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Approved: March 3, 2022

SAR 2026 5-Year Operational Plan for the 250th Anniversary

SAR 2026 Vision

Become a Major Recognized Voice of the American Revolution by 2026

SAR 2026 Mission

To Become a Major Recognized Voice of the American Revolution by Educating America about our Patriotic and Historic past

Goal #1 – 250th Anniversary [EXCOM]

Enhance America’s awareness/understanding of the American Revolution by the 250th Anniversary

Objective 1A: Complete and open to the public the SAR Museum by 2026.

- 1) Complete Phase 2-Step 3 (ii), Solid Light total design of project, including approved preliminary cost estimates by end of 2022.
- 2) Complete funding for the SAR Museum by December 2023.
- 3) Complete bids for construction, permitting, and selection by June 2024.
- 4) Complete construction to support soft opening (i.e., temp. certificate of occupancy) by January 2026.
- 5) Conduct Grand Opening by July 2026.

Objective 1B: Create a nationwide, multi-media public affairs campaign, including staffing recommendations for a professional public affairs group, for the 250th Anniversary of the American Revolution by 2022 with implementation by headquarters, state societies, and chapters by 2024.

- 1) Communications Committee and America 250 SAR Committee develop a multi-media public affairs campaign plan in 2022.
- 2) Communications Committee craft the professional qualifications, skills, and staffing plan/recommendations in 2022 for a two-phase hiring plan of a professional public affairs spokesman to run daily social media messaging, press releases, position papers, and related communiques focused on achieving the 5-year Operational Plan Vision.

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- 3) America 250 SAR Committee and Communications Committee develop chapter toolkits and associated training by March 2023.
- 4) State Societies implement public affairs plan and train chapters by December 2023.
- 5) Hire/acquire the professional staff first; and then consider a public affairs firm as recommended in Objective 1B.2 by the end of 2023 or earlier.
- 6) Chapters implement public affairs plan by 2024 using chapter toolkits.

Objective 1C: Boost the public image of the Society as a lineage organization through technology investment and a focused marketing campaign of the Society's genealogical resources.

- 1) Communications Committee develop a marketing campaign plan with proposed staffing needs and partnership targets in 2022.
- 2) Information Technology Committee and the Library and Archives Committee accelerate the integration and building of the Patriot Genealogical Research Enterprise (Patriot Research System + Genealogical Research System + SAR Genealogical Research Library + Electronic Membership Application) for functional usage internally and externally by 2024.
- 3) Establish a business partnership with a genealogy/family history research firm by 2023 that can help enhance and market our genealogical research systems.

Goal #2 – Patriotic Programs [Registrar General]

Raise awareness of the SAR as a Patriotic Organization and Reenergize America's Sense of Patriotism

Objective 2A: Increase local profile by showing the SAR's Colors.

- 1) Increase state society Color Guard membership by 10% annually.
- 2) Participate in at least one new public event each year.
- 3) Lead by example in your local communities, by Society and Chapter visibility and actions.
- 4) SAR Color Guards will participate in local events and parades
- 5) Present SAR 250th Flags to local schools and local organizations at a flag raising ceremonies.
- 6) Present SAR Flag Certificates to local organizations and local citizens in uniform.
- 7) Establish a Media and Social Media presence in each chapter's community.

Objective 2B: Increase recognition of Local Governments, Civil Servants and Volunteers.

- 1) Seek out opportunities to increase Good Citizenship Medal presentations by 25%.
- 2) Present Public Service and Heroism Commendations to Law Enforcement, Fire Safety, and Emergency Medical Services personnel, and other qualified citizens.
- 3) Present awards and certificates to local teachers, coaches, and administrators.

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Objective 2C: Increase recognition of Local Veterans and Veteran's Organizations with an annual Veterans Event.

- 1) Partner with local Veteran's Organizations to sponsor an event for Veterans.
- 2) Visit VA Hospitals and present needed items: toiletries, socks, underwear, clothing, books, calendars, etc.
- 3) Sponsor a joint Flag Retirement Ceremony with a Veterans organization, or provide a Color Guard for a Veteran's funeral.

Goal #3 – Historical Programs [Historian General]

Make the American Revolution and 'Our' Colonial History Relevant Again

Objective 3A: Partner with other Heritage /Preservation Groups to post 250th Anniversary markers in your town through 2033.

- 1) Join with the DAR, C.A.R., and other groups, to place American 250th Anniversary markers at the courthouse, town square, or city cemetery.
- 2) Join with the DAR, C.A.R., and other groups to place 250th Anniversary markers at a local historic site or a battlefield.

Objective 3B: Hold at least two 250th Revolutionary War Commemoration Programs or Recognitions annually through 2033.

- 1) Conduct a presentation, in uniform or period dress; on a local event, a patriot, or a founding document for a school, civic group or veteran's organization.
- 2) Have an SAR Table/Booth at local festivals and community events.
- 3) Purchase an SAR 250th Anniversary Flag for your Color Guard.
- 4) Present 250th Anniversary Flags to local schools and businesses that fly the US Flag.
- 5) Make local Public Service Announcements about Today in History through social media and YouTube.
- 6) Share Key Holes to History with local schools and media.

Objective 3C: Partner with the DAR, C.A.R., and other groups to plan and execute a joint 250th Anniversary celebration on 4th of July 2026.

- 1) Establish local America 250th Committees.
- 2) Contact local government and community organizers to involve Chapters and States in 4th of July 2026 events and celebrations.

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Goal #4 - Educational Programs [Historian General]

Make the SAR a major source for online information on the American Revolution

Objective 4A: Develop an information campaign to inform local Schools and related organizations about the SAR's Education Website and SAR Genealogy Research Library's online capabilities.

- 1) Education Committee will prepare various information media about the Education Website, Programs of Instruction, Curriculum Enhancement items, Videos and Patriot Chest presentation opportunities the SAR provides by fall of 2022.
- 2) Inform local educators how to contact, interact and collaborate with the SAR Education Center and Museum staff starting 2022.
- 3) Enhance online access to the SAR artifact collection.

Objective 4B: Appoint State Society Education Directors who will champion the SARs Education and Youth Awards Programs with their local schools.

- 1) Work with State Boards of Education to learn of specific state requirements for American and State History and Government Education.
- 2) Determine steps to assist and offer same.
- 3) Inform State Boards of Education of SAR Education Outreach Initiatives and opportunities.
- 4) Establish SAR Education Partnerships between Chapters and Local Schools (recurring visits/presentations).
- 5) Oversee the State Society Patriot Chest Programs.
- 6) Implement SAR Officer and Compatriot Training Programs to include SAR Youth Protection Training.
- 7) Report on Education Outreach Programs, Youth Education Medals and Teacher Recognition Programs through the annual Americanism Report.

Objective 4C: Incorporate, where appropriate, 250th Anniversary themes into Youth Contests.

- 1) Provide 250th Anniversary topics and themes for essays and orations.
- 2) Incorporate SAR 250th Logo into advertising, awards and certificates.

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Goal #5 – People [Council of State Presidents]

Aggressively grow and develop our membership and professional staff by 4th of July 2026.

Objective 5A: Appeal to their patriotism and core American values and principles, as described in public affairs campaign plan, to attract, train, involve, and retain members that aggressively grows our membership by the 4th of July 2026.

- 1) Membership Committee set targets annually for recruitment and retention at the chapter, state and national levels to be approved by the Executive Committee and Trustees.
- 2) Information Technology Committee, in conjunction with the Registrar General, Genealogist General, and the Genealogy Committee, will create and implement an electronic online membership application by end of 2022.
- 3) Membership Committee will develop recruitment and retention tools and best practices for distribution to State societies.
- 4) Education Committee develop and deliver at a training continuum for new members, committees, chapter officers, state officers, and general officers with an array of training materials (videos, guidebooks, presentations, tests, certifications, etc.) by end of 2022.
- 5) State Societies will implement a training regimen to educate/train New Members, chapter officers, and state officers by end of 2023.
- 6) State Societies start a new Chapter annually.
- 7) Registrar General, Membership Committee, and State Societies conduct a Reinstatement campaign to re-engage inactive members from the last 5-10 years.
- 8) Track Junior members and engage them. Leverage C.A.R., BSA, JROTC, etc. relationships.

Objective 5B: Build and retain a professional staff to meet the Society's future growth and goals.

- 1) During 2022, Executive Director and Human Resources Committee assess the needed professional skills/qualifications/certifications; staffing needs; professional development programs; and resources necessary to build and retain a top-quality staff to meet future Society growth and goals.
- 2) Budget, resource, and implement the assessment recommendations for Objective 5B.1 in a phased approach to be completed by 2025.

Goal #6 – Supporting Systems [Executive Director]

Enhance and Simplify Administrative Systems for Societies and Chapters

Objective 6A: Streamline membership and dues collection processes by the end of 2023.

- 1) Develop a streamlined single process for membership applications, complete with review workflows, that will seamlessly interface with the Membership Database, with Registrar

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activities, and with Finance Administration, leading to a simplified and rapid approval system.

- 2) Simplify and reduce the duplicative processes of each Society for Dues administration and collection with a National Dues Billing System and Automatic Dues Renewals.
- 3) Enhance and centralize the Registrar Reconciliation Administration through the creation of a single process at the National level, with Society and Chapter access.

Objective 6B: Enhance internal communications and eliminate redundant reports by 2023.

- 1) Enhance internal communications through the development of Newsletter Templates and other forms of communication to Compatriots that can be inserted into Society and Chapter communications in a professional manner.
- 2) Develop online activity calendars that are interactive, and usable by all levels of SAR.
- 3) Eliminate redundant reporting systems and reports. Develop and use a single reporting format (i.e., Americanism Report) that summarizes the activities of multiple current reports – at all levels of SAR - and generates recommendations for recognitions and awards.

Goal #7 – Funding [Treasurer General]

Secure Sufficient Financial Resources for our Programs and for our Goals

Objective 7A: Aggressively secure financial resources for top priority projects/programs by the end of 2025.

- 1) Secure funding resources for the SAR Museum by the end of 2023.

Objective 7B: Initiate a comprehensive Capital Campaign

- 1) Establish an endowment fund that can produce a level of annual support sufficient to supplement our current reliance upon membership support.
- 2) Create the necessary funding streams needed for future capital needs, upgrades, and program maintenance by 2025.
- 3) Increase annual donations and pledges to a level sufficient to support our existing and future programs.