**Objective**

A timely Chapter newsletter is critical to the health of the Chapter. The five year strategic plan requires that a newsletter template be developed for use by states or chapters that are currently not publishing. The objective is to comply with this directive and to create documents of different degrees of sophistication but still utilizing an easy to use approach.

**Design Concept**

There are multiple formats to be included in the design all using Microsoft Word. There are five of these templates with the most basic merely being one with the SAR logo in the header and compatriots can just type away.

The next four are an increased level of sophistication and two of them have the 250th celebration highlighted.

The first level of sophistication officer names, their contact information and upcoming events on the first page with space for the President’s message, with space for photos on the second page. Pages are easily added with follow on photos and text.

The next level of sophistication is a two page newsletter front and back with multiple text boxes and photo boxes available.

**Implementation and Distribution**

The newsletter templates along with the project design and an executive summary need to be posted on the national website, sent to the Council of State Presidents and sent to the Council of District Vice President Generals. A census needs to be developed of states and chapters that have an active newsletter.

**Chapter Implementation**

Chapters can choose a newsletter template from the Chapter Toolkit (on the National website) or use their own design. The Chapter Newsletter Editor has full discretion on the type of template and the content. Some content may be available from the National website.

**Distribution**

The target audience is the compatriots of the state or chapter that are not currently being served through receipt of a newsletter. A hidden potential target audience would be potential new members! A key target audience is those members who hold a certificate but do not hold a meeting.

**Potential Benefits**

Anecdotal observations indicate members are more likely to renew their membership if they believe there is value and receiving a monthly newsletter is evidence of that value. In addition, when a chapter talks about color guard or programs that are available, members who are not active in those programs may be able to see themselves serving in those areas. Active membership is a key requirement to membership retention.

The newsletter can be posted on the chapter’s website as a pdf. Further, reference to the newsletter can be posted on the chapter’s Facebook page.

A successful outcome would be to have 5% of states and chapters that currently do not have an active newsletter to initiate the program and no chapters are states discontinue their current newsletters.

Developing an accurate census as a baseline then of participation must be done outside the annual report as many states and chapters do not participate in the annual reporting process.

**Obstacles and Cost**

There should be no direct or ancillary cost associated with this project. The obstacles are no different than any other SAR program. In the instant case there must be a compatriot willing to take photos, write articles and solicit articles and photos from members. The technical difficulty associated with using Word and inserting pictures is at a relatively low level and undoubtedly each chapter will have one or more members capable of producing newsletters with pride.

Contributors: Ash Jackson, Howard Fisk, Tom Jackson