

America 250 Content Strategy for SAR

A once-in-a-generation storytelling opportunity — and the Sons of the American Revolution is uniquely positioned to lead it.

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AMERICA 250 · SAR COMMUNICATIONS STRATEGY



Why America 250 Matters to SAR

The 250th Anniversary of American Independence is the most significant patriotic moment in a generation. For the Sons of the American Revolution, it is not merely a calendar milestone — it is the fulfillment of our founding purpose. SAR's own Social Media Guide explicitly identifies **increasing public awareness of the 250th Anniversary** as a primary organizational goal.

This is the moment when the public is actively searching for stories, context, and meaning around the founding of the nation. SAR holds the keys to those stories — and has the credibility, the lineage, and the history to tell them authentically.

The Numbers Tell the Story

250

Years of Liberty

Since the Declaration of
Independence, July 4,
1776

185K+

SAR Members

Across all chapters,
states, and compatriots
worldwide

1

Moment Like This

Once in a lifetime — the
Semiquincentennial of
1776

How America 250 Fits SAR's Mission

Every pillar of SAR's organizational mission aligns directly with the America 250 moment. This is not a detour — it is the mission, amplified.



Patriot Remembrance

Honor the sacrifices of Revolutionary War patriots through storytelling, grave markings, and public commemorations that bring 1776 to life in 2026.



Public Education

Deliver lessons, historical facts, and youth-facing content that connect classrooms and communities to the founding generation's courage and ideals.



Civic Outreach

Engage local government, media, and civic organizations to amplify SAR's voice and expand awareness of the 250th anniversary in every community.



American Identity

Reinforce pride in the founding principles of liberty, self-governance, and civic virtue — values SAR has championed for over 130 years.

The Strategic Opportunity

What America 250 Unlocks for SAR

America 250 creates a rare alignment between public curiosity and SAR's core expertise. Millions of Americans will be actively seeking historical content, local events, and ways to connect with the founding era. SAR chapters that show up consistently with compelling content will win new audiences, new members, and new community partnerships.

- **Visibility** — Be the authoritative voice of the Revolution in your region
- **Partnerships** — Schools, museums, and media are seeking credible collaborators
- **Event attendance** — Ceremonies and commemorations will draw larger crowds
- **Membership growth** — Public interest in genealogy and heritage surges around anniversaries

The Risk of Silence

⚠ Chapters that do not engage America 250 content will miss the most significant public-awareness window in SAR's modern history. Other organizations, brands, and media outlets will fill the vacuum. SAR must lead the narrative, not follow it.

The America 250 SAR Programs Toolkit is explicit: this is a **sustained, daily communications effort** — not a single event or press release. Chapters that treat it as a marathon, not a sprint, will see the greatest long-term impact on membership and mission.

A Multi-Year Campaign, Not One Date

July 4, 2026 is the centerpiece — but the America 250 content opportunity spans years before and after that date. Chapters that sustain the effort will build audiences, partnerships, and momentum that last well beyond a single celebration.

Early 2026: Build-Up

Intensify posting frequency, launch themed campaigns, coordinate with state societies, promote events, and maximize press outreach heading into the anniversary year.

2027+: Legacy Phase

Sustain elevated engagement, archive content, convert new audiences into members, and leverage the relationships and visibility built during the campaign into ongoing mission impact.

1

2

3

July 4, 2026: Peak Moment

Deliver culminating events, ceremonies, media moments, and flagship content. This is SAR's largest public-facing opportunity in a generation — execute with full force.

Core Content Pillars

Every piece of America 250 content your chapter publishes should connect to one of these seven pillars. Together, they create a rich, balanced content strategy that serves every segment of your audience — from history enthusiasts to first-time followers.



Patriot Stories

Spotlight individual patriots — members' ancestors, local heroes, and unsung figures of the Revolution.



Local History

Feature battle sites, historic markers, graves, and landmarks in your chapter's geographic footprint.



Key Anniversaries

Mark pivotal dates in the Revolutionary calendar — battles, signings, and founding moments.



Education Resources

Share SAR curriculum links, lesson plans, contest information, and youth programming opportunities.



Chapter Events

Promote and recap ceremonies, lectures, grave markings, parades, and community commemorations.



Partnerships

Feature collaborations with schools, museums, libraries, DAR, CAR, veterans groups, and local government.

Local Storytelling Wins

Make National History Local

The most powerful America 250 content is not abstract — it is rooted in a specific place your audience can visit, touch, and feel. Every chapter has local history waiting to be told. The challenge is to find it, photograph it, and share it consistently.

- ① National history becomes personal when your followers recognize a street name, a church, a cemetery, or a battlefield marker they've driven past their whole lives — and learn for the first time what happened there.

Where to Find Your Local Stories

→ Patriot Graves & Cemeteries

Document and photograph the resting places of Revolutionary War patriots in your region — before and after flag placement ceremonies.

→ Battle Sites & Historic Markers

Create a visual inventory of roadside markers, monuments, and preserved battlefields — then post them with historical context.

→ Schools, Libraries & Museums

Partner with local institutions that can amplify your content and bring SAR programming into community spaces.

→ Community Commemorations

Identify local parades, town celebrations, and civic events where SAR can participate and document for social media.

Educational Content Strategy

Education is at the heart of SAR's America 250 mission. The SAR Programs Toolkit emphasizes curriculum-linked outreach, youth engagement, and public-history storytelling as core priorities. Educational content builds credibility, serves teachers and students, and positions SAR as the go-to resource for Revolutionary history.

1

Historical Facts & "On This Day" Posts

Publish daily or weekly "On This Day" features tied to Revolutionary War events. These short, factual posts are highly shareable and establish SAR as a credible historical authority.

2

Classroom & Teacher Resources

Share links to SAR's education programs, lesson plans, and curriculum materials. Tag local school districts and education Facebook groups to expand reach among educators.

3

Youth Programs & Contests

Promote SAR's essay, poster, and speech contests on social media. Feature winners prominently — student recognition content consistently earns strong community engagement.

4

Public History Storytelling

Create longer-form content — blog posts, YouTube videos, or Facebook Live events — that explore founding-era topics in depth. These pieces build authority and can be repurposed across platforms.

Event-Driven Content Strategy

Chapter events are content goldmines. Every ceremony, lecture, parade, or grave marking is a storytelling opportunity that can generate content before, during, and after the event itself — tripling the value of each activity.



Before

Promote, tease, recruit



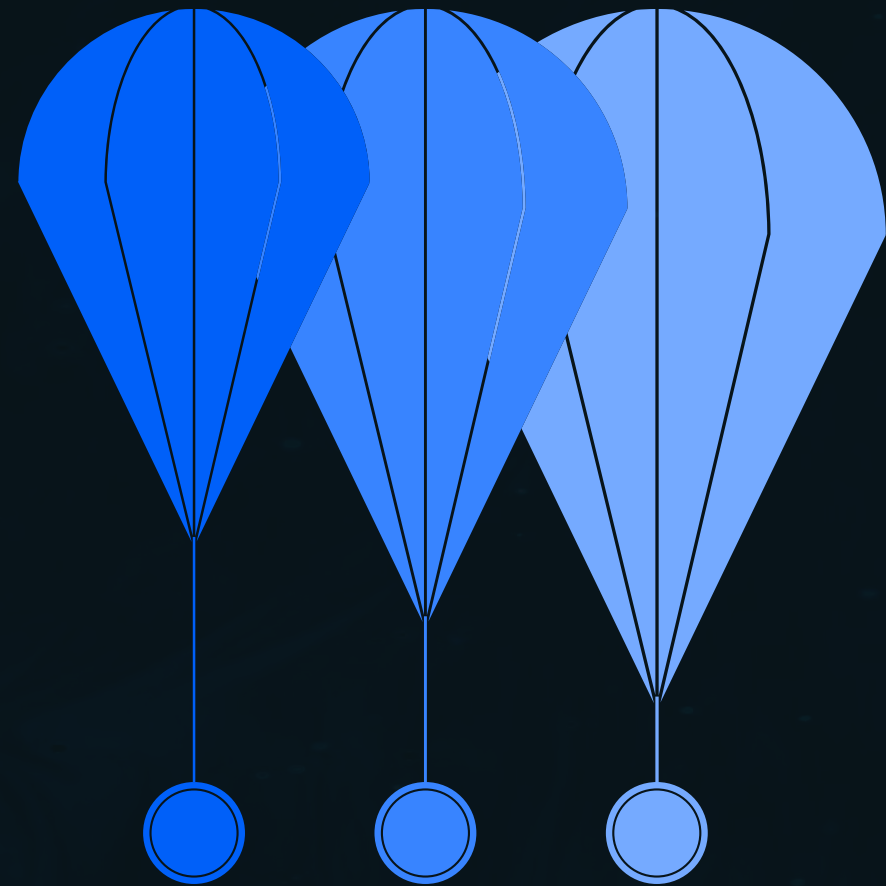
During

Live posts, photos, video



After

Recap, tag, archive



Before the Event

- Announce the event 2–4 weeks out
- Share historical context and background
- Tag partners and co-hosts
- Create a Facebook Event listing

During the Event

- Post photos in real time or same day
- Capture short video clips and quotes
- Use your chapter's hashtag
- Go live on Facebook if possible

After the Event

- Share a recap post with best photos
- Tag attendees and partner organizations
- Post a "thank you" to participants
- Archive content for future use

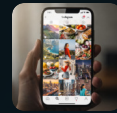
Platform-Specific Strategy

Each social media platform has a distinct audience, content format, and engagement style. A strong America 250 strategy uses each platform intentionally — not just reposts the same content everywhere. Here is how SAR chapters should approach each channel.



Facebook — Community Hub

Primary platform for SAR chapters. Post daily or near-daily. Use Events, Groups, and Facebook Live for ceremonies. Best for longer captions, photo albums, and driving event attendance among ages 40+.



Instagram — Visual Storytelling

Lead with striking images — patriot portraits, historic sites, ceremony photos. Use Reels for short historical explainers. Stories for event countdowns. Reach younger audiences and local history enthusiasts.



X (Twitter) — News & Advocacy

Best for timely historical facts, press releases, and engagement with journalists, legislators, and civic organizations. Use threads for deeper storytelling. Ideal for amplifying national SAR messaging.



YouTube & Website

Host documentary-style chapter videos, ceremony recordings, and educational content. Your website serves as the permanent archive — link all social content back to it for credibility and SEO value.

Campaign Rhythm: Monthly Themes & Weekly Features

Consistency is the foundation of a successful content campaign. Chapters that establish a predictable rhythm — monthly themes, weekly recurring features, and event-based spikes — build loyal audiences and reduce the creative burden on volunteers.

Sample Monthly Theme Calendar

Month	Theme	Anchor Content
January	Resolve & Sacrifice	Valley Forge anniversary
February	Founders & Framers	Washington's Birthday
March	Road to Revolution	Boston Massacre, 1770
April	The Shot Heard Round the World	Lexington & Concord, April 19
May	Local Patriots	Chapter patriot spotlights
June	The Declaration	Drafting & signers content
July	Independence 250	July 4, 2026 peak content
August	Youth & Education	Contest winners, school programs
September	Constitution & Citizenship	Constitution Day, Sept. 17
October	Battlefield & Victory	Yorktown anniversary, Oct. 19
November	Veterans & Legacy	Veterans Day ceremonies
December	Endurance & Hope	Washington Crossing, Dec. 25–26

Weekly Recurring Features

#FounderFriday

Weekly patriot spotlight — one member's ancestor or local Revolutionary figure.

#TBT / On This Day

Thursday historical facts tied to the Revolutionary War calendar.

#SAR250

Weekly America 250 countdown or milestone post to build sustained momentum.

Event Preview

Weekend post promoting upcoming chapter ceremonies, lectures, and programs.

Hashtags, Branding & Consistency

A unified visual and verbal identity across all chapters amplifies SAR's collective voice and makes the organization's America 250 content unmistakable in any feed. Every post is both a local story and a national statement.

Primary Hashtag Strategy

#America250

The national umbrella tag used by all America 250 official partners. Always include this on your highest-priority posts to connect with the broader national conversation.

#SAR250

SAR's primary organizational America 250 tag. Use on every chapter post to unify all SAR content under one searchable, trackable thread.

#SonsOfTheAmericanRevolution

Full organizational name — use for discovery and SEO on Instagram and YouTube. Include on chapter introductory and evergreen posts.

Local Chapter Tag

Create a consistent local tag (e.g., #VirginiaSSAR or #PhiladelphiaChapterSAR) and use it on every post to build a searchable local archive.

Visual Consistency Standards

i Consistency builds trust. When your posts look and feel like SAR, audiences recognize and follow your content more readily.

- **Colors:** Use SAR's navy, crimson, and gold palette consistently across graphics
- **Logo:** Place the SAR seal on every graphic — upper left or lower right corner
- **Fonts:** Choose two fonts and use them exclusively — one serif for headlines, one clean sans-serif for body text
- **Templates:** Create 3–5 reusable Canva or PowerPoint graphic templates for your most common post types
- **Photo standards:** Use high-resolution images; avoid pixelated or poorly cropped photos
- **Tone:** Patriotic, dignified, educational — never partisan or political

Partnership Content Strategy

SAR chapters do not have to carry the America 250 content load alone. Strategic partnerships with local institutions multiply your reach, add credibility to your messaging, and open doors to audiences that would never otherwise encounter SAR's mission.



Schools & Universities

Co-create content around SAR's essay and speech contests. Feature student winners, tag schools, and share curriculum resources. Teachers and principals are powerful amplifiers.



Museums & Libraries

Partner on exhibits, lectures, and programming. Share each other's content. Local history museums bring institutional credibility and built-in audiences to SAR's storytelling.



DAR, CAR & Heritage Groups

Cross-post events and tag DAR chapters and Children of the American Revolution. Shared audiences amplify reach and reinforce the broader patriotic heritage community's visibility.



Veterans Groups & Local Government

Feature joint ceremonies with VFW, American Legion, and local officials. Tag them in posts. Government officials sharing SAR content dramatically extends your community reach.

What Strong America 250 Posts Look Like

Strong posts share three qualities: a compelling visual, a historically rich but accessible caption, and a clear call to action. Here are platform-specific examples your chapter can adapt immediately.



Facebook — Patriot Spotlight

"250 years ago this week, Pvt. Elijah Moore of [Your County] left his farm and marched with Washington's Army. Today, his great-great-great-grandson is a proud SAR member in our chapter. 🇺🇸 This is why we remember. #America250 #SAR250 #FounderFriday"

Visual: Split image — patriot portrait + modern member photo.

CTA: "Who is your patriot ancestor? Share below."



Instagram — Historic Site Reel

Short video walking through a local battle site or cemetery with voiceover: "Right here, in [City], the Revolution wasn't just history — it was happening in someone's backyard." End with SAR logo and #SAR250.

Visual: Cinematic landscape shot.

CTA: "Save this for your next history road trip."



X (Twitter) — On This Day Thread

📖 On this day in 1776: The Second Continental Congress voted to approve the Declaration of Independence. Here are 5 things you may not know about what happened next... [Thread]"
#America250 #RevolutionaryWar #OTD

Visual: Historic engraving or document scan. **CTA:** "Retweet to share American history."

What Chapters Can Do in the Next 90 Days

The best time to build your America 250 content strategy was yesterday. The second-best time is right now. Here is a concrete 90-day action plan every chapter can execute with existing resources and volunteers.

Planning & Infrastructure

- Designate a chapter social media lead or committee
- Audit your current Facebook, Instagram, and X presence
- Create or update your chapter's Canva account with SAR branding
- Build a content calendar using the monthly theme framework
- Identify your top 5–10 local patriot stories and historic sites
- Set up a shared Google Drive folder for photos and assets
- Register your chapter for America 250 SAR Toolkit resources

Content Creation & Launch

- Photograph 10 local historic sites, graves, or markers
- Write 4 "Patriot Spotlight" posts — one per week for Month 1
- Create 3 reusable graphic templates for recurring features
- Set up your chapter's core hashtags on all platforms
- Schedule your first #FounderFriday post
- Reach out to one local school or museum about partnership content
- Share your content plan with your state society communications team

- Chapters that complete these steps within 90 days will be fully positioned to execute a high-impact America 250 content strategy through July 4, 2026 and beyond.

Tell the Story of the Revolution Where You Live

The 250th Anniversary of American Independence is not just a national event — it is a **local story** waiting to be told in every community where a Patriot ancestor once stood, fought, and built this nation.

SAR is uniquely positioned to be the most credible, most compelling voice of the Revolution in America's 250th year. The tools are in your hands. The stories are in your community. The moment is now.

Remember

Honor every patriot ancestor whose sacrifice made America possible.

Educate

Share the history of the Revolution with the next generation.

Inspire

Use America 250 to grow SAR's mission, membership, and impact.

[#America250](#) · [#SAR250](#) · [#SonsOfTheAmericanRevolution](#)