

## Successful Recruiting Outline

### Mike Everheart

Develop a permanent, continuous PLAN for recruiting new members. Most chapters will lose members each year, therefore the recruitment process should be a year round effort. Below are some of the many recruitment methods chapters have been using over the years to increase membership. They work!!!

1. Create a **Recruitment Chairperson** for your chapter. This person's responsibility would be to keep the chapter's focus on the need to continually recruit new members. This person can also speak to different community organizations, making them aware of the SAR and how we are involved in the community. However, **all members should be recruiters!**
2. Make up "**Applicant Kits**" that will educate the prospect on what the SAR is about and how the application process works. The first time you meet with the applicant, give him one of these applicant kits to take home to read and to refer to.
3. Create a **Publicity Chairperson** for your chapter. The goal of this position is to insure that as many as possible "chapter activities" are placed in area newspapers to make citizens aware that there is an SAR chapter in the community and that the chapter is involved within the community. In other words, become visible through presenting the Public Service Medals and Certificates, Good Citizenship Medals and Certificates, and through the many Youth Essay Contests the SAR offers. **Then place them in the local newspapers - become visible to your community.**
4. Design **Chapter Brochures** to be placed in community and surrounding community libraries and at the Chamber of Commerce. Brochures should describe what the SAR is about and the different activities your chapter is involved in. List a member's phone number or e-mail address as a chapter contact. List meeting dates, time of meeting, and location of meeting. You would be surprised at the number of people that will find the brochures at the library and read them.
5. Develop a chapter **Web Site** that will educate the reader about the SAR, the chapter, dates of meetings, speakers and what topic they will talk about, and chapter events that are to be held during the calendar year. Again, list a contact person and their e-mail address or phone number.
6. **Recruit new members from other heritage organizations.** These are the single largest pool source for recruitment of new members. SRT, SCV, genealogical societies, War of 1812, etc. Members of these and other heritage organizations are interested in history and there will be members of many SAR chapters that are members of one or more of these heritage organizations.
7. **Get Referrals from your local DAR chapter.** Develop a close relationship with the officers of your local DAR chapter and before long, they will be sending you names of their husbands, relatives, and friends that may want to join your chapter. Hold an annual joint meeting with the local DAR chapter.
8. Organize an **SAR Color Guard.** A chapter color guard can attract more attention and exposure than anything else. The newspaper articles will increase once you have several members in Revolutionary War uniforms posting the Colors at a local patriotic

event. You will start receiving phone calls from other organizations asking you to participate in their events as well.

9. Organize an annual **Heritage Seminar** in your community that includes other heritage organizations. Here you have the opportunity to educate the public about the various heritage organizations in the community and take names, addresses, and phone numbers of those interested in joining one or more organizations. If your town has an annual county fair, rent booth space and do the same as you would with the seminar.
10. **Organize and hold joint SAR meetings with other heritage organizations.** Invite other heritage organizations to your meetings and let them observe what the SAR is all about and how interesting your chapter and its yearly events are. You will surely get some interest in membership in the SAR.
11. Develop a well written, in color, **Newsletter**. Mail it, not by e-mail, but by regular mail. Members will feel it is more personal. Many members do not have a computer. Make the newsletter very informative, discussing chapter events coming up, and lots of pictures of events that have just been completed. A little more expensive, but it can get you new members and help keep current members active.
12. Last but not least, you must have a **trained genealogist** either in your chapter, another SAR chapter in a nearby town, or someone in your local DAR chapter who understands and follows the rules of the NSSAR. The failure of having a competent genealogist that can process solid applications that will be approved can be the eventual downfall of a chapter. It has happened many times over the years.