



National Society Sons of the American Revolution **Strategic Plan 2035 (FINAL – Approved 3/1/25)**

Mission Statement

The Sons of the American Revolution honors our Revolutionary War patriot ancestors by promoting patriotism, serving our communities, and educating and inspiring future generations about the founding principles of our Country.

Vision Statement

We will be a leading promoter of the study of the American Revolution and an advocate for our Nation’s founding principles.

Core Values

Core Value	Action Statement
Integrity	Be honest, respectful, and ethical
Patriotism	Demonstrate love, support, and defense of the United States of America
Leadership	Inspire others to achieve our mission
Education	Inform the public about America’s founding history

Strategic Goals and Objectives

Strategic Goal #1: People - Build an organization and culture that advances the mission and grows membership.

Strategic Objectives

- A. Develop and implement a comprehensive National online onboarding program by the end of 2026 that all members can access.
- B. Increase membership retention to 90% by 2028 and 95% by 2030.
- C. Increase participation in SAR programs at the National, District, State and Chapter levels by 2030 as determined through the awards and the Americanism program.
- D. Obtain a 3% annual net membership growth by 2028.

Strategic Goal #2: Historical Programs – Commemorate people, events, and documents; preserve records and artifacts; and support the study of the American Revolution.

Strategic Objectives

- A. Commemorate the people, events, and documents of the American Revolution by promoting and growing public engagement in our ceremonies.

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- 1) Each state and chapter will support SAR 250 signature events with a parallel event they sponsor in partnership with local historical, veteran, and/or civic organizations annually starting in 2026.
 - 2) Each state and chapter will develop an annual signature event for which they would be known for in their local community. Events identified and reported to National by June 2026.
 - 3) Participate in state and local 250 commissions to promote the SAR commemorative events during the Decade of the American Revolution by June 2026.
 - 4) Develop public history programs, exhibits, and displays that will engage the public in a deeper understanding of our Nation's founding by 2032.
- B. Preserve the records, artifacts, and sites of the American Revolution by developing a SAR program with emphasis on partnering with historic and battlefield preservation groups.
- 1) Develop the funding to promote and recognize outstanding SAR preservation efforts through the annual SAR Historic Preservation Award by 2030.
 - 2) Define and develop a historic preservation grant program within the SAR to fund the preservation efforts of chapters and states by 2030.
 - 3) Develop and promote an annual SAR preservation program or theme in partnership with other preservation organizations by 2028.
 - 4) Develop the tools and domain knowledge within the SAR of preservation best practice, approaches, and techniques by 2033.
- C. Support the study of the American Revolution by developing a center of excellence in history that will grow SAR brand recognition within the historical community by 2035.
- D. Work with the Education Committee, the Museum Board, and IT Committee to make the Virtual Component of the Education Center and Museum available globally by 2032.
- E. Market the SAR Center, consisting of the Education Center and Museum, Genealogical Research Library, and Headquarters as a regional heritage tourism destination by end of 2028 and a major heritage destination by 2035.
- F. Develop a comprehensive Historical Documents Digitization Plan with funding by 2030.

Strategic Goal #3: Patriotic Programs – Inspire a sense of patriotism based on America's founding.

Strategic Objectives

- A. Grow our Color Guard and the scope of its mission.
- 1) Trained and safety certify every Society Color Guard by 2030.
 - 2) Increase the number of Society Color Guards from 41 to 50 by the end of 2033.
 - 3) Increase the number of Chapter Color Guards from 66% to 75% by 2030.

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- B. Honor America’s first veterans by recognizing those who have served and continue to serve in today’s Armed Forces.
 - 1) Increase Chapter level Stark Report submissions by 50% from the 2023 submission target of 250 to 375 by 2030.
 - 2) Increase Compatriot Veteran Recognition.
 - a. Increase Veteran’s Recognition Corps Certificate presentations by 25% from 400 annually to 500 by 2033.
 - b. Each State establish and Veterans Committee and appoint a State Veterans Committee Chairman by 2027.
 - 3) Establish an Active Duty, Guard, and Reserve individual and unit recognition programs by 2033.

- C. Expand Recognition of Public Service by 2028
 - 1) Develop the metrics for the expansion of recognition of Public Service awards by 2028.
 - a. Law Enforcement, Fire & Safety, and EMS
 - b. National, First Nations, State, County, and Local Government officials
 - c. Civil Service
 - d. Teachers, Coaches, and Administrators
 - e. Clergy and Community Activities
 - 2) Identify new categories of Public Service for recognition by 2028.

- D. Actively engage 50% of chapters in Constitution Day/Week activities in our communities by 2033.

Strategic Goal #4: Educational Programs – Educate the public with an accurate understanding of our Nation’s founding and history, and its importance today.

Strategic Objectives

- A. Establish a professionally recognized Education Center by January 1, 2028.
- B. Research, fund, and establish a Virtual infrastructure in 2028.
- C. Establish a recognized publishing program by 2030.

Strategic Goal #5: External Relations – Promote our public image as a patriotic, historical, and educational service organization.

Strategic Objectives

- A. Research and implement a comprehensive public relations plan by 2027.
- B. Create and fund a program, process, and presentation booth package/traveling tool kit by 2027.

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- C. Increase co-sponsored events by 50% of chapters with other lineage organizations, especially the C.A.R. and DAR, to enhance our common mission by 2033.
- D. Plan, fund, and staff assets to promote/advertise the NSSAR utilizing all means of social media by 2027.

Strategic Goal #6: Internal Operations – Provide the necessary resources and infrastructure to support members and staff in accomplishing our goals.

Strategic Objectives

- A. Develop a personnel plan for SAR HQ to support the membership needs as defined by the Strategic Plan 2035 by 2026.
- B. Fund and implement (including training) a fully integrated Enterprise Resource Planning (ERP) system at SAR HQ with Security Assertion Mark-up Language (SAML) interface and Single Sign On (SSO) capability with access permissions consistent with role by 2030.
- C. Digitize the member application process by 2027.
- D. Complete implementation of the SAR database including all members, patriot ancestors, record copies and patriot grave locations by 2031.
- E. Develop and implement in a phased approach by 2028 a SAR University that consolidates required training and qualification regimen for leadership, genealogy research, application preparation and educational outreach, detailing ways to improve relations and productivity.
- F. Utilize the IT Special Purpose Operating Fund to pay for internal operations IT projects listed above to supplement the Alexander Hamilton Fund annual distribution beginning in 2025 and ongoing.
- G. Form a task force of relevant committees and staff to identify and prioritize IT projects by the end of 2025.