

Where Are We Going and How Do We Get There

It has been too long since we have sought the personal input from our members concerning what we should be doing. That is exactly what we hope to accomplish between now and Congress in Knoxville July 2017. This will allow us, in the next few years, to start to focus on what is important in getting where we want to go. With your help, perhaps we can establish Where we should be going, and use this focus to determine How we will get to those goals.

What do you say to someone who asks what we do? **What is our Mission?** It should be very short. Does “*Perpetuate the lives and sacrifices of the Patriots who gave us this free Constitutional Republic*” satisfy your idea of our Mission? Would a **Vision** be “*to achieve our mission through genealogy, history, education, and patriotism*”? We have as many definitions as members, and should have a statement that is consistent and as memorable as our pledges so the answer to the simple question “What is it that we do?” can be easily answered.

As our SAR has grown over the years and become more structured, we may have sacrificed the personal aspects. We would like to know what you feel is important in the SAR. With this starting point, perhaps together we can begin to affect how we do business to grow our membership in order to reach a much larger market for our Mission, if that is even what we want!

We would like your input for the following questions to narrow a focus in the coming year:

1. Tell us three key values (selling points) we currently have that make joining the SAR worth it
2. Tell us three reasons you joined the SAR
3. Tell us three reasons men decide not to join the SAR
4. Write what you think our Mission and Vision statements should say (no more than 24 words)
(Mission states what we try to accomplish and Vision is how we go about doing the Mission)
5. Tell us three things that you believe we are doing really well
6. Tell us three things that you believe we should change or eliminate
7. Tell us three things that you believe are most important to you or your chapter
8. Tell us three things that all the SAR members should rally behind and be the focus of our resources for the next 3-5 years

Please complete the FREE anonymous survey at <https://goo.gl/forms/oT2fKLk6AmJEI5lq1>

In Fraternity,

Larry T. Guzy

Secretary General 2016-2017