NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
EMAIL 2020

Resolution No. 5: Vision, Mission, Values and Motto of The American Legion
Origin: Finance Commission
Submitted By: Finance Commission
(As amended by National Executive Committee Resolution No. 38, October 14-15, 2020)

WHEREAS, The American Legion was chartered by the United States of America on September 16, 1919, with the initial primary organizational purposes enumerated in 36 USC §21702; and

WHEREAS, The American Legion founders expanded these initial purposes into the American Legion's Preamble which communicates to the organization the principles of The American Legion and the purpose of the Constitution of The American Legion; and

WHEREAS, Current modern business practices have evolved since The American Legion originated and it is leadership's goal to stay abreast of such evolutions; and

WHEREAS, One such business practice is an organization's use of a vision statement, a mission statement, value principles and a motto; and

WHEREAS, A vision statement is a short succinct public statement of an organization's future and long-term directional goals; and

WHEREAS, A mission statement is a short succinct public statement of how an organization intends to fulfill its vision; and

WHEREAS, Value principles guide the organization's business decisions and actions; and

WHEREAS, A motto is a reiterated phrase that encapsulates the vision and mission of an organization; and

WHEREAS, The vision and mission statements, along with the value principles and motto, help define the purpose of an organization, align the organization's resources toward a successful future, provide clear and effective decision guidance; form part of a business's strategic planning tool and publicly communicate the message; and

WHEREAS, In order that The American Legion has clear guidance to act in these turbulent times; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion by electronic mail vote pursuant to Rule 12 of the Rules of the National Executive Committee, That The American Legion adopt the following vision statement: *"The American Legion: Veterans Strengthening America"*; and, be it further

RESOLVED, That The American Legion adopt the following mission statement: *"To enhance the well-being of America's veterans, their families, our military, and our communities by our devotion to mutual helpfulness"*; and, be it further

RESOLVED, That The American Legion adopt the following value principles:

• *A VETERAN IS A VETERAN* – which means The American Legion embraces all current and former members of the military and endeavors to help them transition into their communities.

• *SELFLESS SERVICE* – which means The American Legion celebrates all who contribute to something larger than themselves and inspires others to serve and strengthen America.

• *AMERICAN VALUES AND PATRIOTISM* – which means The American Legion advocates for upholding and defending the United States Constitution, equal justice and opportunity for everyone and discrimination against no one, youth education, responsible citizenship and honoring military service by observing and participating in patriotic and memorial events.
• *FAMILY AND COMMUNITY ENGAGEMENT* – which means The American Legion meets the unique needs of local communities.
• *ADVANCING THE VISION* – which means The American Legion educates, mentors and leads new generations of Americans.
• *HONORING THOSE WHO CAME BEFORE US* – which means The American Legion pays perpetual respect for all past military sacrifices to ensure they are never forgotten by new generations.; and, be it finally

RESOLVED, That The American Legion adopt the following motto:
"Veterans Strengthening America."