

# Virginia SAR Initiatives 2021-22: Lift Your Voice

## Vision Statement

*Build our brand in the public square so that we are highly regarded for the principles we affirm, recognized as leaders in the communities we serve and widely known for our educational, historical and patriotic mission.*

### Four primary programs of emphasis:

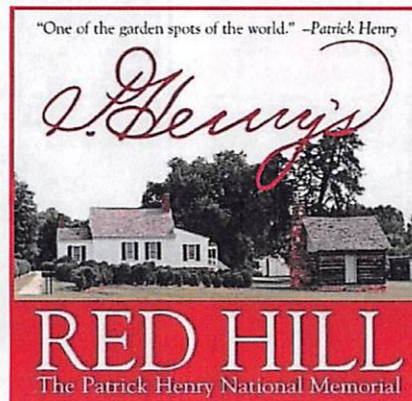
1. **Youth Education** - *Chairman: Bruce Meyer, 1<sup>st</sup> Vice President, Youth Activities and Education Chair*
  - A. **Chapters make at least one Patriot Chest presentation to an elementary school**  
*Chairman: Charles Belfield; Vice Chairman: Jim O'Kelley; Wayne Rouse, Awards Committee Chair*
  - B. **Chapters participate in the SAR Elementary School Poster Contest**  
*Chairman: Tom Hamill, Poster Contest*
  - C. **Chapters participate in at least one joint event with a local C.A.R. society**  
*Chairman: Larry McKinley, C.A.R. Liaison Committee*
  - D. **Raise \$30,000 in Support of Youth Programs and Educational Initiatives**  
*Chairman: Rick Elofson, Treasurer*
    - i. **Mark S. Brennan, Jr. Memorial Fund**
    - ii. **Patrick Henry Liberty Trunk Program at Red Hill**
    - iii. **Patrick Henry Leatherwood Project**
2. **Public Service Programs** - *Chairman: Bill Greaf, 3<sup>rd</sup> Vice President, Community Affairs Committee Chair*
  - A. **Chapters develop and sponsor at least one Signature Event in their community**  
*Chairman: Dale Corey, Committee: Ernie Coggins, American Heritage Chair, Tom Roth, Historian*
  - B. **Chapters participate in at least one community public service event**  
*Chairman: Mike Weyler*
  - C. **Chapters present at least one SAR Public Service Medal in the community**  
*Chairman: Bill Collier, Public Safety and Heroism*
  - D. **Commemorate the Life of Patrick Henry**  
*Committee: Eric Monday, Chancellor; Bill Haskins, Richmond SAR; Ken Bonner, Color Guard*
  - E. **Honor our Patriot Ancestors – Bill Schwetke**
3. **Net Membership Growth** - *Chairman: Ernie Coggins, 2<sup>nd</sup> Vice President, Membership Committee Chair*
  - A. **Recharter the Patrick Henry Chapter at Red Hill**  
*Chairman: Jim O'Kelley, Committee: Wayne Rouse, Bill Haskins, Darrin Schmidt, Kevin Jennings*
  - B. **Implement programs that promote growth through recruiting, retaining and engaging members**  
*Chairman: Ernie Coggins, Membership and Chapter Support Committee*
  - C. **Build member engagement at the Semi-Annual and Annual Meetings**  
*Chairman: Tim Dioquino, Committee: Eric Monday, Gary Hall, David Cook, Wayne Rouse*
4. **Equipping our members to tell our story in the public square** - *Chairman: Tim Dioquino, Asst Secretary*
  - A. **Formation of the new Virginia SAR Public Education Committee**  
*Chairman: Paul Walden Committee: Charles Jameson, Tom Badamo, Charles Belfield, Bill Schwetke*
  - B. **Develop a comprehensive External Relations strategy for the Virginia SAR**  
*Chairman: Bill Schwetke, Council of Past Presidents*
  - C. **Develop comprehensive training in chapter communications**  
*Chairman: Bruce Meyer, Communications Committee Chair*
  - D. **Memorial to William Wirt Henry, Founding President of the Virginia SAR**  
*Chairman: Tom Roth, Historian*

# Lift Your Voice: VASSAR 2021-22 Initiatives

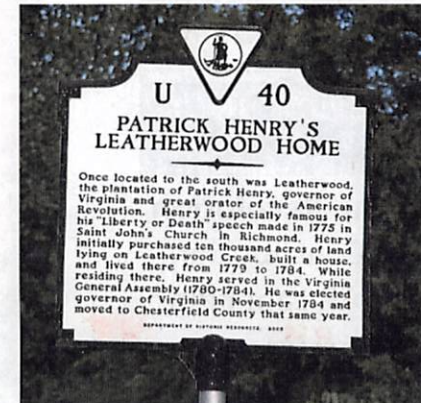
We will lift our voice to raise \$30,000 for Youth Programs and Education Initiatives



**Brennan Memorial Fund**



**Liberty Trunk Program**

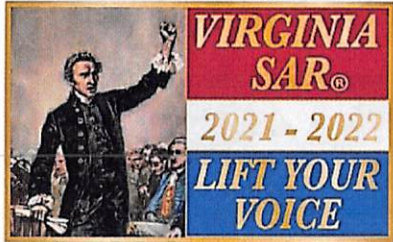


**Patrick Henry's Leatherwood**

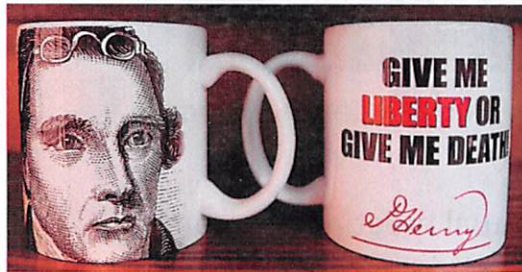
- Chapters earn a streamer for contributions of at least \$1,000
- Individual rewards at various campaign contribution levels and recognition in annual meeting program
- Maximize your campaign contribution through matching challenge grants (\$1 match for \$2 contribution)
  - Matching grant of \$2,500 for the Brennan Memorial Fund provided by the Brennan family (plus 1<sup>st</sup> Virginia credit)
  - Matching grant of \$2,500 for the Red Hill Liberty Trunk program provided by the Thomas family
  - Matching grant of \$5,000 for Patrick Henry's Leatherwood provided by Chancellor Eric Monday
- Make checks payable to Virginia SAR with the *specific initiative name* in the memo line
  - You may list *VASSAR Initiatives* in the memo line for your contribution to be applied equitably across all initiatives
- Send to Treasurer Rick Elofson, 21 Paula Maria Drive, Newport News, VA 23606



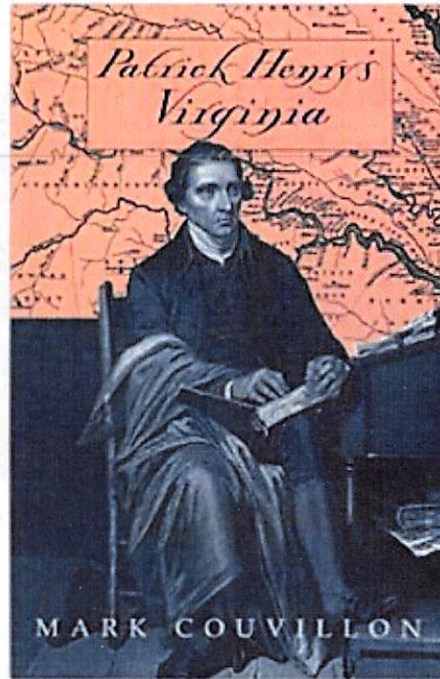
# Virginia SAR 2021-22 Individual Contribution Levels



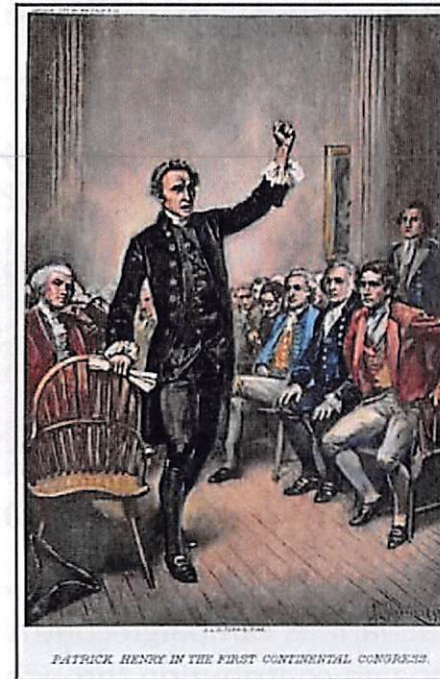
**Voice of the Revolution**  
\$50-\$99 Contribution  
Virginia SAR Lapel Pin



**House of Burgesses**  
\$100-\$249 Contribution  
Give Me Liberty Mug



**Virginia Convention**  
\$250-\$499 Contribution  
Autographed Copy



**Continental Congress**  
\$500-\$999 Contribution  
Giclee Art Print



**Governor**  
\$1,000+ Contribution  
Patrick Henry Bronze Bust

All contributors will be listed in the program of the Virginia SAR annual meeting in 2022