
Legion magazine
Printed version of electronic newsletter
Department newspapers
Local print

Detachment Services and Events Sub Committee

Officer election announcements, social media guidance and protocols
Best practices
Link of all Detachment Sites

Event optimization
Live broadcasts or podcasts from Conv or NEC.
Washington conference
Pearl Harbor and global travel
Coverage of oratorical, and Jr shooting sports. HOF. Coverage of boy's state, Coverage of ALR legacy events. National commander's homecoming, CWF awards. Big squadron events (gun raffle OH, Christmas in July/beach bash in CA) Veterans home visit

Commission Directional Items:

Snapshots of service –define what is the end purpose?
Newsletter phase out or refresh
Email registration value??

Psa locker
Subjects and library of pre written columns on membership, squadron meetings, officer training, publicizing your event, reaching out to your community.
Fundraising----gun raffle, demo derby, duck race, golf tourney
Fisher house feature
VA rep and dep spotlight
MOH regular feature
Legacy ALR feature / interview.

MT&D announcements.
Revamp all PR facets of NMI. All are currently outdated.
Squadron election announcements with constant contact

