**Brand Identity** – This is essentially the personality of the organization and the process of impression shaping. A brand identity is made up of what your brand says, what your values are, how you communicate your value, and what you want people to feel when they interact with the organization and its content. This includes those aspects of a brand that are familiar: logos, colors, fonts, etc. Other key elements of branding are **Purpose – Mission** **Statement**, **Positioning – Elevator Pitch**, **Personality – Brand**, **Perception – Touch Points**, and **Promotion – Marketing**. (For more details, see page 4 of the B & E Guide.)

**Purpose – Mission Statement**

Mission statements explain in simple concise terms why an organization exists. It’s generally short, either a single statement or a small paragraph. Mission statements regarding the SAR at its various levels should be consistent with the objectives outlined in our constitution, bylaws, and handbook.

The Mission Statement approved by the Executive Committee:

“*The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, and educating and inspiring future generations about the founding principles of our country*.”

**How do we use the Mission Statement?**

The use of the Mission statement is not required, but it is recommended to be read at the start of each business meeting after the pledges. This is done at the national level and is certainly appropriate at public events, district, state and chapter meetings and media. The back of a SAR business card might also be a good place to use it. The mission statement should be included at the beginning or end of press releases, and within other media (newsletters, websites, social media).

**Positioning – Elevator Pitch**

The Elevator Pitch is designed to answer the questions of “who we are,” and invite listeners to ask more questions. It’s derived from the mission statement but is intended to be a shorter version.

The approved elevator pitch:

“*The Sons of the American Revolution promotes patriotism, serves the community, and inspires and educates the public about the history of the American Revolution*.”

**How do we use the Elevator Pitch?**

When the public asks about who you are the elevator pitch is that quick answer that provides consistency.

For more detailed discussion including Personality, Perception and Promotion, please refer to the Brand and Engagement Guide (pages 4-7) on the National SAR website under the Member button and then Forms and Manual pull down menu.