



Virginia Society  
**Sons of the American Revolution**  
2017-2018 Initiatives

## *A Call to Arms*

### **I. Establishing Partnerships and Building Relationships**

- A. Youth Contests – “The [children] of the rising generation are the leaders of the next and the sole guardians of the principles we deliver over to them.”  
– T. Jefferson
- i. To encourage every chapter to actively recruit young people to participate in the SAR’s youth contests, the **Wayne and Wink Rouse Award** will be given to the chapter or chapters participating in the most Virginia SAR youth contests. *Initiative Leader: the Awards Committee.*
- ii. To provide greater incentives for youth to participate in the SAR’s youth contests, we will endeavor to raise \$10,000 to increase the assets of the **Mark S. Brennan Jr. Fund**, the income from which supports our youth programs and contests. The first \$2,000 raised will be matched by a generous donation from the Brennan Family and the next \$1,000 raised will be matched by a donation from the Elston Family, so send in your checks early! *Chairman: Rick Elofson.*
- Members who contribute will receive credit toward their commission or a promotion in the First Virginia Regiment; chapters will receive appropriate recognition at the annual meeting.\*
- B. **Mount Vernon**, the beloved home of the Father of our Country, is a national and Virginia treasure, as well as a long-standing partner with the SAR. We will endeavor to raise \$40,000 to \$50,000 to launch a new project at Mount Vernon’s Washington Library: **Washington’s Friends and Foes**. This project will make Mount Vernon a repository to safeguard the papers of Washington’s friends and foes who do not have libraries, institutions or descendants to protect and collect their valuable documents and letters related to the era. The Virginia SAR will receive lasting credit for providing the original seed money to set this worthy, long-duration initiative into motion. The first \$3,000 raised will receive a double match from the Elston Family and the Knight/Patty Fund; the next \$17,000 will be matched by the Knight/Patty Fund, so send in your checks early! *Chairman: Vern McHargue.*

All chapters that contribute (or have members contributing) at least \$500 will receive recognition while the top chapters will receive special recognition; members who contribute will receive credit toward their commission or a promotion in the First Virginia Regiment and, if so desired, complimentary membership in one of Mount Vernon’s donor societies.\*

- C. **SAR in the Public Square** – an exploratory committee. *Chairman: Chancellor Eric Monday.*

- D. **SAR Day/Night at the Ball Park** – a public engagement initiative led by one of our best assets, the Color Guard, and our DAR/C.A.R. liaisons.\*  
*Chairman: Bill Schwetke; Vice Chairmen: Bob Swartwood and Larry McKinley.*

## II. Honoring our Patriot Ancestors by Telling Their Stories

- A. **James Monroe's Birthplace** – on April 29, 2017, we will celebrate the birthday of the last President who was a veteran of the Revolutionary War as well as the progress on the reconstruction of Monroe's boyhood home, a public/private partnership in which the SAR has played an important role.\*  
*Chairman: Charles Belfield.*
- B. **Pohick Church** – tentative date of Aug. 5, 2017 – the colonial parish of George Washington, George Mason and others, and the final resting place of **five** Patriots of the Revolution. I also hope this will be a joint project with the Society of the War of 1812 and the C.A.R. – more on that in about a month. The event at Pohick will also be a presidential initiative.\*  
*Chairmen: Mike Lyman and Paul Walden.*
- C. A marker to draw attention to the **Unmarked British Graves at Yorktown**, to be dedicated on September 16, 2017, following the Semi-Annual Meeting luncheon.\*  
*Chairman: Ken Wood.*

## III. Membership and Retention

- A. **Lands' End Business Outfitters Storefront** – Show your Virginia SAR pride! Using the link below, you can order a variety of Lands' End items with an embroidered, stylized logo based on the Virginia SAR seal.  
<https://business.landsend.com/store/virginiasar/>
- B. **Proposed Virginia SAR 2018 Chapter Operations Grant Program** – chapters that achieve a net increase in membership (not including re-instated members or in-state dual members) by the end of 2017 of 10-24%, 25-49%, 50-99% or 100%, will receive a grant to enhance 2018 chapter operations equivalent to 10%, 25%, 50% or 100%, respectively, of the standard (i.e., not including the 2020 Congress assessment) Virginia SAR dues paid for 2017 in 2016. All calculations will be based on Virginia SAR membership data.
- C. **Elam Baptist Church** – Recruit eligible members and charter Virginia's first predominantly African-American SAR chapter. Whether the chartering ceremony occurs this year or next, attendance by representatives of all chapters will be encouraged.\*  
*Chairmen: Joe Dooley and Pat Kelly; Vice Chairmen Bruce Meyer and Harley Stewart.*

\* Chapters participating in or contributing to these initiatives will receive points on the 2017 Virginia Americanism report.