

# **THE SAR IN THE THIRD MILLENNIUM: A NEW VISION**

## **LONG RANGE PLAN OF THE NATIONAL SOCIETY OF THE SONS OF THE AMERICAN REVOLUTION**

**PROPOSED BY THE NSSAR STRATEGIC PLANNING COMMITTEE 2008-2009**

**Judge Ed Butler, Secretary General, Chairman**

**As Amended by the committee on Sep. 27, 2008**

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In 1998, the NSSAR Strategic Planning Committee adopted a Long Range Plan which focused on the establishment of a separate SAR Foundation and completion of the fund raising campaign to build a new building across the street from national headquarters, and expressed the need for a Development Director.

On June 7, 2001, that Long Range Plan was brought up to date, primarily with the same goals. Both the 1998 and 2001 Long Range Plans expressed a need to publicize the activities of the society over the internet and through cooperative efforts with the Public Broadcasting System, and the History Channel. Both pointed out the need for new general officers to promote the society and each expressed a need for additional staff. The SAR Foundation has been established and is in operation, with a Development Director and an assistant in place. We have purchased a building and are in the process of preparing to remodel the interior. We have yet to get involved with video presentations or podcasting on our web page.

Our theme for the future should be APublic Relations@, to spread the word about SAR not only to our members, but also to reach out to the public and enhance our public image. By adopting the following programs, we can greatly enhance our public image, increase recruiting, bolster retention, establish *esprit de corps*, show our members that we are doing things that benefit them, and in some instances, increase our income. We can start on most of this program immediately, although it may take years to see them to conclusion. These proposals are presented in six groups:

### **AUDIO AND VIDEO PROGRAMS**

#### **Appoint a SAR Videographer, and create a Videographers Committee.**

Establish a digital video record of each year=s national, state and chapter activities. A videographer should be appointed for each PG trip, and should take video at Leadership Meetings, Congress, District Meetings, reenactments, parades, etc. Digital still photographs could be inserted, as could a digital photo of newspaper clippings, etc. The SAR Videographer would accept videos from chapter and state activities, parades, etc. The videographer would edit these

submissions. He would then video the staff at work and at Congress. At the end of the annual Congress, the videographer would create a DVD of the year=s activities.

The PG could create a DVD message that would be carried on the web site  
The Videographer would create a DVD message to the public which could be podcast on the SAR Web site. These would be updated quarterly, or as needed.

The PG could create a DVD at the beginning of his term to be sent to each chapter, requesting support of SAR goals and objectives. Such a video should include scenes from Congress and the Leadership Meetings, color guard activities, grave dedications, parades, fun activities (such as SAR trips and Congress tours), memorial service, genealogy seminars, etc. The PG induction speech should be included to communicate the PG=s goals and objectives. A plug for the Foundation=s financial needs should be included.

**Each state, district and chapter would be asked to elect or appoint a videographer, and requested to send video clips of its events to the national Videographer.**

The National Videographer would coordinate with state, district and chapter videographers to insure that all major events are included.

The National Videographer would direct and supervise the creation, editing and duplicating of DVDs for national use, and would coordinate with the chairman of the National Genealogy Seminar Committee (new) and the Director of the Distinguished Scholar Program (new) to insure that all speakers are put on videotape. These lectures could later be offered for sale online through a podcast. DVDs of the seminars could be marketed at the SAR Museum Gift Shop and through SAR Merchandise.

**An Annual DVD History of the SAR would be prepared and sold.**

Rather than spend \$75,000 to \$100,000 on video recording equipment, and dedicating the space for a video recording studio, the committee feels that the videotaping of the PG's DVDs can be outsourced, and the editing of videos from Districts and Chapters can be handled by volunteers and/or interns. The NSSAR may need to purchase a portable digital video recorder and vidertapes.

SAR should develop video and/or power point programs for schools and civic groups on the history of the American Revolutionary War Period: 40-50 minute programs for schools, and 20-25 minute programs for civic groups such as Rotary, Lions, Kiwanis, Optimist and other civic groups. Our members in each locality would be provided with these ready made programs and asked to contact the schools and civic groups in their respective areas and ask to present a program.  
College Interns could be utilized in this program

**We need to create museum exhibits and power point presentations for podcasting.**

These programs would also be made available for sale in the Gift shop. Examples would include;

- a. Revolutionary War Black Heritage
- b. Revolutionary War English Heritage
- c. Revolutionary War Spanish Heritage
- d. Revolutionary War French Heritage
- e. Revolutionary War Scottish Heritage
- f. Revolutionary War Irish Heritage
- g. Revolutionary War Jewish Heritage
- h. Revolutionary War Baptist Heritage
- i. Revolutionary War Indian Heritage
- j. Revolutionary War Spies
- k. Women in the Revolutionary War

**Develop short radio and TV Public Service Announcements (PSAs)**

Use video clips in the SAR video library for television as background  
 Send these PSAs to all radio and television stations and ask for free PSAs  
 Develop Apaid@ advertising spots, e.g. AThe Sons of the American  
 Revolution salute the American Legion on their \_\_\_\_ birthday@, etc.

**NEW OUTREACH PROGRAMS**

**Establish a new Genealogy & History Seminar Committee and appoint a National Chairman.**

- a. Each state, district and chapters in larger cities would be asked to appoint a Genealogy Seminar Chairman, and to sponsor a genealogy seminar and or history seminar, with vendors, at least one time each year. This seminar should be videotaped, so consultation with the NSSAR Videographer is a must. Each speaker would be required to sign a waiver to allow later use by NSSAR either as a DVD for sale in the Museum Gift Shop, or podcast for a fee online.
- b. These seminars would create publicity for the SAR and enhance our visibility in the community, possibly encouraging new members to join.
- c. The state, district or chapter would keep all the profit from the original seminar.
- d. A DVD of the seminar would be sent to NSSAR, and its availability for viewing would be announced on SARTalk and publicized through genealogy societies, other lineage groups, SAR national and state magazines, genealogy blogs, genealogy libraries and chapter newsletters.
- e. Half of all net profits from the sale of DVDs or from podcasts would be kept by NSSAR, with the other half paid to the original sponsoring state, district or chapter.
  - i. The National Genealogy and History Seminar Committee Chairman would promote, coordinate, and supervise programs on the state, district and chapter level.
  - ii. He would maintain a list of qualified and willing speakers, and their respective addresses, e-mail addresses and telephone numbers.

- iii. He would maintain a cross reference list of topics that speakers are willing to deliver, and fees, if any, they charge.
- iv. He will maintain a list of all seminars conducted during the year.
- v. He will assist in the promotion of future state, district and chapter seminars by coordinating with the SAR Publicity Chairman (new), notices in national genealogical and historical publications; state and local genealogical and historical societies; nearby libraries, genealogy and history blogs, DAR and CAR newsletters, as well as the SAR Magazine and the SAR web site.
- vi. He will provide to the SAR library copies of all seminar pamphlets, handouts, etc.
- vii. He will coordinate with the National Videographer, the Genealogist General and the National Genealogy Committee.
- viii. He will maintain a list of all vendors who participate in such seminars and their respective mailing address, e-mail address and telephone numbers.
- ix. He will coordinate with Larry Guzy's committee to bring the SAR Recruiting Table and display to as many large seminars as possible, and coordinate the shipping of the traveling exhibits.
- x. He will coordinate with the Genealogist General on the annual NSSAR Genealogy Seminar to be conducted at Congress.

**Establish a Partners in Patriotism agreement with the History Channel.**

The SAR Foundation Development Director is already working on this. Ask them to help us develop DVDs, each of which will have both the SAR and History Channel logo on them.

For presentation to Civic Clubs, etc.

- 20-25 minutes story of the American Revolution
- 20-25 minute story of the Constitution and Bill of Rights
- 20-25 minute story about the Founding Fathers

For presentation to School Teachers:

- 40-45 minute DVDs
  - Story of Colonial America
  - Events leading up to the American Rev. War
  - Northern Campaign
  - Southern Campaign
  - Bernardo Galvez and the Gulf Campaign
  - France and Spain as allies
  - Minorities in the War
  - Yorktown
  - Founding Fathers
  - Events leading to the Declaration of Independence
  - Biographies of Washington, Adams, Jefferson, Franklin, Madison, Monroe, Marshall, Lafayette, Rochambeau, DeGrass, Galvez, etc.

Display History Channel Advertising in Museum Gift Shop  
Ask History Channel to provide PSAs for SAR  
SAR and History Channel to exchange advertising and articles in newsletters.  
History Channel to give free publicity to SAR in their newsletters  
SAR to promote History Channel DVDs & sell in Gift Shop.  
SAR and History Channel to link web sites.  
History Channel to offer discounts to SAR members on DVDs.  
History Channel to provide American History DVDs to SAR for distribution to history teachers and allow SAR to promote National Outstanding American History Teacher Contest, & package with SAR History CD for Teachers. In each package SAR literature is included.  
History Channel to fund SAR Outstanding History Teacher Program, which will become a joint program with the HC  
History Channel to promote SAR Outstanding History Teacher Program on its channel and on its web site.  
History Channel to provide SAR Library/Museum with free DVD library of Rev. War History, battles, and biographies of our Founders.  
SAR Library/Museum to publicize the HC and show its films to visiting students.  
SAR and HC to jointly promote a Collector=s Edition DVD of the American Rev. War.  
SAR to make its color guard members and Militiamen available to the HC for filming of new films.  
History Channel to assist SAR in filming AHistory of the SAR@ for viewing on the HC.

**NSSAR Color Guard to present colors at major televised professional sporting events and other national events.**

The national color guard commander is to appoint a chairman for major televised sporting events, with a co-chairman for each major sport (NFL, NBA, and MLB)  
The national color guard commander is to appoint a chairman for each state to cover collegiate sporting events, with a co-chairman for each major sport. The Color Guard Commander should be on the alert for events where the SAR could receive positive publicity for color guard appearance.

**Establish a National History Test Book Committee**

We should seek to form a partnership with U.S. Senator Lamar Alexander (Rep. TN) to force NEA Text Book Committee to include American Rev. War History back into textbooks.

We should allocate funds to advertise our stance on radio and television.

## **The SAR Distinguished Scholar (from Joe Dooley)**

The SAR is currently exploring the establishment of an honorific position of Distinguished Scholar.

1. The SAR Distinguished Scholar should be a professor of history, government or American Studies at an accredited university within the United States, and his/her focus should be in an area that is related to the American Revolution, such as a person, place, event or document from 1750 through roughly 1801 and the election of Thomas Jefferson as President of the United States.
  2. The Scholar need not actually reside near the SAR headquarters in Louisville, but should be willing to travel to Louisville to participate in certain SAR functions. The SAR should cover the Scholar=s expenses associated with travel to, and accommodation in, Louisville to participate in SAR functions.
  3. The Scholar should offer guidance to the SAR as to how the SAR can best meet its congressionally chartered mandate to be an educational organization.
  4. The Scholar should help the SAR promote public education of the American Revolution, even as he/she promotes the SAR.
  5. The term of the Distinguished Scholar should be no less than three years, and should be as long beyond three years as mutually beneficial to the Scholar and the SAR.
  6. The Distinguished Scholar should facilitate the SAR Annual Conference on the American Revolution, which is proposed and described in detail below.
- B. The position of SAR Distinguished Scholar should be established independently of our current efforts for outreach and education. This position should not be subsumed by the current education department, but rather, it should focus on college and graduate level study of the Revolution.

## **The SAR Annual Conference on the American Revolution**

- A. The SAR is also exploring the establishment of an Annual Conference on the American Revolution, to be convened in Louisville, Kentucky, or at the university with which the Distinguished Scholar is associated.

1. The SAR Distinguished Scholar should determine the topic of the Annual Conference. Examples of such topics might include:
  - i. American Foreign Relations and Diplomacy in the American Revolution;
  - ii. The Role of Blacks in the American Revolution;
  - iii. Military Technology and Strategy in the American Revolution;
  - iv. The Role of Women in the American Revolution;
  - v. Espionage in the American Revolution;
  - vi. The Role of the American Indian in the American Revolution;
  - vii. And such other topics as the SAR Distinguished Scholar might deem interesting and appropriate.
2. Twelve to eighteen months before any given Conference, a call for papers should be issued. The Distinguished Scholar should advise the SAR how to draft and issue this call for papers, and through what vehicles the call for papers should be promulgated.
3. The SAR, with the guidance of its Distinguished Scholar, shall select eight to twelve of the papers that are submitted. The authors of these papers shall be invited to participate in, and to present their papers at, the SAR Annual Conference on the American Revolution.
4. The papers that are selected shall be published in *The Journal of the SAR Annual Conference on the American Revolution*, copies of which shall be made available *pro bono* to the authors and attendees of the Conference. Copies of the *Conference Journal* shall also be available for sale to members of the SAR and to the general public. *The Journal of the SAR Annual Conference on the American Revolution* shall be published in a format similar to other historical and scholarly journals. A copy of the *Conference Journal* for each Annual Conference shall be retained by the SAR Library. A copy of the *Conference Journal* for each Annual Conference may also be donated to the Library of Congress, the DAR Library, and such other libraries as the SAR determines appropriate.
5. The Conference itself should last two or three days, with the participating authors participating in panel discussions, presenting their papers, and entertaining questions from participants and other scholars. The exact format of the Conference should be determined by the Distinguished Scholar. Lunches and/or dinners may also be organized as part of the Conference.
6. The SAR should cover the expenses associated with the participating authors = travel to, and accommodation in, Louisville to participate in the

Conference. As funds are available, a small stipend should also be offered to the participating authors.

7. The SAR Annual Conference on the American Revolution should be open to members of the SAR and to the public for a conference fee. Conference packages should be available for all presentations, and include whatever lunches and dinners might be scheduled. Smaller conference packages, with a corresponding reduced fee, should be available for only one or two days of the conference, or for individual presentations, with lunches and dinners not included. A discount may also be extended to college and graduate students.

### **Benefits to the SAR of The SAR Distinguished Scholar & Annual Conference Programs:**

- A. The establishment of an SAR Distinguished Scholar and an SAR Annual Conference on the American Revolution would benefit the SAR in many ways. First, it complies with our Congressional charter to be an educational and historic organization.
- B. Secondly, it would elevate the public image of the SAR from a lineage/genealogical society to a participant in Revolutionary War scholarship. (Hopefully, a significant participant.)
- C. An SAR Annual Conference on the American Revolution would likely draw potential donors. In fact, in addition to grant money, we could seek sponsors for each Annual Conference. The establishment of an SAR Annual Conference on the American Revolution would give credence to our other efforts to preserve the legacy of the American Revolution, and subsequently bolster our efforts secure external financing.

### **Revolutionary War Scholarships:**

NSSAR would offer \$1,000 scholarships to PhD students for dissertations on these topics; \$5,000 prize for the best Revolutionary War Period book; and \$1,000 prize for the best article. These books and articles would enhance our library. We could sell these books and articles in our Museum Shop and online. Perhaps this program could be run in conjunction with the Distinguished Scholar Program

### **Community Awards:**

For better visibility in the Louisville Community and to assist fundraising we should annually:

Present awards (to be determined) to



Educators

Businessmen

Government Employees

Awards should be given on a city, state and regional basis

**Establish a Task Force to Provide American Rev. War era paintings to the Classroom.**

Unfortunately, the emphasis of educations for the last few decades has been on the social revolution that this country has been through. This has been to the exclusion of the history of the origin of our country and the principles upon which it was founded.

We should explore how to obtain such paintings at a reasonable cost, and then seek grants to allow us to purchase and distribute historical paintings to each classroom, such as:

Portraits of George Washington, Ben Franklin, Thomas Jefferson

Washington Crossing the Delaware

Signing of the Declaration of Independence

Cornwallis Surrender at Yorktown

**Establish a Partnership with the University of Louisville.**

The University could provide manpower in the form of Interns for our Video Productions, web page, etc.

The Univ. IT department could offer its assistance with our computer programs

We could establish a duplicate book sharing program with the University.

The University auditorium could be used as a venue for SAR Genealogy and History Seminars.

The Univ. could assist us in the Distinguished Scholar Program

SAR would periodically present an award to a deserving dean or history prof and/or SAR could present an award to the University.

Establish a Rev. War era exhibit on campus similar to the one at the Louisville Airport.

Offer our Color Guard performance at U. O Louisville athletic events.

**WEB SITE ENHANCEMENT**

Sell DVDs on SAR Web site

Seek Foundation and Corporation grants on the SAR Web Site

Install a virtual tour of the Museum on the SAR Web Site  
Install a virtual tour of the SAR Library on the SAR Web Site  
Market award winning American History books on the SAR Web Site under a  
Adrop shipment@ program.  
Market Rev. War era gifts on the SAR Web Site through drop shipments  
Podcast history and genealogy seminars for a small fee, which could be charged  
on the on the SAR Web Site  
Use the SAR Web Site as a tool to seek new members  
Include articles on the battles and biographies included in the Sons of Liberty  
Chapter, CASSAR website ([www.Sons-of-Liberty-SAR.org](http://www.Sons-of-Liberty-SAR.org) )  
Market genealogical video lectures by Dr. George K. Schweitzer, and other  
talented speakers.  
Secure the audio/video classroom presentations from college history professors of  
their American History Lectures. Sell these lectures in packages online and in the  
Museum Gift Store.  
Sell video presentations of SAR Genealogy and History seminars from national,  
state and chapters. This would require obtaining a license from each of our  
speakers which would allow us to resell their presentations.

## **PUBLICITY AND PUBLIC RELATIONS**

### **Appoint an SAR Publicist (Would become VPG for Publicity and PR).**

Duties would include sending out press releases to the Media and  
distribute to newspapers, magazines, radio and television.  
Publicist would supervise the SAR AGoogle Advertising Program@ (We  
agree to pay \$1.50 every time a Google customer sees our SAR  
advertisement. The ad could contain a link to our web site and/or request  
a financial contribution).  
Seek free use of outdoor advertising when billboards have not been rented.  
Would get the President General on radio and television morning talk  
shows in the areas where the PG is traveling.  
Would arrange for PG to open the Stock Market, etc.  
Prepare Public Service Announcements and ask to media to provide free  
time.  
Purchase advertising in the media.

### **Liaison with other Lineage Based and Historical Societies**

Work out an exchange program with national presidents of  
Society of Colonial Wars  
Founders and Patriots Society  
Mayflower Society  
Jamestowne Society  
General Society of the War of 1812  
Sons of Union Veterans  
Sons of Confederate Veterans  
National Genealogy Society  
National Historical Society

Mount Vernon  
Monticello  
Montpelier

Each to bring greetings to the meetings of the other  
Exchange advertising in each others national magazine.  
This will enhance our public image and enhance recruitment.

### **Paid Advertising**

We should look into advertising in the in flight magazines of airlines flying into American Rev. War historical areas (Boston, Washington, Williamsburg, etc.)

### **Publicity (under new Vice President General of Publicity and Public Relations**

Present Awards in the company of the Color Guard to  
Dallas Cowboys & New England Patriots  
San Antonio Spurs  
University of Louisville

Ask each state to present an award to a US Congressman, US Senator, DAR Regent, etc., and seek media attention for the presentation of the award

Ask each chapter to present an award to the Mayor, City Manager, City Councilman, or local DAR Chapter Regent, etc., and seek media attention. NSSAR to annually honor national political, business, education and military leaders. Ask them to get their offices to help obtain media coverage for the presentation.

Amend the by-laws to provide for the elected office of **Vice President General of Publicity and Public Relations**, whose job it would be to assume the role of SAR Publicist, and to prepare Public Service Announcements B 10 second, 30 second, and 1 minute A Historical Tidbits@ spot color video announcements.

Seek PSAs on Satellite and cable stations, History Channel, etc.

PSAs at Movie Theaters

PSAs on hotel chain television

PSAs on radio stations

Work with SAR Videographer for video presentations to civic groups.

Prepare art work for use on free billboard space.

Maintain and update a list of newspapers, Historical and Genealogical Magazines, genealogical and historical societies, genealogy libraries, radio and television stations, with contact person for each and e-mail, snail mail and telephone numbers

Liaison with state Presidents and VPGs for upcoming events.

Create a **SAR Public Relations Handbook**

Targeted direct mail membership campaign by zip code.

Participate in the enhancement of the SAR web site

Supervise SAR Magazine, SARTalk and SAR Web Page

Prepare and distribute quarterly digital newsletter AHistory of the American Revolution@ colony by colony with bios of our Founding Fathers; and archive these on SAR Web site.

Maintain on the SAR Web Site an AOfficial SAR Calendar@ of all state, district and national (and select local events) meetings, genealogical seminars, auxiliary events, balls, parades, trips, overseas tours and cruises, and all events in which elements of state or national color guard units are participating.

Supervise the SAR Automated Telephone Dialer system

Negotiate with Airlines, Rental Car Companies, etc. as the AOfficial Airline of the SAR, etc.

Hopefully the airline would provide a small discount to members traveling to the SAR Congress

We should ask for a discount for SAR officers and staff traveling on official business.

We should ask them to purchase advertising in the *SAR Magazine*.

We will give them publicity in our magazine and newsletter.

#### **Establish a SAR Widows Committee:**

SAR wives play an important part in the organization. When one of our members dies, we should honor his widow as follows:

Insure that she is invited to the SAR Memorial Service at the next SAR Congress.

Insure that she continues to receive the SAR Magazine for life

Ask that the state and chapter continue to send her newsletters

Ask that the local chapter invite her to a widow=s recognition meeting or social function each year.

Liaison with the Chaplain General to insure that a Perpetual Memorial Resolution is prepared and that she receives a copy.

## **INTERNAL DEVELOPMENT**

#### **Appoint a SAR Archivist**

He would serve as NSSAR Yearbook Chairman. He would create a new Yearbook for national activities.

He would prepare this SAR Yearbook for sale in the Gift Shop & online

The yearbook would include photos and newspaper clippings from Congress, Leadership Meetings, State and District meetings, national commemorations, parades, ceremonies, seminars, etc.

He would solicit from State and Districts photos and newspaper clippings from major events during the year.

The book would contain a list of all national, foundation district and state officers, Trustees and Alternates, Minutemen, Committee Chairmen and members of all committees, with a list of all meeting attendees.

The Archivist would ask all members attending SAR Leadership meetings to bring with them a small photo for use in the book  
The book should contain the above calendar of events for the year.  
The help defer the cost of printing; advertising should be sold in the yearbook.  
The SAR Archivist would also prepare a scrapbook for the PG.

**Establish New Awards:**

Ben Franklin award for the best chapter (bronze) and best state (silver) for the best program that publicizes the SAR  
Contest for the best DVD submitted by chapter, district and state.  
Contest for the best record of newspaper, magazine, and television coverage for SAR events.  
Contest for the best history or genealogy seminar by chapter, district and state.

**Adopt programs that enhance our *esprit de corps***

Provide live music for cocktails and for dancing after dinner for one night each at Leadership Meetings and Congress.  
Chaplain General to prepare and publish Perpetual Memorial Resolutions for deceased member and provide a copy to the widow.

Chaplain General to get state and chapter chaplains to create these resolutions. Chaplains Committee to develop short format for such resolutions.

These Perpetual Memorial Resolutions should be distributed via SARTalk, and archived on the SAR web page. These resolutions will serve as a genealogical aid and should enhance recruiting.

A permanent record of these Perpetual Memorial Resolutions should be maintained in the SAR Library.

List all Perpetual Life Members on a Roll of Honor on the SAR Web site  
Newsletter Committee to assist chapters in providing better newsletters.  
Provide Group Life, Accident and Health and other Insurance to members.

A member benefit

Provides rebate income to the society

Enhances Advertising income to SAR Magazine

Would enhance recruiting and retention.

Authorize vendors to advertize SAR logo items. It will generate income.

Ask each chapter to sponsor a new social event each year, such as:

Christmas Party

Picnic

Military Ball

Enhance the Congress program to a glossy cover 8 2 X 11 with color photos and advertising. This can be paid for by selling advertising to local sponsors (restaurants, chamber of commerce, convention hotel and SAR Group Travel Companies.

### **Appoint an Advertising Manager for the SAR Magazine**

Currently, the SAR Magazine Advisory Committee is working on a plan to solicit paid advertising.

We should aggressively seek new advertisers

We should participate in an advertising exchange with other lineage based groups (see above).

### **Establish a SAR Group Travel Program.**

This would include Tours to Europe, Alaskan Cruises, Historical Tours, etc.

SAR to sponsor several trips/cruises each year. These would provide:

Discounts to members

Rebates to SAR

Advertising income to the SAR Magazine

Allows members to have fun & enhances spirit de corps.

Should have a positive effect on recruiting and retention..

### **Establish a New Membership Recruiting Program**

Appoint a National Membership Chairman and investigate advertising and other methods of increasing our membership.

Focus on Membership.

Investigate professional help in a membership campaign.

Create a panel of members who donate their time to perform research to assist applicants with genealogical research.

Consider collection ATwo Years Dues@ with each new application.

Would lessen the impact of dropout certificate members

Would increase membership & add to our advertising rates

Would provide for an additional \$50,000 income per year.

### **Create a Museum Task Force**

To solicit gifts of artifacts by other museums & individuals.

To solicit loan and permanent loan of artifacts from other museums.

To coordinate the display of Traveling Exhibits

To prepare and seek grants for the purchase of needed artifacts.

To Liaison with the Smithsonian Museum, seeking to have the SAR Museum declared the *Smithsonian Museum of the American Revolutionary War*.

### **Establish an Aide de Camp Program.**

The President General has a hectic schedule. His Travel Coordinator sets up the trips, but nobody has the responsibility of insuring that the PG and First Lady have all the information about each event, how they should dress, and what is expected of the PG B a 20 minute speech, a 5 minute greeting, etc. Somebody needs to be appointed to fill that void.

The chief *Aide de Camp* shall be known as the ***Charge de Affairs***.

The ***Charge de Affairs*** shall:

Assist the PG by having all awards prepared and transported to the site of the visit.

Insure that transportation to and from the airport is in place.

Remind the host chairman that the PG would like to appear on radio and TV morning talk shows.

Discuss in detail with the host chairman every aspect of the PGs visit

Act as an aide to the PG and First Lady during the entire visit

Insure that the First Lady is attended at public gatherings, should the PG be involved.

An *Aide de Camp* badge should be approved by the Awards Committee for *Aides de Camp*. It should be a brass devise worn on the left breast, immediately above the wearer=s medals.

The PG may appoint any number of *Aides de Camp* to assist him when traveling and at Leadership meetings and at Congress. Badges are to be presented to each *Aide de Camp* at no charge.

### **Initiate a Minuteman Reception at each Leadership Meeting and Congress for First Attendees and their wives.**

In the recent past we have recognized new members only by placing a colored dot on their name tag. This has been partially effective and should be continued.

Minutemen are the core of SAR Leaders. They should sponsor a cocktail reception for first time attendees. Other attendees should include all available members of the staff and the SAR Hospitality Committee.

This reception could be funded by the GWEF or by an increased registration cost.

We must make these first time attendees feel welcome so that will keep coming back.

To insure that each Minuteman talks to each new attendee, we could award a prize to the first attendee to discover the identity of a Secret SAR.

### **Create the Office of Ambassador General.**

The AG would supervise all NSSAR Ambassadors and encourage them to take positive steps to get a society formed in their country.

The AG would publicize the activities of overseas SAR Societies.

The AG would act as an additional liaison with foreign Societies to insure the effectiveness of the Ambassador, and assist in the formation of new societies abroad.

The AG would make recommendation for the removal and appointment of Ambassadors.

As the Chief Ambassador, the AG would assist the PG in the planning for each foreign trip; accompany the President General on all foreign trips;

and in country trips to present international awards; and participate in all such award ceremonies.

The AG should be a Minuteman, with substantial exposure to foreign travel, and should have some ability to speak a useful foreign language.

**Amend the By-Laws to provide for an Inspector General and make him a voting member of the executive committee.**

We have had an active Inspector General this past year.

NSSAR needs to have an ombudsman to insure that we are functioning properly.

The Inspector General should be a member of the Executive Committee and the SAR Foundation Board. The office of Inspector General should rank just after Librarian General.

All of the above programs can be initiated immediately, and each should help make the NSSAR a bigger and better organization. We cannot hope that even the majority of these programs can be up and running within the first year, but we can get started on each of this immediately.

## **INTERNAL CONTROLS**

Currently, both the NSSAR and the SARF have adopted Employee Handbooks. The Executive Committee and Foundation Board should institute a complete review of the Operational procedures for the SAR, Foundation, CAAH and the LLP. Scope as follows:

- 1- Review and up date internal controls. With special attention to inter relationships between the different organizations.
- 2- Review and update standard Operating Procedures.
- 3- Review and update the Mission statement for NSSAR and the supporting organizations.
- 4- Review and update Human Resource Procedures and update the annual review process. Consider the utilization of a peer review process a supervisors review by employees and employee grievance process.
- 5- Review job descriptions for all personnel including management authority limits, financial authority limits and responsibilities.
- 6- Develop an Organization Chart clearly identifying reporting lines including the EX Com, Foundation Board and LLP.

## **VERY LONG RANGE PLANS**

*Tempus Fugit.* Before we know it, it will be 2013. What are our plans for the long haul? Some of the things that we should consider for the future are as follows:

Purchasing one of the adjoining building for expansion, or



Creating our own publishing Company to publish:

*SAR Magazine*

*SAR Color Guard Magazine*

Programs for SAR Seminars and Symposiums

The *SAR Journal of the SAR Conference on the American Revolution*

Internal publications

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