

National Society Sons of the American Revolution

Strategic Plan

September 26, 2013 Approved by the Strategic Planning Committee

March 1, 2014 Approved by the Executive Committee and the Board of Trustees

NSSAR Mission Statement:

To conduct patriotic, historical and educational activities and programs which perpetuate the memory of the men and women, who by their services and/or sacrifices during the war of the American Revolution, achieved the independence of the American people.

NSSAR Vision Statement:

To be the foremost patriotic lineage society engaged in promoting the development of our nation from its founding principles.

NSSAR Core Values Statement:

Our values serve as a compass for our actions and describe how we behave in the world.

Value	Action Statement
Integrity	Be real. Be honest. Be upright in our actions.
Patriotism	Devoted love, support, and defense of one's country.
Leadership	The courage to shape a better future.
Education	Informing the public about our country's founding.

Distinctive Capabilities or Core Competencies we need in order to fulfill our vision

People

Historic Program

Patriotic Program

Educational Program

External Relations

Internal Operations

Goals and Strategic Priorities:

People: Build a societal structure that attracts new members and encourages their participation and retention by appealing to their patriotism and core American values and principles. Attract and nurture a staff who have needed skills, can cooperate with each other, management, and membership to achieve Society goals.

Historic Program: Commemorate people and events of the American Revolution; preserve records of the American Revolution, and support research about the American Revolution.

Patriotic Program: Inspire within our Nation a sense of pride based on the principles upon which our nation was founded.

Educational Program: Educate citizens with an accurate understanding of our Nation's founding and history.

External Relations: Establish the public image of the Society as a genealogical lineage organization with an educational mission to perpetuate history about the American War of Independence and celebrate our patriotic heritage.

Internal Operations: Provide the necessary leadership, resources, organizational structure, internal operating systems and procedures to effectively support members and staff in accomplishing our mission within our local communities and Nation.