



Every Member Get a Member – Involved

The Navy League Strategic Plan

2012 – 2014

Vision

We are the primary, trusted source of information regarding the requirements of our Sea Services for the American people and their elected officials. Our advocacy is instrumental in obtaining the support the Sea Services need to operate effectively in defending the country, ensuring our economic security, and protecting our citizens from both natural and man-made disasters. Our efforts help to ensure the strength of our Sea Service families. Our support of the Naval Sea Cadet Corps and other youth programs is recognized as an important contribution to the development of the next generation of Americans into productive members of society.

Mission

The Navy League is a civilian not-for-profit organization dedicated to informing the American people and advocating that the United States of America is dependent upon strong sea services for its economic well-being and national defense. The Navy League strongly supports the United States Navy, Marine Corps, Coast Guard, Merchant Marine, their people, families, and Navy League-sponsored youth programs.



Values

- **Teamwork**: We work together to achieve the NLUS mission of effective support of the Sea Services
- **Integrity**: We maintain the highest moral and ethical standards in our conduct as members of the NLUS
- **Commitment**: We provide honest, dedicated support to the Sea Services in our efforts to educate the public and their elected officials as well as in the execution of our programs.
- **Courage**: We have the courage to undertake the difficult and stand for what is right in support of the Sea Services
- **Excellence**: We strive to provide the very best in the execution of our programs and in the support of the NLUS strategic objectives.
- **Respect**: We value and honor the opinions of each other and we are forthright and upfront in our conduct

Guiding Principles

- We coordinate our actions, both at the national regional, area, and council levels, to ensure that we are speaking with one voice and have unity of message and purpose.
- We abide by the letter and spirit of all laws and regulations that govern the conduct of business and activities of a 501(c)3 non-profit organization.
- We are mindful of the Code of Ethics for NLUS Directors, Officers and Staff, as established by the NLUS Board of Directors, and conduct ourselves in accordance with those standards.
- We are prudent stewards of the resources entrusted to us.



Strategic Goals

We work to achieve our mission and obtain our vision by defining strategies and objectives, and carrying out plans of action directed for:

- **Education**

To foster and maintain interest in a strong Navy, Marine Corps, Coast Guard, and Merchant Marine as integral parts of a sound national defense and vital to the freedom and economic prosperity of the United States

- **Legislative Affairs**

To educate and inform members of Congress on the importance of a strong Navy, Marine Corps, Coast Guard, and Merchant Marine

- **Public Education**

To foster and maintain interest in a strong Navy, Marine Corps, Coast Guard, and Merchant Marine as integral parts of a sound national defense and vital to the freedom and economic prosperity of the United States; to educate the American people that national defense and economic well-being are dependent upon strong sea services

- **Youth Programs**

To educate and train our youth in the customs, values and traditions of the Navy, the Marine Corps, the Coast Guard, and the Merchant Marine

- **Sea Services Support**

To improve the understanding and appreciation of those who wear the uniforms of our armed forces and to better the conditions under which they live and serve



Strategic Goals

- **Financial Health**

To assure the continuing financial security of the Navy League and to provide the financial resources necessary to execute the Navy League's Vision and Mission

- **Membership**

To increase the membership of the Navy League through the recruitment, involvement and retention of Individual, Community Affiliate and Corporate Members

- **Fundraising**

To increase the income of the Navy League from sources other than membership dues, such as donations, grants and bequests

- **Communications**

To ensure effective communication of the message of the Navy League, both within and outside the organization, to effectively support the accomplishment of our mission

- **Internal Communications**

To enhance communications among the Councils, Areas, Regions, and Headquarters of the Navy League that maximizes successful accomplishment of our mission and to ensure prudent stewardship of our resources

- **External Communications**

- **Marketing**

To use marketing initiatives to elevate the Navy League's visibility and brand image in the public media and complement other strategic thrusts