

SUGGESTIONS ON ORGANIZATIONAL IMPROVEMENTS

WEB SITE

- Clearly enunciate the mission and goals of the organization
- Create a "members only" web page
- Include high quality closeup photos of the subjects
- Include a resource list for colonial era resources (clothes, uniforms, hats, equipment, knives, rifles, personal items, etc.)
- Include pictures of models in various colonial era garb for those interested in dressing in accurate clothing
- Include a digital "suggestion box"
- Create a References page, provide high quality pictures of various books and pamphlets, and include purchase information
- Explain the benefits of dual membership (national and local)
- Post organizational documents on the website (i.e. bylaws, marketing plan, membership development plan, etc.)
- Post an extensive listing of books about the revolutionary war, authors, and how to obtain them.
- Post "Patriot Stories" written by members about their ancestors.

MEMBER SERVICES

- Provide message Boards and on-line forums
- Prepare Mentoring Guidelines and assign volunteer mentors to new members
- Meeting locations chosen carefully for aesthetics, proximity to members, etc.
- Develop a membership list that includes email addresses
- Develop and conduct various events for spouses
- Develop and conduct fun, interesting programs for members
- Develop a method to conduct meetings that can be broadcast thru Skype connections, etc.
- Establish a specific person to be liaison to national HQ and to other organizations, with a requirement to provide reports on webpage and at meetings.
- Conduct a member survey of areas of interest, suggestions for improvements, etc.
- Email membership newsletters

MARKETING

- Conduct a "Marketing Summit" and Create a Marketing Plan from the results
 - Target market
 - Attainable membership goals
 - Where are potential members
- Obtain a professional convention booth and banners
- Set up informational booth at other conventions and shows (i.e. coin shows, bottle shows, early colonial memorabilia shows, etc.)
- Participate in "co-branded" shows (partner with other groups or organizations).
- Research notable exhibits and work diligently to develop a memorable portable exhibit of authentic colonial era items, clothing, stamps, coins, cookware, personal items

- Host a colonial era antiques / coins / stamps / clothing / bottle show & sale
- Develop a Saturday morning radio talk show about revolutionary war topics
- Create radio and TV Public Service Announcements (PSAs) inviting the public to various events and ceremonies
- Create a unique coin with stunning design to be used as fund raiser, gift to sponsors, etc.
- Set up displays at libraries, museums, etc.
- Create flyers and pamphlettes promotion membership and revolutionary war understanding
- Develop a "convention how-to" manual that can be used when holding conventions.

MEMBERSHIP GROWTH

- Can you develop a clear and concise response to "what's in it for me ?" typically asked by potential members ?
- Poll current members for new ideas to attract new members and to make membership fun and relevant
- Develop an actual list of membership benefits
- Recruit, train and mentor future leaders
- Can you actually make use of the 52 different digital social media sites out there to promote membership, and interest in revolutionary war history ?
- Can you identify a celebrity, do geneology research to prove revolutionary war ancestry, and work with them to join the organization and promote it ?

OUTREACH

- Develop and conduct school outreach educational program working with history teachers
- Work with regional boy scout leaders to develop a revolutionary war history badge
- Look for corporate / business sponsors to help with public education outreach efforts
- Partner with battlefield State Park Service personnel to host public events
- Work to create videos that can be downloaded for schools and in-home schooling
- Develop regional battle site maps with condensed explanations of each battle
- Create on-line courses in revolutionary war history, battle site explanations, everyday life in the colonies, etc. (partner with state historic society, DAR, etc.)
- Can you provide "non-member" offerings ?

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