

SAR Recruiting Gems --- a Checklist for State and Local Chapters

SAR Programs – Outstanding Citizens, Eagle Scout Awards, Parades, Flag Awards, Brochure Awards, Essays and Oral Presentation Awards, American History Teacher awards, ROTC awards, Historic Flag Program, regular meetings.

Develop Press Releases for each event. Send to the small newspapers, journals, and weekly papers, not just the large newspapers, they are always looking for news worthy articles, and post on your Web site.

Reach out to Youth- How?? Facebook or YouTube or other social media are where the youth go to find out what's happening. It's also a great way to let people know what you are doing – like at a Rendezvous, or historical place. Pictures can be uploaded to Facebook in real time and it's a great way to share historical information. Also youth can be reached thru DAR their sons can join and u would be surprised how many DAR ladies do not know we take Juniors under 18. And don't forget the CAR members when they turn 18 they can join SAR at no transfer fee just national and state dues. Many children are in both CAR and SAR so we are not competing with CAR and SAR has had the 18 and under for as long as we have been in existence. Be aware that many parents of juniors often stop paying and this hurts your retention. It's a great way of getting them in young and maybe someday they will be active.

Have a strong reinstatement program. Each year we all lose members. Some losses are due to grandfathers or sons not paying for their sons dues anymore as in the case of many juniors. If you have a treasurer or registrar that is engaged encourage them to email then call past members that may have dropped and some may not realize they did not pay the year before or before that, it happens more frequently than we would like.

Present Outstanding Citizen awards- There are two ways and both have value. Having all the school students that were nominated from the High Schools come to a single place with their parents and mentors to receive the awards is for some local chapter the only way to do it. Many chapters have too many counties to travel to each school. When possible go to the school when they have their awards night, you reach many more families there and create more SAR visibility.

Develop a chapter newsletter. Most States have quarterly newsletters that let the membership know what going on. A chapter newsletter helps to retain members and encourages members to become more active when they see what community involvement their chapter is doing..

Develop tri-fold brochures for your State and encourage local chapters to develop their own. They can follow the lead of the NSSAR tri-fold which each state has access to. Brochures can be placed in libraries, Genealogical libraries, City Halls, and Chamber of Commerce, VFW, American Legion, etc.

Meetings – At your scheduled meetings and in your newsletters and minutes ask this question. If every one of our members just brought in ONE new member this year we would DOUBLE our membership. Every member should be an advocate for gaining new membership.

SAR Tables -- When a local entity, such as park, library, or another organization) has an event, ask if you can have a table with someone there preferably in uniform to talk about SAR and hand out brochures.

New Chairmen. If your chapter needs a new chairman for a specific committee, the best approach may be to talk to them one-on-one about the job requirements. Approach someone who you think their strengths best suited for the chairman job. No one volunteer when the whole room is asked, they all wait to see if anyone else will do it.

Develop individual New Member Handbook and Orientation guide for all new members as part of their packet when they become new members. The New Member Handbook tells of SAR and all the programs in general. The orientation guide lays out the current officers, chairmen, and your local chapter history and duties of the officers and chairmen in more detail.

Ask members to attend SAR Leadership – a great way to become informed and gain a better appreciation of SAR goals and gaining new membership.

NON-SAR Events – Speak at DAR meetings, Genealogical Societies, Schools, Rotary, VFW, American Legion etc. They are always looking for

speakers, a great way to spread the word. Offer to give a program on SAR at their convenience. Again, many DAR chapter members do not know any mail under the age of 18 can be a Junior member. Grandmothers love to put their grandchildren in organizations. Contact a local school and volunteer to assist in some way.

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