

Communication

...from the President General

It is now four weeks post Congress and excitement is in the air!

We have a focus on our Members, our Committees, and our Mission. They have the same focus--Engagement. This second communication is about the "How To". The "Why" will become apparent as you engage your Compatriots.

Our Challenge: To Grow

Our Goal: 64,000 members by 2026, less than 9% per year.

Our Path: Engage each current and new member to help them fulfill the Why they joined.

Engagement is the key to our growth. Every member joins for a reason. If we address that reason, and provide an outlet for accomplishing the Why we joined, we will retain our current members. When you attend functions, do you seek to be with only those you know? If you reach out to those you see sitting alone, or who are obviously new, you might find a friend, but will surely help that person feel welcome. This next month, purposely seek out someone you may only have seen, but with whom you seldom interact. Bring him into your established group and find out what you have in common. We all want to feel we belong and are helping accomplish our Mission, otherwise why would we have put in the effort to complete the Application process.

The C.A.R. is perhaps the easiest way we can increase our total numbers. The **Indiana Society** put out a notice to their C.A.R. Societies about how they can join. That same day, a C.A.R. member produced a tri-fold brochure and distributed it to their whole membership telling all how it was the easiest and best investment they could make. The **California Society**, through their member Tom Adams, has produced even more information about the C.A.R. Check with both these Societies to find what works.

A ready source for members are those who live in your area, but are **no longer active**. They are called **Drops**, and can be reinstated if you tell them you are there, and that you have a desire to get to know them. They may have been members in a completely different area of the country than where you live, so you did not even know they existed. They in turn may not know you exist. To access this hidden trove of information, have your State Secretary either compile it from the National Database, or ask him to obtain same from National. Please go through your

State Secretary so our National Staff Registrar, Jonathan Toons isn't bombarded with 500 emails requesting what you can get locally.

We Can Grow, it just takes a mindset to so. Now is the time to pursue engagement, C.A.R, and Drops to affect your State's and Chapter's bottom line of membership since you will be pursuing renewals all too soon. However, be sure to have fun doing it with your Compatriots.

A few things on the horizon from National:

1. A Guide on How to use Hashtags in Social Media from our Branding and Engagement Committee
2. Public Relations Guides on the Website from our Community Outreach Committee
3. Having a Society propose Reinstatements in line with the Congress change for New Members dues being applied to the following year on September 1st (currently Reinstatements before October 31st must also pay next year dues)
4. A Fundraising Committee dedicated to pursuit of funding for All Youth Awards, as well as all projects
5. Addressing our Website fixes and situation
6. Genealogy Staff dropped below 8 weeks for New Application approval and hopefully near 6 weeks by Fall
7. Genealogy Staff attacking the backlog of Supplements now that the New Application time has fallen

Here is a number to remember: on July 21st, 1 week post Congress, our Active Membership was 34,667 Compatriots. Until next fortnight, let's enjoy our membership and help others do the same.

Larry T. Guzy

President General

National Society Sons of the American Revolution