

National Society Sons of the American Revolution

Strategic Plan 2025

Adopted by Trustees March 1, 2014
Updated with Strategic Objectives by Trustees March 7, 2015

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

Strategic Priorities and Objectives are on the following pages.

Strategic Priority: 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.

Strategic Objectives:

- Encourage participation in programs of the SAR by all members at the local, state, and national levels.
- Set a goal annually for new member growth and retention at the chapter, state and national levels.
- Maintain and update accurate information for each member on the NSSAR database including contact information, street address, e-mail address, awards, leadership positions held, primary and dual membership status, etc.

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

Strategic Objectives:

- Support the SAR Annual Conference on the American Revolution (SAR ACAR) and publication of the research presented at the conference.
- Develop and execute a Communication and Marketing Plan that emphasizes the quality and the content of the SAR Annual Conference on the American Revolution (SAR ACAR).

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

Strategic Objectives:

- Seek partnership with sponsoring groups consistent with PG's Proclamation, such as Wreaths Across America, Wreaths on Revolutionary War Veterans Graves, 50th Vietnam War Commemoration, etc.
- Encourage State Societies and Chapters to develop programs that recognize the principles of liberty and our constitutional republic within their own geographic areas.

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

Strategic Objectives:

- Develop outreach education programs/modules focused on the American Revolutionary period that can be offered to curricula planners and the general public locally, regionally, nationally, and internationally.
- Evaluate and disseminate educational expectations about educational outreach programs and develop a communication plan to expand the contact horizon.
- Evaluate and disseminate participation expectations for SAR Youth Contests and increase awards and endowment funds for SAR Youth Contests

Strategic Priority: 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.

Strategic Objectives:

- Plan, organize and execute campaigns to fund completion of exhibition and education space and to create a long term SAR endowment.
[3 Action items:
[*Execute the 1776 Society Annual Fund campaigns with a target of \$8 million.
[*Create a \$30 million endowment target to support the goals of the organization and
[maintain long term education outreach programs.
[*Establish the SAR Founders Circle, a legacy society, to add to endowment growth.
- Increase public awareness about SAR activities through public relations tools, templates, and headquarters' public relations activities for national events.
- Contact leaders from schools, retirement homes, civic organizations, etc. to attend as a guest at luncheon or dinner events where presentations of SAR appreciation are appropriate.

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

Strategic Objectives:

- Develop and execute an information technology long term growth plan based on Society need as identified by stakeholders to incorporate advances in technology.
- Create or acquire media to increase the knowledge, skills and abilities of members for the purpose of achieving a positive membership growth rate and increasing public visibility.
- Develop and execute a business plan to grow the internal organizational structure and internal operating systems to support and enhance the SAR.
- Provide a positive workplace where individual contributions are maximized in order to attract and retain the highest quality employees.