

Membership Growth Through Social Media

From awareness to inquiry to long-term engagement.

SONS OF THE AMERICAN REVOLUTION

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Why Membership Growth Matters

The Sons of the American Revolution exists to preserve the memory, promote the principles, and celebrate the achievements of the men who won American independence. But none of that legacy endures without people willing to carry it forward.

SAR's Marketing Plan is clear: **increased membership and retention are vital to sustaining the organization and funding its future work.** Chapters that do not grow eventually struggle to fund programs, maintain presence, and pass leadership to the next generation.

Growth is not vanity — it is mission-critical. Every new member brings fresh energy, new connections, and continued support for SAR's educational, historical, and patriotic work.

Why It Matters

→ **Sustain Programs**

Chapters need active members to fund and operate ceremonies, contests, and scholarships.

→ **Preserve Leadership**

Growing chapters develop officers, committee leads, and delegates for state and national work.

→ **Honor the Mission**

Every new member is a living connection to the founding generation of America.

SAR's Official Membership Goals

The **Operational Plan 2030** sets two clear, measurable benchmarks for the organization's future. These are not aspirational suggestions — they are strategic priorities endorsed at the national level.

95%

Retention by 2030

SAR aims to retain 95% of existing members annually — a target that requires active engagement, not just enrollment.

3%

Net Growth by 2028

A 3% annual net membership increase by 2028 means chapters must recruit more than they lose — every single year.

ⓘ These goals apply to every level of the organization — national, state, and chapter. Social media is one of the tools that can help chapters contribute to both targets simultaneously.

Why Social Media Belongs in the Membership Conversation

Before a prospective member ever attends a chapter meeting or completes an application, they go online. They search. They scroll. They form impressions. **SAR's Social Media Guide explicitly identifies increasing membership as a primary objective** of the organization's digital communications strategy.

Social platforms allow chapters to reach qualified prospects — men with patriot lineage — who simply do not yet know SAR exists in their community. Digital visibility is the bridge between a private organization and the public it hopes to recruit.

Extend Your Reach

Your chapter can be visible 24/7, even between events.

Build Credibility

Regular posts signal an active, welcoming organization.

Drive Discovery

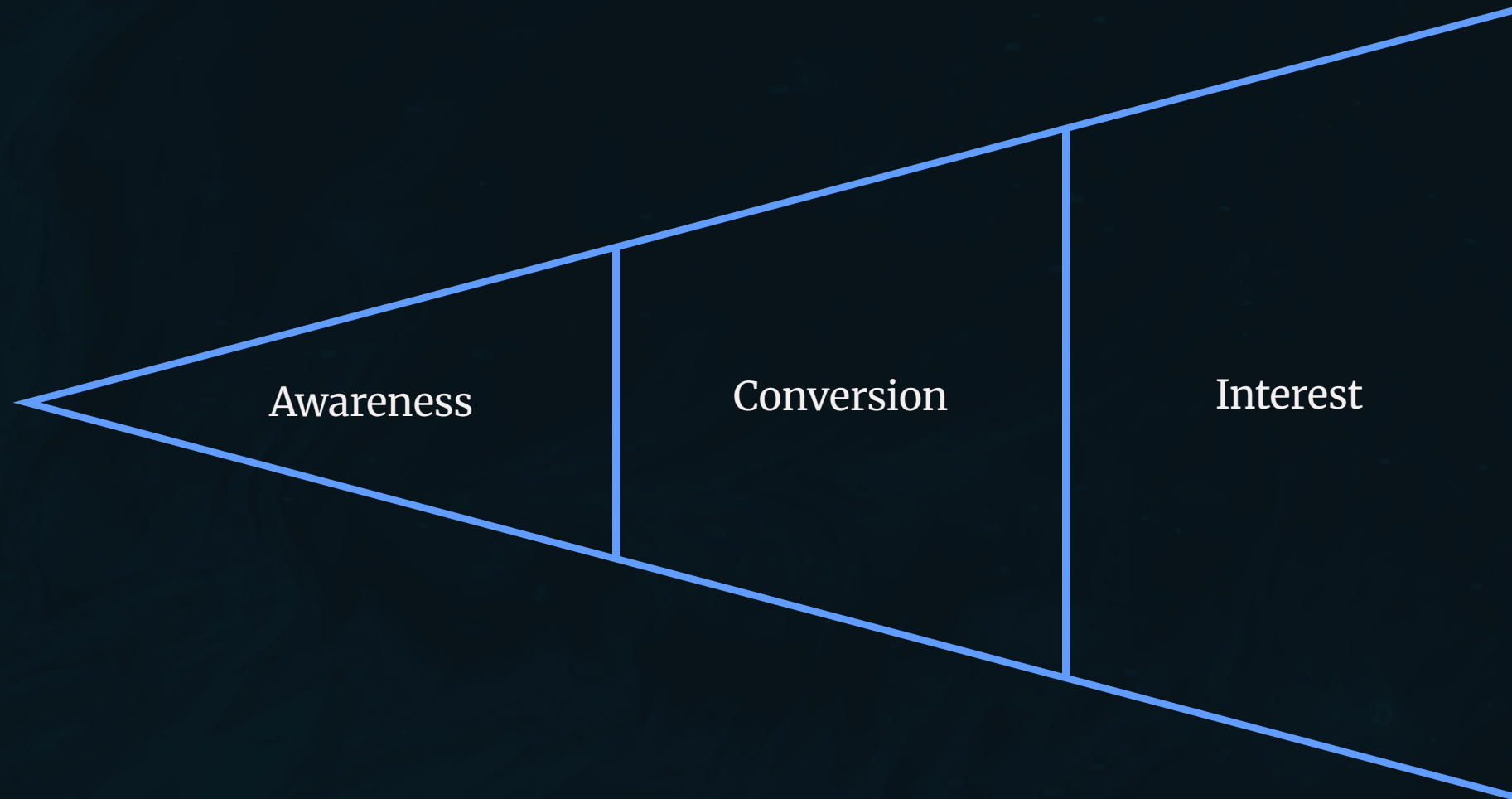
Prospects find you before they ever contact you.

Support Recruiters

Social media makes personal invitations easier and more effective.

The Digital Membership Funnel

Social media does not replace personal recruiting — it **strengthens every stage of the recruiting journey**. Understanding this funnel helps chapters assign the right content to the right moment.



Social media plays the strongest role in the first three stages, but it continues to support **onboarding and retention** through recognition, community-building, and program promotion throughout a member's entire SAR journey.

Awareness Is the First Barrier

The Hard Truth

Millions of American men likely qualify for SAR membership. Most have never heard of the organization — or carry outdated assumptions about what it is.

SAR's Marketing Plan specifically emphasizes building **general local awareness of SAR's presence, mission, and goals**. That awareness work begins online.

- ❑ If a qualified prospect cannot find your chapter on social media, you may never have the chance to invite them in person.

Common Misconceptions Social Media Can Correct

"It's just for older men."

Show younger members, families, and youth programs to change the perception.

"It's elitist or exclusive."

Post welcoming content, diverse ceremonies, and community service to counter this.

"I probably don't qualify."

Share lineage tips, patriot biographies, and eligibility guidance regularly.

"I've never heard of them locally."

Consistent posting with local tags, event photos, and community presence builds visibility.

What Content Attracts Interest

SAR's brand guidance emphasizes **storytelling, education, and authentic audience connection**. Content that teaches, inspires, or surprises earns attention from people who may become future members.



Patriot Biographies

Share stories of the ancestors SAR members are descended from. These posts invite personal connection and lineage curiosity.



Local History

Highlight Revolutionary-era events and landmarks in your area. Local history generates strong engagement and community pride.



Youth Programs & Contests

Feature the Eagle Scout, JROTC, and essay contest awards. These posts reach families and educators who value SAR's educational mission.



Member Stories

Brief member spotlights — why they joined, what they enjoy — humanize SAR and make the organization feel approachable and relatable.

What Content Builds Trust

Interest becomes inquiry when a prospect decides SAR is active, credible, and welcoming. Trust-building content shows the organization in action — not just in words.

Real Member Photos

Candid photos of members together — at meetings, ceremonies, and service events — communicate community and belonging far better than any graphic.

Public Service & Outreach

Posts about flag retirements, cemetery restorations, and school programs show SAR as a civic force, not just a social club.

Ceremonies & Traditions

Wreath-laying, Americanism awards, and patriotic observances demonstrate SAR's reverence for history and national service.



- ✔ Chapters that post consistently — even once or twice a week — appear significantly more active and trustworthy to prospective members researching the organization online.

Calls to Action That Convert Interest

SAR's Social Media Guide recommends **clear, direct calls to action** in chapter communications. Without a next step, interested followers remain followers. The goal is to move them toward contact, attendance, and ultimately, application.



Visit Our Website

"Learn about SAR and check your eligibility at [chapter website]."



Attend a Meeting

"Join us at our next chapter meeting — guests are always welcome. [Date, location, time]."



Message Us

"Curious about SAR? Message this page and we'll answer your questions personally."



Attend a Public Event

"We'll be at [local event]. Come say hello and learn what SAR is doing in [city]."

- ❏ Copy these exactly — or adapt them for your chapter voice. The key is that every post has a door for someone to walk through.

Social Media and Events

Chapter events are among the most powerful recruitment tools SAR has. Social media multiplies their reach — before, during, and after the event itself.



Why Event Posts Work

Prospects who see event content repeatedly develop familiarity with your chapter before ever attending. When the personal invitation comes — and it must come — they already feel like they know you. **Event posts transform local programs into membership touchpoints.**

- ① Tag your location and use local hashtags to extend event posts beyond your current followers to new audiences in your community.

Retention Through Visibility and Participation

The Operational Plan 2030 links higher retention directly to increased member participation in SAR programs. Social media is one of the most cost-effective tools chapters have to keep existing members engaged, recognized, and proud.

1

Celebrate Members Publicly

Post anniversary recognitions, award photos, and volunteer highlights. Members who feel seen stay involved.

2

Showcase Chapter Life

Regular behind-the-scenes posts remind members why they joined and what they are part of.

3

Promote SAR Programs

Share opportunities to serve — committees, youth programs, state events — so members know how to deepen their involvement.



- ✔ Chapters that regularly recognize their members online report stronger attendance, more volunteer engagement, and lower drop rates. Visibility is a retention strategy.

How Chapters Can Support Onboarding

SAR's Operational Plan emphasizes structured onboarding as a retention driver. Social media can reinforce the welcome a new member receives — and signal to prospective members that SAR is a community worth joining.



Welcome Publicly

Post a brief, welcoming announcement when a new member is inducted. With their permission, share their name, home state, and patriot ancestor. This signals that SAR is growing and welcoming.



Share Chapter Culture

New members are still learning what SAR is. Posts about programs, traditions, and values help them see the full scope of what they have joined — and what opportunities await them.



Connect to Programs

Feature the committees, youth programs, and national initiatives new members can join immediately. Early participation is the single strongest predictor of long-term retention.

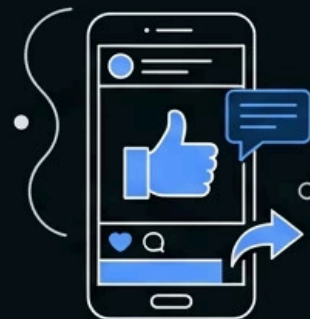
What Chapters Should Measure

SAR's Marketing Plan lists membership acquisition, retention, and social media followers among its key performance indicators. Measuring the right metrics helps chapters understand whether their digital efforts are moving the needle — and where to focus next.



FOLLOWER GROWTH

New audience reach each month



POST ENGAGEMENT

Likes, comments, shares resonance



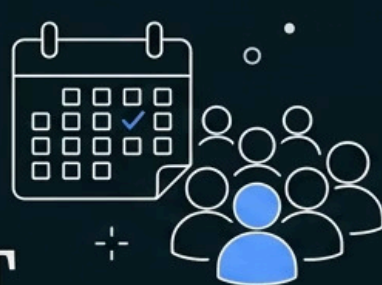
WEBSITE CLICKS

Followers to website conversions



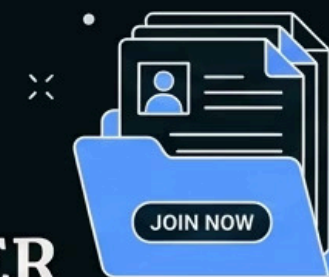
DIRECT INQUIRIES

Messages & emails from prospects



EVENT ATTENDANCE

Driving people to show up



MEMBER APPLICATIONS

The ultimate downstream metric

③ You do not need elaborate tools. A simple monthly log tracking these six indicators will show whether your chapter's social presence is generating real membership momentum.

Simple Chapter Action Plan

You do not need a social media manager or a large budget. You need **consistency, intention, and connection to mission**. This five-step rhythm gives any chapter a practical starting point.



Post Consistently

Commit to 1–2 posts per week. Consistent presence builds familiarity and trust over time, even with a small following.



Feature Member Spotlights

One member story per month shows real people, real reasons to join, and real community.



Promote Every Event

Before, during, and after. Every event post is a potential recruitment touchpoint for someone in your community.



Extend Direct Invitations

Social media warms the prospect. The personal invitation closes the door. Always follow digital interest with human connection.



Always Link to Your Website

Every post should offer a path forward. Your chapter website is where interest becomes inquiry and inquiry becomes application.



Every Post Can Open a Door

Social media does not replace the handshake, the personal invitation, or the pride of induction. But it can **expand the circle of men who discover SAR**, understand what it stands for, and feel ready to say yes when the invitation comes.

Tell the Story

Share history, mission, and member experiences consistently and authentically.

Build the Trust

Let photos, events, and service demonstrate that SAR is active and welcoming.

Open the Door

End every post with a clear next step — and follow digital interest with personal invitation.

"The work of 1776 is never finished. Neither is the work of finding the men worthy to honor it."

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OPERATIONAL PLAN 2030

SOCIAL MEDIA INITIATIVE