



SAR Recruiting Guide

Membership Committee, NSSAR



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Recruiting

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Foreword

The recruitment program involves all levels of the society working together. The first three sections in this guide provide an overview of recruitment at the National Society and National Offices the State Society and the Chapter.

Recruiting involves various methods and techniques that can be implemented by the organizations and when used independently or together implement the overall recruiting program. This document expands on the recruitment-related suggestions originally identified in the 3-Rs Guide developed by the Membership Committee and published in 2023.

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Comments and Corrections

This document will always be a work in progress. Its use will generate new ideas with successes and failures. The membership committee encourages members to contact us with the new and not so good ideas assisting us in maintaining a effective working document.

Contact us:

Send an email through National Membership Committee in sar.org - Members Tab – Membership Committee Website – at top “Send an Email” or [Membership Committee Link](#)



1. National Society and National Headquarters Recruiting

Introduction

The National Society Executive Committee, the National Strategic Planning Committee and the National Membership Committee have the responsibility for membership recruitment, retention and reinstatement (reactivation). The Strategic Planning Committee works to establish the long-term and short-term membership requirements necessary to meet the operational objectives for growth in support of the Executive Committee requirements. The Membership Committee works with the Strategic Planning Committee to identify and implement the programs necessary to meet strategic and operational objectives for growth. The Membership Committee implements these programs and their requirements through the Vice Presidents General and Council of State Presidents down to the Chapters.

National Society and National Headquarters Methods/Support

The National Society and National Headquarters provide support for recruiting new members through advertising and social media programs:

1. Advertising for new members in national magazines of other organizations like C.A.R. and genealogical magazines.
2. Support of membership programs at events like National Genealogical Society and Roots Tech National Conferences.
3. Providing a channel for potential new members who come into sar.org and click on "Join Now!" This provides users with the "Apply in 4 Easy Steps" invitation and connection directly to a Society.
4. Advertising and Surveys through the National SAR Facebook page.

Tracking and Reporting on Recruiting

The National Membership Committee relies on the National Headquarters Registrar Office to provide historical and current data on recruitment, retention and reinstatement of members. The committee is reviewing the need for additional reporting requirements.



2. State Society Recruiting

Introduction

The State Society sits between the National Society and the Chapters and is the path through which National Society requirements are passed on to the Chapters. The State Society also provides recruiting programs to assist member growth. Society officers, registrars, genealogists and its membership committee are all engaged in finding and recruiting new members. State Societies are also key in establishing new chapters and recruiting new members for those new chapters.

National Society and National Headquarters Support

The National Society and National Headquarters provides support for recruiting new members through its website, national advertising and social media programs. See the National Society Recruiting section of this Recruiting document for additional details.

National Goals and Objectives

The National Society establishes goals and objectives for recruiting, retaining and reinstating members. These goals and objectives come from the National Society Strategic Planning Committee and are administered by the National Membership Committee and are passed downward through the Council of State Presidents and Vice President Generals to the State Societies and Chapters for implementation.

Chapter Recruiting

The primary level for organizing recruitment is the Chapter supported by the National Society, National Headquarters and State Societies. Chapter officers, registrars, genealogists and compatriots, all work together in finding and recruiting new members. See the Chapter Recruiting section of this recruitment document for details on Chapter Recruiting.

State Society Recruiting Methods

There are at least four basic types of State Society Recruiting that can be implemented:

1. Advertising as outlined in the Advertising Recruiting section of this recruitment document.
2. Implementing Social media communications as outlined in the Social Media section of this recruiting document.
3. Establishing new chapters as outlined in the New Chapter and Recruiting Section of this recruitment document.



4. Society leaders or a membership committee should be engaging with State Society DAR to assure mutual recruitment programs as outlined in DAR and Recruiting section of this recruitment document are being implemented.
5. Including a brief invitation for membership as part of a speaker bureau engagement as outlined in the Speaker Bureau Recruiting section of the recruitment document.
6. Establishing a website having a tab providing information about membership
7. Implementing displays at appropriate locations around the state as outlined in the Displays and Recruitment section of this recruitment document.

Onboarding of New Members

Recruiting new members does not end until the new members application has been approved by the National Society. The application process is not part of this recruitment document.

1. See Application Preparation Guide in sar.org Forms and Manuals at URL [Application Preparation Guide](#)
2. See Registrar Training is sar.org e-learning at URL [Registrar Training](#)

The continued attention paid to the new members is a part of retention requirements. See the Retention Section of this document for support of the new member during this onboarding period. The State Society should monitor the onboarding of new members in chapters to ensure it is occurring and effective.

Recruiting Requirements

The State Society should make sure that Chapters are made aware of each Chapters required membership recruitment, retention and reinstatement requirements as established by the National Society. Tracking of recruitment will assist the State Society in evaluating the success of its recruiting program and help point out areas where improvement is warranted.

Tracking and Reporting on Recruiting

The State Society should develop and maintain a recruiting tracking report of new members attained by each Chapter.



3. Chapter Recruiting

Introduction

The primary level for organizing recruiting is the Chapter supported by the National Society, National Headquarters and State Societies. Chapter officers, registrars, genealogists and compatriots, all work together in finding and recruiting new members. The Chapter should encourage individual recruiting training and coordinate recruiting campaigns in its geographic area. Chapters can also be engaged in establishing new chapters and recruiting new members for those new chapters.

National Society and National Headquarters Support

The National Society and National Headquarters provides support for recruiting new members through its website, national advertising and social media programs. See the National Society Recruiting section of this Recruiting document for additional details.

Society Support

The State Society should be supporting new member recruiting through its website, national advertising and social media programs. See Society Recruiting section of this Recruiting document for additional details.

National Goals and Objectives

The National Society establishes goals and objectives for recruiting, retaining and reinstating members. These goals and objectives come from the National Society Strategic Planning Committee and are administered by the National Membership Committee and are passed downward through the Council of State Presidents and Vice President Generals to the State Societies and Chapters for implementation.

Chapter Recruiting

There are five basic types of Chapter Recruiting that can be implemented:

1. Individual Recruiting should be promoted by the chapter through its routine communication methods (emails, newsletters, meetings) and providing training support to members for them to engage in recruiting. See the Individual Recruiting section of this Recruiting document.
2. Recruiting Campaigns should be implemented by the chapter through establishment of new member committee who will implement recruiting as outlined in the following sections of recruiting.
 - a. Traditional Advertising
 - b. Event Booth
 - c. Younger Member



- d. Social Media
- e. Public Displays
- 3. Chapter leaders should be engaging with local DAR Chapters for recruitment as outlined in the DAR and Recruiting section of this recruitment document.
- 4. Recruitment through Speaker Bureau engagements and Genealogy Workshops engagements as outlined in the Speaker Bureau Recruiting section and Genealogy Workshop section of this recruitment document.
- 5. Membership requests received through websites may also be passed down to the chapter from the National Society or the State Society websites or come from the chapters own website.

Onboarding of New Members

Recruiting new members does not end until the application has been approved by the National Society. The application process is not part of this recruitment document.

- 1. See [Application Preparation Guide](#) in sar.org Forms and Manuals.
- 2. See [Registrar Training](#) in sar.org e-learning.

The continued attention paid to the new members is a part of retention requirements. See the Retention Section of this document for support of the new member during this onboarding period. The Chapter should monitor the onboarding of new members in their chapters to ensure it is occurring and effective.

During the onboarding period the chapter should:

- 1. Invite applicant and wife and children to a meeting
- 2. Provide the applicant with the New Member Manual
- 3. Invite the applicant to a New Member Workbook presentation to find his interests

Tracking and Reporting on Recruiting

The Chapter should check with the State Society for any State Society and National Society and State Society tracking and reporting requirements



4. Individual Recruiting

Introduction

In this document we will explore how chapter officers and members can go about individual recruiting one-on-one or on a casual group basis. It answers the question of “how do I as a member recruit someone to be an SAR member.”

Remember the power of “1”. *Every member recruiting just one member each year will double our membership every year.* This may be a bit optimistic to get everyone to recruit 1 member. But investment advisers emphasize the power of 10. Money invested at 10% interest per year compounded will double the investment approximately every 7 years. *If 10% of a chapter’s members recruited one person every year and that recruitment was repeated every year the chapter would double in a little over 7 years.*

Who should recruit

All members are capable of recruiting. Even without an in-depth knowledge of SAR and a limited amount of training the brand-new member can solicit his family members and close friends to see if they have interest. All other members should work toward engaging anyone they meet in a conversation about SAR and SAR membership. Membership recruitment is everybody’s job.

As of July 2024, C.A.R. members can join at no charge.

When / Where can it be done

Individual recruitment can be done at any time two-way communication exists.

1. over the fence with the neighbors
2. in informal groups
3. with family
4. with business or community organization associates
5. on phone or social media.

Chapter Requirements

Chapter officers or a chapter committee should take on the responsibility to:

1. become trained in how to recruit members
2. promote recruitment needs at every meeting
3. make sure members have been trained and encouraged to recruit new members
4. make sure members have the tools needed for recruitment. See the tools section below.
5. make sure members know who the primary contact person is for processing new members



6. report results in Americanism Scoresheet

Items recruiting members will need

There are a few items every member should carry with them:

1. Personal business card – Every member should carry two or three personal business cards in their wallet. Business cards do not have to be expensive:
 - a. A member can create his own on his computer and print out on a piece of card stock yielding 10 per page. Cut to 3.5" X 2" size using scissors.
 - b. Business Card templets for word and other word processing applications can be found by Goggling "free business card template's"
 - c. Graphics businesses can create a business card in larger quantities at a more expensive price. Quotations are usually free.
 - d. Good quality graphics of SAR Logo will be needed.
 - i. Sign in to sar.org. In Members tab click on "Logo Download- Decryption Password Required!"
 - ii. Contact password by emailing dhight@sar.org.
 - iii. [SAR Hi-Res Logo](#)



2. OR - Chapter business card – As an option the chapter should provide 5-10 Chapter Business cards to each member providing name of chapter, contact name and contact information.

Note: Member should write his name and phone number on the back as a reference for prospective member
3. Membership Flyer – Chapter should provide members with 4 to 6 SAR membership flyers. A few flyers should be kept in the members car. The flyer provides additional information that can be studied by potential members.
4. The URL for the National Recruiting Brochure is in the Membership Committee website at [National Recruiting Brochure](#)



5. Pocket Briefcase – A self-made pocket briefcase consisting of business cards and note pad to write down names, phone numbers and email address of prospective members is a great item to keep available.

Engaging the Potential Member

When members engage someone about becoming a member, either they are going to be the one bringing up the subject or they need to become aware of the prospective member providing a queuing or tag statement. Here are some examples of tag lines:

1. A member can bring up the subject by making a statement like:
 - a. “I am really enjoying my membership in Sons of the American Revolution.”
 - b. “Do you think you have a patriot ancestor?”
 - c. “Here is my American Story.....What is your American Story?”
 - d. “How long has your family been here in the United States?”
 - e. “Do you think you might have an interest in becoming a member of a great Patriotic Organization?”
- a. Member can listen for a tag line from the prospective member
- b. “I have been doing research into my family recently and
- c. “I hear you are in the Sons of the American Revolution. Can you assist me in locating a possible patriot ancestor?” See Using SAR PRS and DAR GRS to Find Patriot Ancestor below.
- d. “What are you doing in retirement” to keep yourself busy?”
- e. “I see you getting into the car in a uniform. What is it all about?”
- f. “What is that blue, white and tan pen you are wearing for?”

Members who recruit new members should train themselves to watch for a conversation opening.

SAR Visibility Supports Recruitment

One way to encourage potential members to bring up the subject of SAR is to make every effort to personally advertise the SAR. The member makes himself and SAR visible by:

1. always wearing the SAR Rosette or 250th pin
2. wear SAR apparel purchased from merchandise
3. display and SAR License Plate Frame from merchandise-or-License Plate if your state offers one
4. obtain a car magnet with SAR logo
5. place the SAR Logo on your emails and social media
6. place the SAR Logo in return address corner of envelopes.



Whatever SAR item the member can display might trigger someone to ask you about the SAR. In the case of the Rosette, it should evoke the question, "What is the pin for."

What does a recruiting member talk about

A new member will have a few things that he can share.

1. Be able to state objectives of the organization - Patriotic, Educational, Historical and a few words about what each means.
2. Be able to describe pride in being accepted/welcome into the organization and what it means personally.
3. Be prepared to talk about a patriot ancestor (ancestors).
 - a. Where did they live?
 - b. Where did they serve?
 - c. What did they do during the war?
 - d. Where did they live or move to after the war?
4. Talk about the satisfying feeling putting in the effort finding the patriot ancestor and preparing and application but, be sure potential member knows completion of application can be handled by a registrar or genealogist who can provide expertise assistance in research.
5. Be able to describe the application process.

A longer-term member will have more experience to draw from and can be prepared to talk on a variety of subjects wherever the conversation leads.

1. Mission Statement (memorize or be able to paraphrase)- "The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, educating and inspiring future generations about the founding principles of our Country."
2. Talk about being involved in the chapter activities especially about experience in committees like Veterans Recognition, Color Guard, Youth Programs and so on. Not involved? It is time to get started. "Just do it."
3. Describe how compatriots who are involved can be awarded for their effort with certificates and medals.
4. Talk about chapter organization, when chapter meets, and what happens in a meeting.
 - a. Is there a possibility of having child as SAR and C.A.R. member?
 - b. Is there a possibility of a wife being a DAR member?
 - c. Ladies Auxiliary is open to wives making membership a family opportunity.
5. Be sure to point out the SAR is not a political organization.
6. Excite their interest by
 - a. talking about what happened 250 years ago on this date
 - b. talking about a favorite revolutionary war event



- c. talking experience, you have in a project, program or committee
- d. exploring with them the possibility of their having a patriot ancestor
 - i. How far back have they traced their roots?
 - ii. Do they know if they have an ancestor?
- 7. Ladies are always welcome and can participate in our Ladies Auxiliary and attend meetings.
- 8. Describe how membership can be made into a family experience.
- 9. Invite/Encourage them to come to meetings to see what SAR does.

Questions to be prepared to answer

You need to be able to answer the following questions:

1. What does it cost? (Be sure to stay tuned in on changing dues and fees)
 - a. Application Fee \$150 (Beginning September 1, 2024)
 - b. National Dues for first year \$50. If the application is approved after September 1 the dues are paid through the following calendar year.
 - c. State Dues??
 - d. Chapter Dues??
2. What is the application process?
 - a. You must prove you are a descendant of a patriot, and his service must be documented.
 - b. You will be completing your lineage back to your patriot ancestor and it will be available to your future generations.
 - c. Applications will be approved by the State Society Register and sent to National with application fees.
 - d. Application will be logged in and may take several weeks for approval. Currently, approval is 14 weeks. I can check status for you.
 - e. Application will be reviewed and approved by a Staff Genealogist and National Registrar.
 - f. Upon approval you will be notified regarding membership and be asked to come to a chapter meeting to be inducted as a member.
 - g. During the application process you are encouraged to attend chapter, state and national meetings as a guest.

Using SAR PRS and DAR GRS to Assist in Finding a Patriot Ancestors

When the potential applicant believes they have a patriot ancestor the compatriot can create additional interest by searching for the patriot ancestor in the SAR PRS or DAR GRS databases:

Looking in SAR PRS



1. In computer or smart phone go to a browser and type in sarpatriots.sar.org
2. Click on Patriot Search
3. Enter the Patriots Sur Name and Given Name
4. Decide which search method is desired. Sounds Like is the default
5. Click on Search
6. You will receive either a not found, a single result or a listing of possible results.
 - a. If not found, try again with a different search method
 - b. If single or multiple result – explore results with potential candidate
7. If Patriot is found and there are members at bottom of page, check Lineage via child column to see if the next generation is present. May help to reduce proof time.

Looking in DAR GRS

1. In computer or smart phone go to browser and type in dar.org and then click on GRS Tab.
2. Next click on Ancestor Tab
3. Enter the Patriots Ancestor Last Name and Ancestor First Name
4. Click on Search
5. If Patriot is found, explore results and see if child on lineage matches his family. May help to reduce proof time.

It is a good idea to explore use of and become proficient in using SAR PRS and DAR GRS before using it to assist potential members in finding their patriot.

Giving them the opportunity to talk

Try to make the conversation two ways. Try not to dominate. Ask them open-ended questions (not yes or no) when possible.

1. Were you in military service? What did you do? The SAR provides awards to veterans for their service and supports veterans' programs.
2. Who else in your family was a member of SAR or DAR? That may help to make the application process easier.
3. What patriotic or heredity organizations do you or family members belong to.

Closing the conversation

Close conversation by finding out if there is interest in becoming a member. If yes or no here is what is needed to close.



1. Provide a business card. Either members card or the card of the Chapter Register or Genealogist or person responsible for membership who can be contacted.
2. Carry a blank business card or pocket notebook and a pen or pencil for gathering there:
 - a. name
 - b. phone number
 - c. email address
3. Direct them to the Apply in 4 Easy Steps for membership found in sar.org and tab

Following up

There are three follow-up items that need to occur within a week.

1. As soon as possible notify the key chapter person responsible for potential new members. Discuss with him the next steps.
2. Have potential members go to sar.org and click on Join Now! Tab. It will provide them with the APPLY IN 4 EAST STEPS.
 - a. Determine Eligibility
 - b. Find Local Contact (this will already be accomplished)
 - c. Collect Your Data
 - d. Start Your Application
3. Invite them to a meeting.
4. Provide them with podcasts to look at (see the 100 series)

Reporting

The record of new members is maintained in the Member Database aka Blue Database along with the chapter, society and sponsors. The lineage back to patriot ancestor is maintained the Patriot Research System (PRS).

Each member who is a sponsor or the person responsible for membership in the chapter should report a total of new members to the chapter's Americanism Score Sheet Administrator.

Medals

SAR Liberty - First-line sponsors assisting with the completion of 10 new member applications are eligible to receive National Liberty Metals. A bronze medal can be received for sponsoring 10, a silver medal for sponsoring 100 and a gold medal for sponsoring 200 new members. See Official Handbook Volume V for Gold Liberty Medal details.



DAR – Check to see if there is DAR member in family and if yes then remember to use the DAR Finder program. Check to see if there is a state or chapter DAR finder program that uses the same application form. See DAR and Recruiting section for more details.

5. DAR and Recruiting

Introduction

The DAR can provide significant support in achieving recruitment, retention and reinstatement. The DAR has the same 3R needs as SAR and would like SAR to assist with DAR recruiting and support of programs. A continued effort at National, State and Chapter levels needs to continue to achieve these goals.

DAR/SAR/S.R. Liaison Program – Up until 2023 DAR did not have a national program on developing a relationship between SAR and DAR. The national DAR General President Pamela Rouse Wright saw the need and established the DAR/SAR/S.R. Relations program. A DAR National Chairman heads the liaison effort which includes medal awards for SAR members at the chapter, state and national levels who are recognized for support of DAR. Thus, a program for enhanced working relationship is available.

Making Contact

If not currently in place SAR State Societies and Chapters need to make contact with state and local DAR organizations and initiate a working relationship. Geographically there are three to five DAR chapters for every SAR chapter.

Ways to find contact State DAR organizations:

1. Search for the State DAR using your smart phone. While there is probably not a phone number, a method of contact will be displayed. This is usually a fill in the blank request for information form.
2. Search the State DAR using your computer browser. This will often display a web site for the State DAR and within the website you will find a tab for “contact”.
3. Contacts between state organizations can also be established through SAR members who have wives or family members in local DAR chapters who have access to state contacts.

Ways to find contact with Chapter DAR organizations are:

1. Using the three previous methods at the state level.



2. Going to the national DAR website, dar.org, and clicking on the tab “National Society”. Under “Become a Member” click on “Chapter Locator”. On the left side put in a zip code and chapters in the zip code area will be displayed. Links are available to the Chapter Websites and most often provide a contact form to complete.

Building Relations

Relations are built by providing ongoing support for each other's programs. Typically, this includes:

1. Holding joint meetings
 - a. Regular Meetings
 - b. Annual Meetings
 - c. Picnics
2. Participation in common programs
 - a. Flag Awards
 - b. Grave Markings
3. Exchanging speakers
 - a. start with exchanging speakers on SAR and DAR and their organization and programs
 - b. be sure to provide certificate of appreciation
4. SAR providing Color Guard support
5. March in parades together
6. Joint participation in community projects
 - a. Festivals
 - b. 250th Commissions
 - c. Veterans' and first responders' recognition and support
7. C.A.R. Senior Advisors and Society support

SAR/DAR National Recruitment Program

The DAR/SAR Membership Award is defined in SAR Handbook Vol VI. Instructions and finder form are found in sar.org in the Forms and Manuals tab. The SAR/DAR National Recruitment Program provides awards in a two-track program both awards are made at the State Society level. To find the form:

1. Log on to sar.org. Under tabs Members, Forms and Manuals, and Organizational Forms look for the DAR Finder Form and click on the Web Link. OR
2. The URL for a quick link is: [DAR File Form](#)



SAR/DAR State Society Recruitment Programs

State Societies through Chapter should also implement SAR/DAR recruitment programs. These programs often provide awards to individual DAR ladies at the chapter level or to their chapters for recruiting SAR members. Consult your state societies SAR/DAR Liaison Chairman for more information on your society programs.

If your society does not have a SAR/DAR finder program they are encouraged to start one. State and chapter programs are often based on the same National Finder Form. Programs can include:

1. Base program on the National Finder Form.
2. Identify awards for different levels of performance
 - a. 3 new members – Awarded Certificate of Appreciation
 - b. 5 new members – Medal of Appreciation and Certificate:
 - c. 10 new members – Daughters of Liberty Medal and Certificate
3. Awards for DAR Chapter Regent could be made for 3 or more chapter ladies having recruited 3 or more SAR members.
4. Usually, the award is not made unless the application is approved. if those and those members have applications approved.
5. Other types of awards could include:
 - a. a state, chapter or chapter president challenge coin.
 - b. Dinner for DAR Lady and husband at favorite restaurant
 - c. Dinner for DAR Lady and Chapter Regent and their husbands at a favorite restaurant

Check with other states to see if and how they recruit through DAR and their awards program.

Recruiting is Bidirectional

DAR chapters are also looking for new members. Your chapter should develop a working relationship with your local DAR Chapter(s) on recruitment for both organizations.

DAR and Recruiting through C.A.R.

Do not forget that C.A.R. is largely a program coordinated by DAR. DAR therefore is key to success in recruiting through C.A.R. See the section on Younger Member Recruiting for more details on recruiting C.A.R. members.



6. Basic Flyer Recruiting

Introduction

One of the easiest and least expensive ways to advertise for membership is by using an 8.5" X 11" flyer on the local community bulletin board or desk top display in a local business or at a local event. The information provided here is to emphasize the importance of local advertising for recruitment and suggestions on how it can be accomplished.

Who should do this

The coordination, final flyer design and support for this effort is a chapter responsibility with the member(s) supporting implementation in his (their) local area.

When/Where can it be done

This promotion for membership or the creation of new chapter can be implemented wherever there is a community bulletin board or business or organization allowing placement of small displays. It could also be implemented at a chapter booth set up at a local event. Full booth implementation is covered in another instruction. Examples are:

1. Pharmacies
2. Laundromats
3. Churches
4. Tobacco Stores
5. Bowling Alley
6. Restaurants
7. Banks
8. Clubs/Civic Organizations (Fraternal Order of Eagles, Veterans Commission, Veterans of foreign Wars, American Legion, Masonic Lodge)
9. Food Liners
10. Libraries
11. Senior Centers
12. Colleges & Universities (History Department)
13. Walk around and be observant of opportunities.

Types of flyers

This advertising opportunity identifies inexpensive flyers. Attached to this document are 3 flyers in .doc and .pub formats. Each is to be modified to customize to chapter requirements. Or design your own. The three flyers are:

1. Posted Tear off Flyer (new member)



2. Posted Business Card Flyer (new member)
3. Countertop Business Card Flyer Display (new member)
 - a. Use with business card holder and or
 - b. Tri-Fold Flyer

Supplies and Equipment

Bulletin Board Display

The only item needed for the bulletin board is the common thumb tack or push pin. Most bulletin boards have a few extra pins left over. But do not count on it. You can often find a few of these around the house. You can also find these in small quantities at a convenient store. See clip below for thumb tacks and push pins from online retailer.

Desk Top Display

Set up of the desk top flyer will require a stand and business card holder. These can be purchased separately or as a single unit. You may also want to add membership brochure (bifold or trifold) to your desk top display. The national Recruitment Brochure can be found in sar.org under Members Tab in the Membership Committee Website at URL: [Recruitment Brochure](#) Holders can also be purchased from a stationary store or online. See clips below for relatively inexpensive flyers, brochure and business card stands.

Want to shop around? You can browse the internet for best buys by using the following search phrases:

1. Bulletin board pins
2. Bulletin board business card holder
3. Trifold holders stand
4. Business Card Stand
5. Cardboard Display Stand

Chapter Support

The chapter needs to:

1. Complete final design of the flyer. This will include:
 - a. Addition of a Chapter or State Society QR Code and its landing. See Social Media section in this document on Using QR Codes
 - b. Addition of person to be contacted and his contact information
2. Review decisions on locations with members and support members in securing approval to place the flyers.



3. Review of results and make decisions on continuation of flyer placement at each location.
4. Receive calls from potential new members, answer questions and close the deal on starting their applications.
5. Purchase needed items like thumb tacks and plastic desk top displays.
6. Depending on the number of flyers put out the chapter should expect to spend between \$30 and \$80 annually on this program.

State Society Support

If the chapter does not have a website that can be used for membership information and a landing for the QR code, then the State Society needs to step in assisting providing a page in the society website or assisting the chapter in setting up a website.

Member Responsibilities

Chapters usually have compatriots living in various communities or are close to communities where compatriots do not live. It can be the function of these compatriots to:

1. Place the flyers.
2. Periodically check on flyers to make sure contact material (tear offs, business cards) is still available and replace or replenish as needed.
3. Retrieve the posted flyers at the end of display period.
4. Provide periodically report on status of usage.

Gaining permission to post

Permission can be obtained either over the phone or direct contact by visiting the location. Either way the owner or manager or supervisor or person in charge needs to be contacted to obtain permission to post. Be polite and prepared:

1. To answer questions:
 - a. What are you posting?
 - b. How long with the flyer be posted?
 - c. Who has responsibility for maintaining the poster?
 - d. What does the organization do?
2. To follow their instructions/policies regarding use of space



Examples of Flyers/Posters Bulletin Board Tear Off Flyer



Members Wanted

Patriotic Americans descended from Revolutionary War Patriots and its Supporters interested in preserving liberty and our constitutional republic.

- ♦ Heritage Organization
- ♦ Non Political

Mission Statement— The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, educating and inspiring future generations about the founding principles of our Country.

What is your American Story?

Do you have a Patriot Ancestor?

Scan the QR Code.

QR code will take you the Sons of the American Revolution website. It provides options to access membership information, search for a patriot ancestor and build your own application. OR use URL link.
<https://sar.org/how-to-apply>



Local Chapter—Name

Website URL (direct to new member page)

Contact—Jonathan Doe

JDoe@provider.com
999-999-9999

(Optional Place Business Card)



Jonathan Doe
999-999-9999



Jonathan Doe
999-999-9999



Jonathan Doe
999-999-9999



Jonathan Doe
999-999-9999



Jonathan Doe
999-999-9999



Jonathan Doe
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Jonathan Doe
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Jonathan Doe
999-999-9999



Jonathan Doe
999-999-9999



Jonathan Doe
999-999-9999



Bulletin Board or Table Stand with Business Card Holder



Members Wanted

Patriotic Americans descended from Revolutionary War Patriots and its Supporters interested in preserving liberty and our constitutional republic.

- ♦ Heritage Organization
- ♦ Non Political
- ♦

Mission Statement— The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, educating and inspiring future generations about the founding principles of our Country.

What is your American Story?

Do you have a Patriot Ancestor?

Scan the QR Code.

QR code will take you the Sons of the American Revolution website. It provides options to access membership information, search for a patriot ancestor and build your own application. OR use URL link.
<https://sar.org/how-to-apply>



Local Chapter—Name
Website URL (direct to new member page)

Contact—Jonathan Doe
JDoe@provider.com
999-999-9999

(Optional Place Business Card)





Table Top - Business Card Separate Stand

Patriots Wanted



Patriotic Americans descended from Revolutionary War Patriots and its Supporters interested in preserving liberty and our constitutional republic.

Mission Statement— The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, educating and inspiring future generations about the founding principles of our Country.

What is your American Story?

Do you have a Patriot Ancestor?

Scan the QR Code.

QR code will take you the Sons of the American Revolution website. It provides options to access membership information, search for a patriot ancestor and build your own application. OR use URL link.
<https://sar.org/how-to-apply>



Local Chapter—Name

Website URL (direct to new member page)

Contact—Jonathan Doe

JDoe@provider.com
999-999-9999

(Optional Place Business Card)



7. Event Booth/Information Table Recruiting

Introduction

Setting up a booth at a local or county event provides an excellent opportunity to advertise the SAR and provides the opportunity with direct contact with potential new members.

Who Should Do This

Booths can be set up by the National, State Society and Chapter Organizations. It is ideal to find someone or two in the organization who can champion booth/information table opportunities.

National Events

The National Society organized by the National Genealogy Committee and participation from the National Patriot Records Committee (displaying PRS) and staff from National Offices have been supporting recruiting and providing information on SAR by having booths at national events the past two years. Photo provided at end of this document.

1. National Genealogical Society (NGS) annual conference Richmond VA 2023, Louisville KY 2025
2. Roots Tech annual conference Salt Lake City UT 2024 and 2025.

Finding an Event

Events can be found with a little research:

1. National or state events are often televised or in major newspapers or on the website of sponsoring organizations.
2. Local events are often advertised using posters and flyers and community newsletters.
3. Many annual events are well established and well known being held the same week or weekend each year.
4. Checking the website for the state, county or the city/town governments often provides an events tab.
5. Contacting the local Chamber of Commerce directly or its website can provide additional event listings.

Contacts with organizers need to be made to find out booth/table requirements, space available, restrictions, fees and availability of support items like power.



Typical events

1. Local Festivals
2. Flea Markets
3. Town or County Historical and Genealogical Society
4. County Fairs
5. Public Genealogy and Historical Forums
6. County Historical and Genealogical Society
7. Local Historical and Genealogical Society
8. Sidewalk Sales
9. Town Anniversary (Centennial, Bi-Centennial, Founders Day)
10. SAR Open House (At a public location)
11. By Invitation to a Lineage or Historical Society Open House

Staffing The Event

Depending on the size of the booth space and the expected event head count from 2 to 5 compatriots should be available to man the booth.

1. Contact DAR and make sure they can participate.
2. Consistent dress theme is recommended.
 - a. Colonial Uniform or period dress
 - b. Wearing the same SAR Shirts and same color pants.
 - c. Blue Jackets with three of four lapel pins and tan pants
 - d. Some of each of a. and b. or a. and c. above.
3. If the event has extended hours beyond eight, it is ideal to have a second team or enough staff to provide rotation.

Counter/Table Display Items

1. Membership Interest Sign- Up Sheet-put on Clip Board (see example at end)
2. Color Guard Request Sign-Up Sheet-put on Clip Board
3. School Presentation Sign-Up Sheet-put on Clip Board
4. Speaker Bureau Sign-Up Sheet put-on Clip Board
5. Business card dispenser(s)-individual and/or chapter
6. Informational Flyers
 - a. SAR Recruiting Brochure [Recruitment Brochure](#)
 - b. PRS Flyers
 - c. C.A.R. Membership Brochure [C.A.R. Membership Brochure](#)
 - d. DAR Flyer (Provided by participating DAR Chapter)
7. Speaker Bureau Information (Chapter Specific)

Hand Outs – Give Aways-Obtained from Suppliers

1. Pens or pencils (w/Eagle Logo, chapter name and phone no.)



2. Book Markers (w/Eagle Logo, chapter contact information)
3. Flag Etiquette Card (w/Eagle Logo, chapter contact information)
4. Key Fob (w/Eagle Logo, chapter name and contact information)
5. SAR 250 Pin
6. Post Cards (Search on “Chapter Tool Kit” in sar.org and in Pages)

[Chapter Tool Kit Link](#)

Displays

1. Flags behind the table
 - a. Minimum flag set US and SAR.
 - b. It is best to have 5-7 flags that can be displayed and talked about.
 - c. Revolutionary period flags made of nylon can be obtained for \$5-\$15 over the internet.
 - i. Inexpensive poles can be made from plastic pvc pipe.
 - ii. Inexpensive stands can be made from wood with a pipe flange as flag holder
2. SAR Banner on wall behind display and/or on front of table
3. SAR Program Poster or Tri Fold on Easel.
 - a. Poster or tri fold listing many of the SAR programs
 - b. Add photos to go along with each program
 - c. Be able to talk about the programs
4. Patriot Chest
 - a. Patriot Chest used for youth education can also be used for event display.
 - b. See sar.org Forms and Manuals Tab and under Manuals click on the “Patriot Chest Guide for Members URL is: [Patriot Chest Guide Link](#). Website includes links for:
 - i. Patriot Chest Guidelines
 - ii. Patriot Chest Vendors
 - iii. Final Patriot Chest 100 Project
 - iv. Patriot Chest Video
 - v. Patriot Chest Presenter Fillable Form
 - c. State Society is encouraged to purchase one for chapters to use in event displays.
 - d. Extra display table and table space may be needed.
 - e. The booth crew needs to review Patriot Chest Videos to become knowledgeable and be able to do presentations and answer questions
5. Lap Top Displays – (Is Wi-Fi available?)
 - a. It is ideal if a larger monitor can be provided with speakers. (Speakers on laptop are often not adequate in large hall.)
 - b. Laptop can have recurring 2–3-minute video on SAR



- c. Laptop or smart phones can be used to search for patriots on SAR-PRS and DAR-GRS

Following Up

Make sure all sign-up sheets get to appropriate compatriots in the chapter. All new member prospects should receive follow-up.

Booth Examples:



RootsTec Booth 2024 – Salt Lake City - Courteous of National Genealogy Committee



Photo courtesy of Richard Montgomery Chapter, Ohio SAR

Sample Membership Interest Form – Can be sized and set up in panel of 3 per page

SAR Membership Interest Form – Local Events

Name: _____

Address: _____

City, State, Zip Code: _____

Phone #: _____ Email: _____

Patriot Ancestor if known: _____

Birth Year and Place of Patriot: _____ Death Year and Place of Patriot: _____

Type of Service of Patriot (military, civil or public service): _____

Spouse of Patriot: _____



8. Public Display Recruiting

Introduction

The purpose of Static Display Recruiting is to set up a temporary (few weeks or month) display in a cabinet, display case or on shelves in a public location where it can be viewed by the public. The display may be a general display presenting the SAR organization or display a specific theme or an event. The simple addition of a small poster in or next to the display makes it into a recruiting tool. Addition of membership flyers is recommended.

Who Does This

The display can be set up by a state society or chapter. It provides an opportunity to invite the local DAR chapter or state society to share the display.

Where and When Should This Be Done

The display can be set up anywhere the chapter and society can find that is appropriate and accessible by the public. It is ideal if a cabinet or shelves are provided.

1. In a library
2. In a county seat or municipal building
3. In a state capital building
4. In a veteran organizations facility (VFW, American Legion, Veterans Commission)
5. In a local organization facility (Genealogy Society, Historical Society)
6. In a museum or historic location (home or village)

The display can be set up at any time space is available but especially time surrounding a special event:

1. 250th Anniversary Event (Specific Battle, Declaration of Independence,.....)
2. Local Historic Anniversary (Anniversary of Founding of Town.....)

What Goes Into the Display

The display should contain:

1. A description of the SAR
2. A description of who or how to contact for membership with QR code.
3. Miniature Flag Display with Descriptions
4. Revolutionary Period Artifacts with Descriptions
5. Display of Documents (Declaration of Independence, Articles of Confederation, Constitution.
6. Display of Battle Maps with History of Battle or Description of Order of Battle
7. Biographies of important Patriots



Tracking

Keep track of the number of membership flyers taken and contacts for membership received from the display.



Display at Dayton, OH Genealogy Society- Photo Courtesy of the Richard Montgomery Chapter Ohio Society SAR



Display at Ohio Capital, Columbus, OH – Curtesy of Ohio Society SAR **(NOTE-This photo to be replaced prior to issue of document)**



9. New Chapters and Recruiting

Introduction

The National Society in the Official Handbook Volume 1 and Bylaw No. 2 Section 5 states that each state society should endeavor to promote growth in membership and will aid in establishing local chapters with such powers as it deems proper in accordance with the National Constitution and By-laws.

There are currently no procedures for establishing a new chapter. This section will try to provide an overview of the process of implementing a new chapter and how to achieve new member recruitment as a part of that process.

Organizing Requirements - State Societies define the requirements for establishing, maintaining, and dissolving chapters usually in their regulations. These requirements should be reviewed and understood before initiating work on a new chapter.

It is recommended a state society establishes a New Chapter Committee to create new chapters and encourage chapters to create new chapters. The creation of new chapters could also be combined within the duties of the Society Membership Committee.

Identifying/Locating New Chapters - Opportunities for creating new chapters are varied. Societies and chapters should be on the lookout, not be parochial, and seek locations where new chapters can be formed. Examples are as follows:

- 1) Several members from a larger chapter come together and ask for a new chapter to be formed. This often occurs when:
 - a) compatriots from the same locality want to bring more focus of their SAR efforts/programs into their local community
 - b) time driving to meetings is a factor
 - c) meeting time is a factor
 - d) personality conflicts within a chapter arise
- 2) Researching and identifying geographic areas within a society where there are few or no members but where there is a density of population providing potential for chapter and membership growth.
 - a) Every county in the state has a county seat where there is a density of population.
 - b) Research of population density and/or compatriot density by zip code can lead to identification of good chapter potential.

Note: Contact the National Americanism Committee to obtain demographic information on current member location density.



- c) Establishing chapters near DAR chapters can provide opportunities in engaging active and new members where DAR/SAR working relationships can be developed.
- 3) Locate density of members, previous members and their offspring to consider starting a new chapter in that geographic location.
- 4) The division of larger chapter where smaller chapter would provide more opportunities for participation by members in their own communities.
- 5) Selection of a location central to and shared by two or more chapters where members could shorten drive time to attend meetings locally.
- 6) Exploring formation of nontraditional chapter in each society such as establishing a Video Telecommunication (VTC) chapter to replace or in addition to the “at large chapter”.

Finding Members for the New Chapter

Building members for the new chapter can come from several places:

- 1) using all of the recruitment methods provided in this document
- 2) obtaining members from existing chapters especially members who can provide leadership and hold it together – a chapter mentor
- 3) dual members wishing to support the new chapter
- 4) members in existing chapters who want to be officers and leaders in new chapter
- 5) researching/contacting inactive members in the area

Advertising New Chapter Formation and Organizational Meetings

The local community should be notified about the creation of a new chapter and where and when informational and organizational meetings will be held. Notification can be implemented using many of the methods provided in this document.

1. A possible public service announcement for newspapers or radio:

“Do you have a patriot ancestor?” “Do you have an American story?”

“The *state name* Society Sons of the American Revolution, a Lineage Society, is looking to organize a chapter in *name of county or town* and will host an information program on *date at time at location name and address*. Come out and learn more. For additional information contact *compatriot name* by call or text at *phone number* or by *email address*. This invitation is also to women and children as the Daughters of American Revolution and Children of American Revolution Societies information will also be shared or forwarded.”

2. A poster to be placed in public locations could also be created. See the Basic Flyer Recruiting section in this document.



Holding Organizational Meetings

- 1) Set up an organizing committee of three or four members with the possibility of a non-member:
 - a) Include a member from the State Society New Member or Membership Committees
 - b) Consider officer or interested member from other chapters on the committee
 - c) Consider DAR representative on the committee
 - d) Consider a local citizen who is members in another local organization or influential in community
- 2) Find Location for organizing meetings that may be consistent with continuing to hold chapter meetings in the near term or VTC.
 - a) Library meeting room
 - b) Masonic Temple
 - c) Bank committee room
 - d) Church
 - e) Restaurant
 - f) American Legion, VFW, Eagles, Lions
- 3) Announcing an organizational meeting with all interested participants invited
 - a) Newspaper article about organization meetings.
 - b) Local DAR notice-their newsletter (medal/referrals/registrar assistance)
 - c) Community Face Book (or other forms of social media)
 - i) Scouts
 - ii) Churches
 - iii) Libraries
 - iv) Chamber of Commerce
 - v) City/Town website
- 4) Things to be worked on at the organization meetings
 - a) When will meetings be held
 - b) Legal and statutory requirements
 - c) Constitution and By Laws
 - i) Refer to other chapter Constitution (keep it simple)
 - ii) Involve State Chancellor
 - d) Registered Business within State
 - e) Registration with the Federal IRS to obtain EIN Number
 - f) Registration as a State not-for-profit organization
 - g) Unclaimed Funds
 - h) Following the National Society Constitution and By-Laws and its protocols
 - i) Bank account (two signers/access to account)
- 5) Avoiding stealing members from other chapters
 - a) Handling notifications to near-by chapters



- b) Role of dual membership
- 6) Nominating First Officers
- 7) Request for Charter-Signers of Charter
- 8) Compliance with any Society requirements
- 9) New officers should go through SAR University Officer Training.
- 10) New officers should attend meetings of other Chapters

Holding the first chapter meeting

- 1) Set up by Organizing Committee
- 2) Adhering to National Protocols
- 3) Election of Officers
- 4) Special Attendees
 - a) Speaker
 - b) Local DAR Chapter
 - c) Community Dignitaries
 - d) District VPG
 - e) State President
 - f) District State Society Chairman
- 5) Refreshments
- 6) Reporter Invited
- 7) Signers of Charter

Medals and Awards

A “Founders of new chapter” medal for organizers and charter signers is currently being evaluated by the National Medals and Awards Committee.

SAR Membership Interest Form – Local Events

Name: _____

Address: _____

City, State, Zip Code: _____

Phone #: _____ Email: _____

Patriot Ancestor if known: _____

Birth Year and Place of Patriot: _____ Death Year and Place of Patriot: _____

Type of Service of Patriot (military, civil or public service): _____

Spouse of Patriot: _____



10. Social Media Recruiting

Introduction

Recruitment by the individual, chapter and society must include use social media. It has become the norm for communication in our society and will become the key source for communication in growing and maintaining a healthy SAR organization. This section serves as a reference guide to finding information on growing and using social media so state society, chapters and members can implement social media in their recruitment, retention and reinstatement programs.

Growing Use of Social Media – Background on use of social media can be found in a website article *Americans' Social Media Use* at: [Americans' Social Media Use](#)

National Committee Guidance – There are three National Committees who promote and provide guides on how to use social media Communications. Information can also be found in Forms and Manuals in the Member Tab at sar.org. Societies, chapters and members should review these sources for training and implementation of social media. Revisit them for any updates.

1. Social Media Committee at [Social Media Committee Link](#)
 - a. How To Gain Media Attention to Your Event
2. Branding and Engagement Committee at [Branding and Engagement Committee Link](#). This site has tools on
 - a. SAR Brand and Engagement Guide - [Branding and Engagement Guide Link](#)
 - b. SAR Marketing Plan - [Marketing Plan Link](#)
 - c. SAR Social Media Guide - [Social Media Guide Link](#)
 - d. SAR Social Media Best Practices – Facebook & Twitter - [Best Practices - Facebook and Twitter Link](#)
 - e. SAR Social Media Hashtags Guide (See Below)
3. The Education Committee is creating the “SAR University” which will replace the current “e-learning” tab in sar.org. Initial release has videos on Officer Training. Check out “SAR University” at [SAR University Link](#). Videos providing training on use of social media will be released during 2025.
4. Website tab Forms and Manuals in Manuals section provides:
 - a. Social Media Guide - [Social Media Guide Link](#)
 - b. Social Media Hashtags Guide - [Social Media Hashtag Guide Link](#)
 - c. Social Media Roll Out Plan - [Social Media Roll Out Plan Link](#)



Society Requirements – The society should assign an individual or committee to monitor, track and promote social media use in its chapters and by its members.

Tracking should include:

1. Number of chapters using social media
2. Use of social media in chapters by social media type (X, Facebook, website)
3. Number of new members recruited by members and chapters through social media
4. Use of social media used by society (X, Facebook, website and)
5. Number of new members recruited through social media at the chapter level.

Chapter Requirements – Chapters need to establish social media platforms for the chapter and encourage members to establish their own social media tools. Check committees listed previously for suggestions on tracking results of using social media.

Track results of use for reporting to society should include:

1. Number of members in the chapter who use social media to talk about their participation in SAR.
2. Types of social media being used by members (X, Facebook, website)
3. Types of social media being used by chapter (X, Facebook, website)
4. Number of new members recruited by using social media.

Social Media, its Platforms and Getting Started – Perhaps the best place to start learning about using SAR social media is the “Social Media / Online Communications Guide – 24 May 2023 at [Social Media Guide Link](#)

1. The guide lists all the current forms of social media
2. A Social Media Accounts matrix shows all the platforms with:
 - a. use recommendations
 - b. what content to post
 - c. posting frequency
 - d. audience
 - e. benefit
3. The “annex” lists
 - a. Links to websites with social media links
 - b. A social media calendar outlining what kinds of posts to make

Recruitment and Social Media

Nonmembers (followers) following what members and chapters are doing may become interested in SAR. Members should occasionally put out an invitation with tag lines:

1. “Do you have a patriot ancestor?”
2. “What is your American Story?”
3. “Interested in joining?”



Social Media and Research

Facebook and MailChimp provide the ability to do research by sending out queries to specific demographics. There is a fee for the use of these features, but they can produce significant results if used properly.

Websites

All societies and chapters should establish websites. They are the focus for all other forms of communication and repositories for organizational information at the chapter, state and national levels. Users searching on key words will produce directions to SAR and information about the organization.



QR Codes – Posting of the QR Code on posters, flyers and news articles will allow cell phone users to connect to SAR information. The QR Code presented here links a user to the 4 Steps to Membership in the National Website sar.org. Review these steps in sar.org so you will know what they are if there are any questions by potential candidate. Or create your own QR code developed for your state or chapter where a potential member can receive additional membership information directly from your website.

QR Code Tracking (getting usage information) – Implemented through software a selected Landing page can have its own set of code tracking but needs to have someone to write the software for the landing page.

Acceptable SAR Social Media and Engagement Guidelines

Any time you are posting on social media or being interviewed by a reporter remember you are representing SAR its principles and programs.

1. Stay away for answers or posts that have political bias.
2. Stay away from hot button social issues.
3. Focus on our issues and programs.
4. Monitor your language

National Society Support – If you are a State Society or Chapter Officer or Social Media Chairman you can ask for assistance from:

1. Chris Thompson Vice-Chairman of Social Media Committee. He can be reached at email address chris.thompson561@gmail.com or phone (561) 809-0402
2. Drew Hight Manager of National Society Marketing & Public Relations He can be reached at email dhight@sar.org or phone: (502) 589-1776.



11 Speaker Bureau and Genealogy Workshop Recruiting

Introduction

Many State Societies and Chapters provide a speakers bureau program. Any time a compatriot is in front of the public providing a lecture there is an opportunity to offer an invitation to become members. A special type of speaker program is the Genealogy Workshop where participants can learn about their genealogy tree that just might lead to a patriot ancestor and membership in SAR, DAR or C.A.R.

Materials

The following are recruitment items to take along to the speaker bureau lecture or genealogy workshop.

1. New Member Recruiting Brochure – [Recruiting Brochure Link](#)
2. Youth Program Brochure – [Youth Awards Brochure Link](#)
3. PRS Flyer on Finding your Patriot Ancestor and Membership
4. New Member Interest Sign Up Sheet (See below)
5. Business Cards (See Individual Recruiting on business cards)
6. Laptop (probably in use for presentation) or Cell Phone to look up potential recruit's patriot ancestor in PRS or DAR GRS.
7. A single "membership invitation" slide at end of presentation. (See at the end of next section.)
8. Hand Outs – Give Away items may be provided if applicable. (See Event Booth/Information Table Recruiting for list of Give Away items.)

Speaker Bureau

The Speaker Bureau program will usually be making a presentation on topics like:

1. Revolutionary War Battles or Campaigns
2. Constitution and/or Articles of Confederation
3. Life during the Revolutionary Period
4. Sons of the American Revolution – History, Organization, Membership

Being a speaker obviously requires some skill in researching subject matter and becoming a good presenter. Presentation should always include a "membership invitation" slide and the other materials described above to do recruitment.

Presentation "Membership Invitation" Slide

Suggested bullets for your "Membership Invitation" Slide are:

- Do you have a Patriot ancestor and an American story?



- We would like to have you as a member
- Mission Statement:

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

- Our programs include Youth Contests, Veterans Support, 250 Anniversary, Community Support
- Our program includes a Ladies Auxiliary
- Junior Members from age 0 to 18.

Genealogy Workshop

Training to be proficient enough to present a genealogy workshop or lecture is not the subject of this Recruitment document. Because a genealogy workshop is an important tool in recruitment, a brief outline for a workshop written by Genealogist General Gary Green is provided here in italics:

Key elements of a genealogy workshop:

- 1. Target Audience:*
 - a. Identify the skill level of participants (beginner, intermediate, advanced) to tailor the content accordingly.*
- 2. Curriculum Development:*
 - a. Basics of Genealogy:*
 - i. Understanding genealogical records (birth, marriage, death, census, military)*
 - ii. How to start with living relatives and gather information*
 - iii. Proper documentation and citation methods*
 - b. Research Strategies:*
 - i. Navigating online databases like Ancestry, FamilySearch, FindAGrave*
 - ii. Utilizing local archives and libraries*
 - iii. Interpreting handwriting and archaic language*
 - c. Advanced Topics (depending on audience):*
 - i. DNA testing for genealogy*
 - ii. Immigration research*
 - iii. Specialized records like land deeds, court documents*
- 3. Delivery Methods:*
 - a. Lecture format: Presentations on key concepts with visual aids*
 - b. Hands-on exercises: Guided practice on online databases, record analysis, and family tree building*



- c. Group discussions: Facilitating sharing of experiences and problem-solving*
- 4. Essential Tools:*
 - a. Genealogy software: Demonstrating how to use software like Ancestry or Family Tree Maker*
 - b. Charts and forms: Providing pedigree charts, family group sheets for recording information*
 - c. Sample documents: Showing examples of historical records to aid interpretation*

Planning Considerations:

- 1. Location:*
 - a. Choose a venue with adequate space for computer access, comfortable seating, and potential for breakout sessions.*
- 2. Marketing and Promotion:*
 - a. Advertise through local genealogical societies, libraries, community centers, social media, and newsletters.*
- 3. Instructor Expertise:*
 - a. Select a knowledgeable facilitator with experience in genealogy research and teaching.*
- 4. Cost Structure:*
 - a. Determine pricing based on workshop duration, materials provided, and venue fees.*

Potential Workshop Topics:

- 1. Unraveling your immigrant ancestors*
- 2. Military records for genealogy research*
- 3. Using DNA testing to trace your lineage*
- 4. Genealogy research in a specific region*
- 5. Preserving family stories through interviews.*

Finding Your Patriot Ancestor

Being able to assist the student in finding their patriot ancestor is a key to incentivizing the student to become a member of SAR, DAR or C.A.R.

- 1. The lecturer or workshop leader and assistants should become proficient in:
 - a. SAR's Patriot Research System (PRS)
 - b. DAR's Genealogical Research System (GRS)

Closure of Lecture or Workshop

If possible, stay until the end of the meeting or after the workshop. This is the opportunity for the compatriot to mix with those in attendance, answer any unanswered questions about the presentation and ask those important recruiting questions.

- 1. Do you have a patriot ancestor?
- 2. What is your American story?



3. Are you interested in membership?

Follow-up

Be sure to follow up within a few days on any participants signing the new member interest signup sheet. If someone else in the chapter is responsible for new member recruitment, then be sure to pass the sheet on to them.

New Member Interest Form

SAR Membership Interest Form – Local Events

Name: _____

Address: _____

City, State, Zip Code: _____

Phone #: _____ Email: _____

Patriot Ancestor if known: _____

Birth Year and Place of Patriot: _____ Death Year and Place of Patriot: _____

Type of Service of Patriot (military, civil or public service): _____

Spouse of Patriot: _____



12. Young Member Recruiting

Introduction

The future of the Sons of the American Revolution is in part based on securing membership and involvement of younger Jr. Members and moving them to members when they reach the age of 18.

Youth Protection

Youth protection is best achieved through the focused commitment of everyone in the organization.

SAR members working with or engaging in conversations with youth are required to take the NSSAR Youth Protection Training provided in the e-Learning Tab of the national society website at [Youth Protection Training Link](#)

National Society and National Headquarters Support

The National Society and National Headquarters provides support for recruiting youth members through periodic advertising in C.A.R. magazine.

State Society Support

The State Society should be working with and requesting support from State Society DAR in implementing reciprocal recruitment programs.

Chapter Recruiting Opportunities

Youth members can often be obtained as follows:

1. signing up sons, grandsons at time older members apply – cost advantages apply
2. Maintain close working relations with local DAR Chapter to recruit from C.A.R. chapters.
3. Maintain close working relations with local DAR Chapter to recruit their sons, grandsons and nephews. (See section on DAR and Recruiting)
4. SAR Compatriots who are C.A.R. Senior Officers should encourage male C.A.R. members to become SAR Jr Members
5. SAR Compatriots who are C.A.R. Senior Officers should encourage C.A.R. members to become full members at age of 18.

Note: As of July 2024, C.A.R. members can join age of 18 at no charge.

6. encourage Jr. Members to recruit their peers and allow the Jr. member the opportunity to become first line sponsors on these applications leading to Liberty Medal.



7. announce youth membership at guest speaker opportunities.
8. encourage members to enroll sons and grandsons as they are born

Reporting

Reporting of recruitment of younger members should be reported to the state society on a periodic basis. Report:

1. recruited from DAR Chapter
2. recruited from C.A.R. Society
3. recruited from family applications
4. recruited from other sources (local advertising, speaker bureau, individual, and so on...)



13.Traditional Advertising and Recruiting

Introduction

While social media is becoming the norm for communication the traditional methods of communication continue to exist and are widely used. These methods are recognized as:

1. Newspapers
2. Newsletters
3. Magazines
4. Radio
5. Television
6. Giveaway Materials

All of these exist at a community, regional, state and national level and should be used where practical for making SAR visible and for recruiting.

Public Relations – Press Kit

Promotion of events and advertising for new members involves using good Public Relations. For in-depth information on public relations and advertising using a press review the SAR Press Kit. The press kit is found in the SAR Public Relations Committee website. Click on the orange box that says “EVENT PRESS KIT” or go to URL: [Event Press Kit Link](#)

Newspaper Promotion Advertising

Newspapers are always looking for local community events and human-interest stories for their readers. These are usually FREE reporting. All National Society, State Society and SAR Chapter events can be both announced and reported in newspapers for FREE. Promotional ads may require paying a fee.

1. Contact the local newspaper and become associated with a local reporter.
2. Notify the reporter of all events and invite them to attend.
 - a. National, District, State and Chapter Meetings especially when attended by State and National leaders.
 - b. Grave Markings
 - c. Presentation of Flag Awards
 - d. Presentation of Awards to Community Leaders/First Responders/Citizens/Veterans
 - e. Notable Speakers



3. Often the reporter will not be available so writing a draft article with the highlights and pictures can be submitted with follow-up communication by reporter prior to publishing.
4. Keep the reporter informed about upcoming events so they can place them in their schedule.
5. Follow up to make sure the reporter received press release when not in attendance.
6. Have a brief write-up of the event to give to the reporter with key information about the organization. This helps them write the article and makes sure we get the message about us in print. See Boilerplate Information paragraph below.
7. For closure ask, “will I see it in this week’s paper”?

Newspaper, Newsletter, Magazine Articles

Articles about the SAR, American Revolution, patriots (biographies) or articles doing genealogical research are all areas where local newspapers, historical associations and genealogical organizations newsletters may be interested in publishing at no charge to society or chapter. Credit to the author being an SAR member of a specific chapter will bring some attention to the SAR and if boilerplate information (See Boilerplate Information to Add below) can be added it will enhance visibility and recruitment opportunities.

Radio and Television - Many local radio and television stations exist. They are typically less formal than bigger stations and are interested in having listeners hear about local stories. They also can be interested in interviewing SAR members about the organization and how to become a member. Providing the station with the “Moments in History” CD will help bring visibility and knowledge about to the revolutionary war period along with SAR recognition.

Advertising Costs

Advertising in newspapers, newsletters or magazines for a fee can become expensive for a chapter on a limited budget. Care should be taken to make sure the advertising is going to reach the right audience. More regional publications may be taken on by the state society especially if the state society is interested in expanding with new chapters.

Boilerplate Information to Add

Anytime advertising is done there needs to be some boilerplate information that needs to be added for promotion and recruiting.



1. Always provide the Mission Statement:

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

2. Always provide a Recruitment Statement:

“For interest in membership contact *name* at *phone number* or *email address*. A chapter genealogist can help you document lineage to a Revolutionary War ancestor at no charge.”

3. Additional comments if space is available:

“For more information on membership go to sar.org and click on Join Now!”

“Do you have a patriot ancestor?”

“What is your American Story?”

“Go to sarpatriots.sar.org to search for your patriot”

4. Add a QR Code getting the reader directly to National Society website at sar.org membership advertising and PRS.



5. Being able to place the SAR Eagle Logo is always a good marketing recognition tool.





Giveaway Materials

Giveaway Materials can provide advertising for recruitment at a reasonable cost depending on the giveaway. Where possible provide the SAR Eagle Logo and a local phone number and QR Code. Examples include:

- Pens and Pencils
- Book Markers
- Flag Etiquette Flyer
- Key Fobs/Keychain
- Refrigerator Magnets
- Note Pads
- Business Cards
- Pocket Calendar
- Chip Clip
- Letter Opener

Post Cards (Search on "Chapter Tool Kit" in sar.org and in Pages" [Chapter Tool Kit Link](#))