

**Lights, Camera,**  
**ACTION** - with  **DAR**  
Daughters of the  
American Revolution®



An Inside Look  
Into Chapter  
Health Assessment

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Susan Metzger  
State Vice Regent – KSDAR

# Lights, Camera, ACTION - with DAR Daughters of the American Revolution®

- Lights – How does your chapter prepare for success?
- Camera – What does your chapter do to have a strong public profile?
- Action – What is your chapter's plan for the future to ensure that your chapter will thrive for years to come?



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American Revolution®



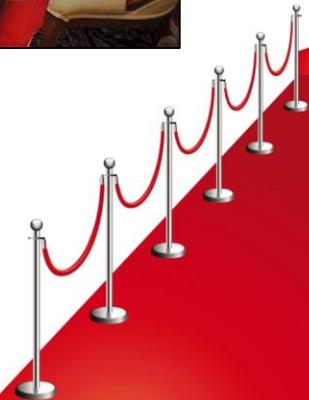
**LIGHTS**  
**CAMERA**  
**ACTION**



# Chapter Meetings

Plan your chapter meetings

- With diversity
- With energy
- With friendship



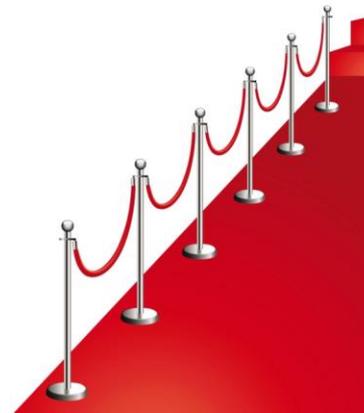
Together  
Everyone  
Achieves  
More



LIGHTS  
CAMERA  
ACTION

# Feeling Valued

*“The more you recognize your members’ specific contributions to the team, the more irreplaceable they’ll feel.”*



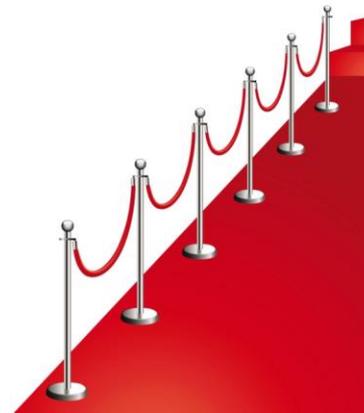
# Chapter Newsletter

- Create a chapter newsletter twice a year to recognize your members' accomplishments both within DAR and in their personal lives.
- Keeping members informed of past event success and upcoming event opportunities allows members to feel connected.



# Stress Relief within a Chapter

- Look for signs of stress within our members.
- Volunteer to help her complete a task when you see she is overloaded.





# Chapter Health Assessment



Chapter \_\_\_\_\_

## Check ALL that apply:

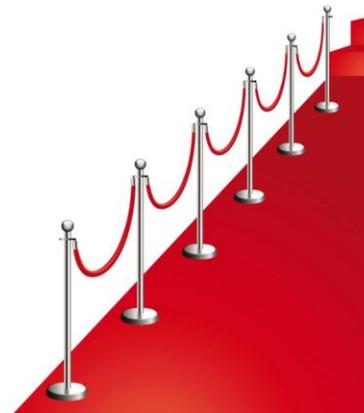
### Lights – How does your chapter prepare for success?

- Our chapter has diverse programs planned for the next year.
- Our leaders present information with enthusiasm.
- Our meetings include a social component to them – time is given for friendships to develop or strengthen.
- Our chapter members are friends with one another.
- Our members volunteer on a regular basis to do tasks within the chapter.
- Our chapter has a newsletter that is published to share success and help the chapter feel connected.
- Our chapter works well as a TEAM with many different people contributing to many different tasks.
- Our leaders have asked all recent new members to be on a committee or help with a project.
- Our members are publically recognized (at a meeting or in a newsletter/email) for their work in the chapter.
- Our members feel respected at chapter meetings.
- Our chapter does not have any current conflict among the members.
- Our members recognize when our leaders are over-taxed and they step-up to help.

# Share your “Lights”

Take 3 minutes to share with those seated at your table one example of how your chapter

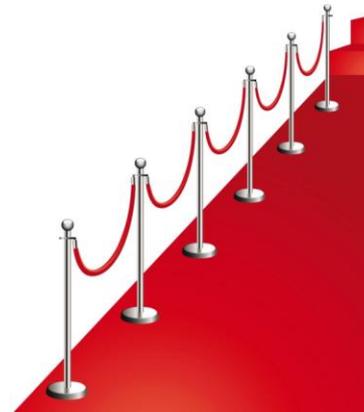
- Builds teamwork
- Prevents conflict, or
  - Reduces stress





*Publicity* is the movement of information with the effect of increasing public awareness of a subject.

**P**UBLICITY



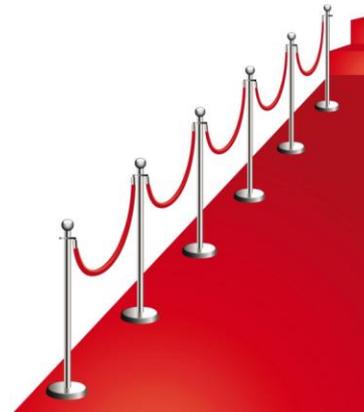
# Ways to Publicize Your Chapter

- Chapter Website
- Social Media
- Chapter Brochure
- Emails to Prospective Members
- Use/Create Promotional Videos
- Radio, TV, Newspaper, Magazines
- Local Events
- Word of Mouth



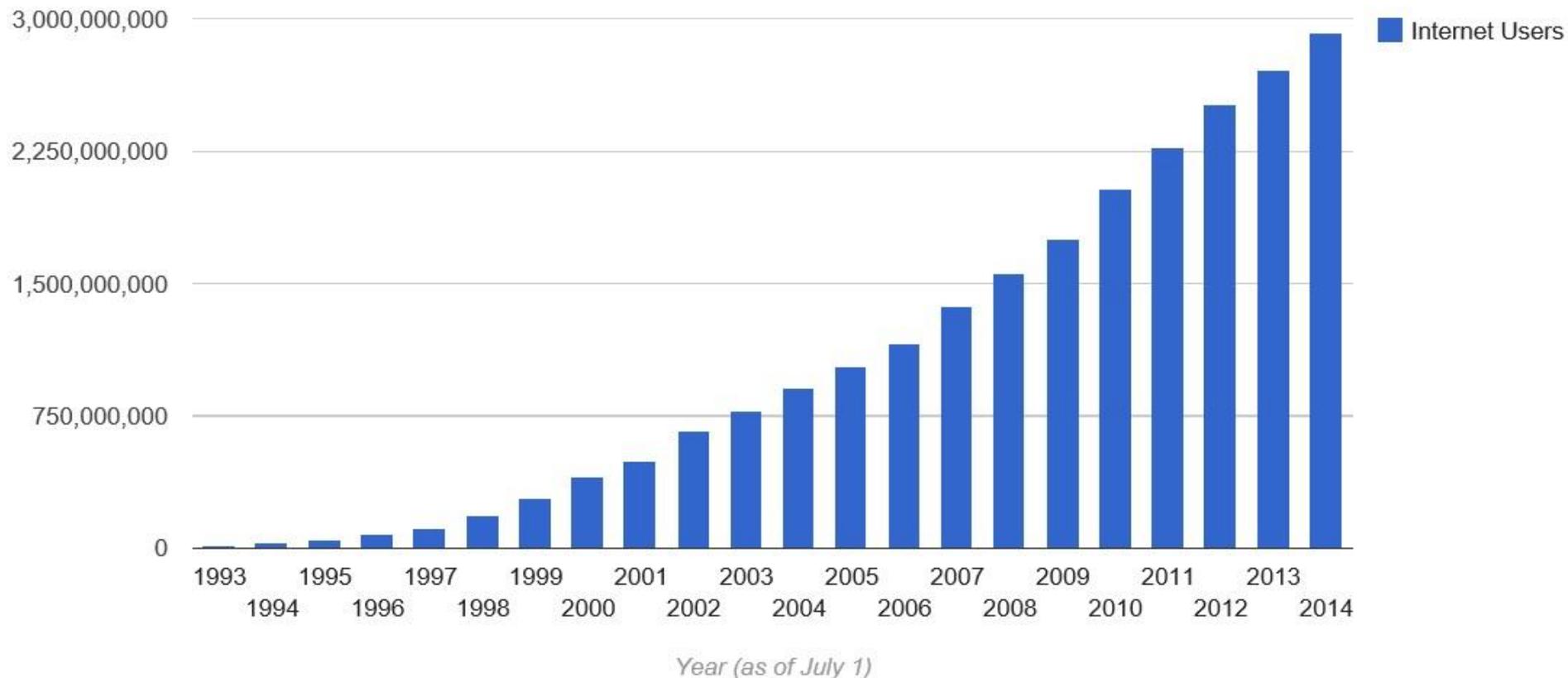
# Where do you turn for information the most?

- A. Library
- B. Encyclopedia
- C. Television
- D. Internet



# Where do you turn for information the most?

Internet Users in the World





# Daughters of the American Revolution Margery Morton Chapter

Non-Profit Organization

Liked

Following

Message



**Timeline**

About

Photos

Events

More



166 people like this

Susan McGettigan Malen and 8 other friends



Invite friends to like this Page

ABOUT



This is the official Facebook Page of the Margery Morton Chapter of the Daughters of the American Revolution. We are a nonprofit, nonpolitical women's...

[READ MORE](#)

[Ask for Daughters of the American Revolution Margery Morton Chapter's website](#)

PHOTOS



Post



Photo / Video

Write something...



Post



## Daughters of the American Revolution Margery Morton Chapter

August 25, 2012 ·

Our DAR Chapter will have a information table 12p-4p at:  
OLD HOME DAY - PETERSHAM MA  
Sunday August 26th

Horticultural Exhibits – Town Hall... [See More](#)

"Being part of the DAR  
has given me a chance  
to appreciate history and find  
its relevance to my life today.  
The friends I have made will  
last a  
lifetime!"

Susan, member  
since 2002



Come along and learn about your  
own history with  
the **Jacob Ferree Chapter**.  
Our members will welcome you  
and share a lifetime of  
friendship and service.

The organization was founded in 1890 with the  
simple mission of promoting historic preserva-  
tion, education and patriotism.

Jacob Ferree Chapter  
Daughters of the American Revolution  
Coraopolis, PA  
<http://www.rootsweb.ancestry.com/~pajfedar/>  
[jacobferreedar@gmail.com](mailto:jacobferreedar@gmail.com)  
(412)249-8942



### Historic Preservation

DAR members participate in an array of projects  
to help preserve our cultural heritage, including:

- Restoring and maintaining historical sites
- Placing monuments to memorialize people and events throughout American history
- Preserving genealogical records, artifacts and historical documents

### Patriotism

DAR Members' love of country is evident in the  
multitude of patriotic endeavors they pursue, in-  
cluding:

- Providing more than 200,000 hours of volun-  
teer time annually to Veterans
- Offering support to America's service per-  
sonnel in current conflicts
- Promoting the Constitution during its official  
celebration week of September 17-23
- Participating in naturalization ceremonies
- Presenting patriotic awards to deserving indi-  
viduals

### Education

DAR members are passionate about educating the  
youth of America and contributing to schools and  
community programs in a variety of ways, including:

- Supporting six schools through chapter and  
member donations of money as well as per-  
sonal time
- Providing scholarships and awards to out-  
standing students throughout the country
- Promoting education and citizenship through  
American history essay contests

# Radio, TV, Newspaper, Magazine

## GOOD NEWS Daughters of the American Revolution Org Sets a Very Patriotic World Record

share this

email



71° Light Rain  
See complete forecast

# Basehor Sentinel

BASEHOR KANSAS

News |

Sports |

Schools

Opinion |

Photos |

Living |

Submit |

Help |

Archive for Wednesday, June 8, 2011

Archive for Wednesday, June 8, 2011

## Daughters of American Revolution planning informational meeting in Basehor



Photo by Lara Hastings. Enlarge photo.

The Basehor Historical Society Museum, 2812 155th St., will open to the public Saturday morning. The building has been fixed up after being donated by the Wiley family in March 2007.

June 8, 2011

Email Post a comment Print

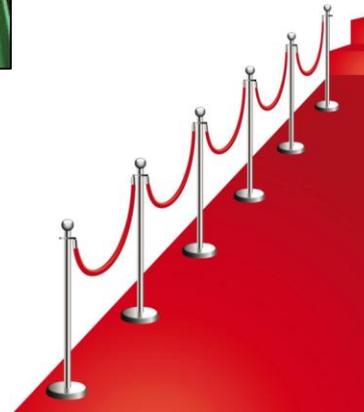
The Basehor Historical Museum Society will sponsor an informational meeting next week about a possible new Basehor-area chapter of the Daughters of the American Revolution.

LIGHTS  
CAMERA  
ACTION

# Local Parades and Events



# Word of Mouth



# Lights, Camera,

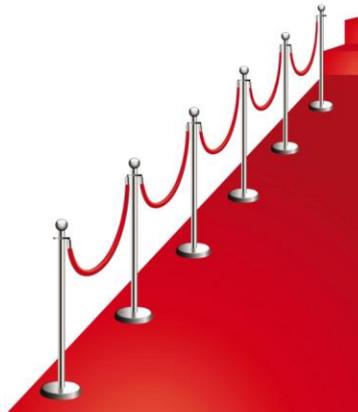
ACTION - with  

## Camera – What does your chapter do to have a strong public profile?

- Our chapter has a chapter website.
- Our chapter website is up to date and has accurate contact information.
- Our chapter has a Facebook public page (not a private group) to promote our chapter to the public.
- Our chapter has a Twitter account to promote our chapter to the public.
- Our chapter has DAR brochures (either created by your chapter or by the NSDAR) on hand to give to prospective members.
- Our chapter has given DAR brochures away to the public in places other than our own chapter meetings.
- Our chapter contacts prospective members in a timely manner.
- Our chapter contacts prospective members to invite them to the next meeting.
- Our chapter provides lineage worksheets to our prospective members.
- Our chapter has a plan to welcome our prospective members at our meetings.
- Our chapter shares links to the NSDAR videos with our prospective members.
- Our chapter actively seeks publicity regarding our chapter in a local newspaper or magazine.
- Our chapter is in the public eye, marching in parades or having a booth at a local event.
- Our members actively recruit women for the DAR that did not request information through NSDAR.

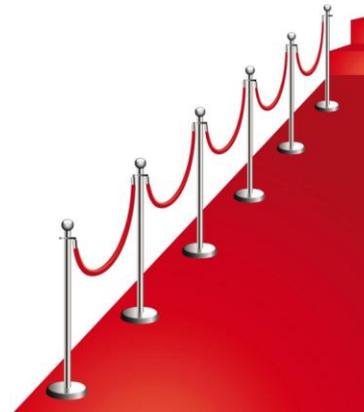
# Share your “Camera”

Take 3 minutes to share with those seated at your table one example of how you **PUBLICIZE** your chapter activities



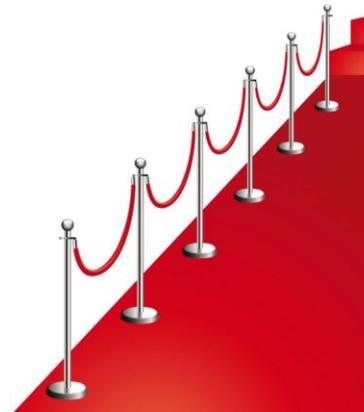


# GAIN Retain TRAIN



# Gain – Put Your Name Out There

- Participate in committees that puts the DAR name out in the public eye
  - JAC: encourage a local elementary classroom to enter
  - Essay Contests: American History and Christopher Columbus
  - DAR Good Citizens
  - Jr. ROTC/ROTC
  - Donate DAR magazines to library



# Gain – New Members

- Ask family members to join
- Ask friends to join
- Ask coworkers to join

...the key is to just “Ask”.



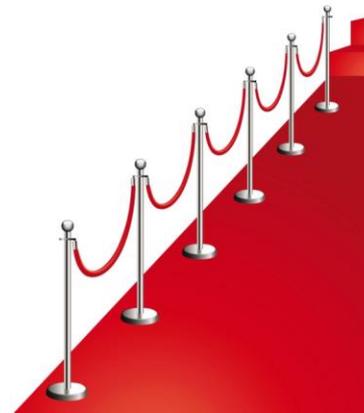
# Gain – Meeting Accessibility

- Choose a day and time that allows the majority of women to attend.
- Make meetings affordable.



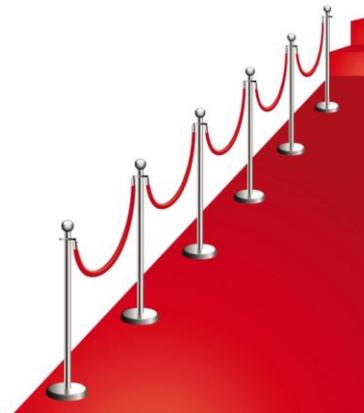
# Gain – Prospective Members

- Use e-Membership for the PMD to keep track of inquiries
- Offer prospective member genealogy workshops
- Assist with research and papers – not everyone is a genealogist



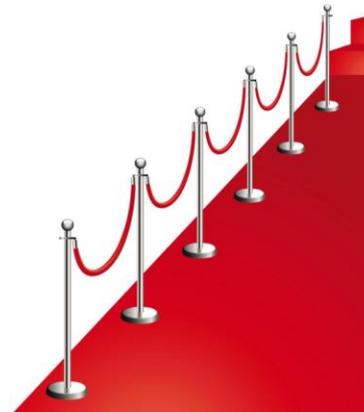
# Train - New Member Orientation

- Offer a DAR 101 class to all your new members once a year
- Assign a mentor for your new members to help them for one year
- Encourage new members to participate in NSDAR new members course



# Train – Get Involved

- Every member can help, whether big or small
- Volunteer for national projects
- Attend local, state, and national events
- Incorporate brief training opportunities into your chapter meetings



# Some DAR 101's for Chapter Minutes

- The DAR Headquarters complex occupies an entire city block near the White House and includes three interconnected buildings with a combined space of 450,000 square feet. Two of the buildings, Memorial Continental Hall (built 1905-1910) and Constitution Hall (built 1929), are Registered National Historic Landmarks
- With a seating capacity of 3,702, DAR Constitution Hall is the largest concert hall in Washington, D.C. Built to hold the annual DAR Continental Congress, Constitution Hall also serves as a public venue when not being used for DAR purposes.
- Since its founding in 1896, the DAR Library has grown into a specialized collection of American genealogical and historical manuscripts and publications, as well as powerful on-site databases. The DAR Library collection contains more than 225,000 books, 10,000 research files, digitized collections of thousands of manuscript items, and special collections on African American, Native American, and women's history, genealogy, and culture. Nearly 30,000 family histories and genealogies comprise a major portion of the book collection, many of which are unique or available in only a few libraries in the country.
- The Administration Building, which connects the other two buildings, houses most of the working offices for the NSDAR staff and Executive Officers. There are more than 150 employees working at DAR Headquarters who perform the day-to-day operations of the National Society
- Founded in 1890 as a repository for family treasures, the DAR Museum has grown into one of the foremost collections of American decorative arts made or used before the Industrial Revolution. Accredited by the American Association of Museums, the collection features more than 30,000 objects.
- The Americana Collection contains approximately 4,000 manuscripts and rare imprints pertaining to Colonial America, the Revolutionary War period, and the Early Republic. This treasury includes items such as letters, diaries, birth and marriage records, military papers, autographs, drawings, and more. Among the holdings is a complete collection of original signatures of the Signers of the Declaration of Independence and the Framers of the United States Constitution.

# Train



Webinars

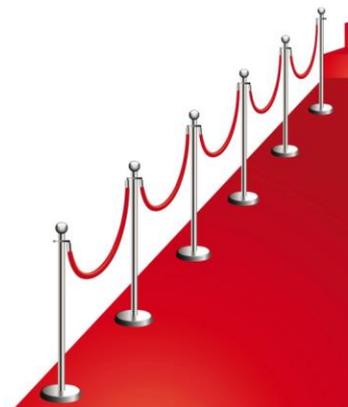
*Certificates Issued of 400 Dollars each* 23

Date	Name	Vol#	Number	Amount
1777	Mr. Adam Babcock	8	1675 0 1672	3200
2	Thomas Chazy	1	1683	400
3	John Perkins	1	1634	400
2	Arnold Wilkesby	27	1635 1711	10800
2	Thomas Chazy	4	1912 175	1600
2	William Smith	3	1716 1715	1200
2	Pierre D'Camp	25	1719 743	10000
3	Edward Ghille	1	1744	400
3	Samuel de Baron	1	1745	400
3	Mary Hathorn	1	1746	400
4	Daniel M. Gaithy	1	1747	400
4	John Palmer	5	1748 1752	2000
4	John Whitney	9	1753 1761	3600
4	John Taylor Key	11	1762 1772	4000
4	Fortigua Vernon	7	1773 1779	2800
5	Rich. Elmer	1	1782	400

Genealogical Education Program (GEP)



New Horizons Course



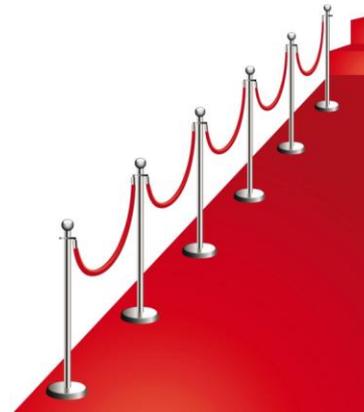
# Retain – Recognition

- Have a formal welcome plan for your new members.
- Recognize membership anniversaries – 10, 20, 25, 30, 40, 50, 60, 65, 70, and 75-year certificates



# Retain – Keep in the Loop

- Send monthly email reminders to the chapter about the upcoming meeting and DAR projects
- Rotate officers and chairmen, giving new people a chance to participate
- Contact members who do not attend meetings anymore



# Retain - Juniors

- Mentor a Junior Member in your chapter
- Nominate a Chapter Outstanding Junior
- Encourage a Junior Member to page at a state or national event
- Personally invite a Junior to attend the next chapter meeting



**Action – What is your chapter's plan for the future to ensure that your chapter will thrive for years to come?****Gain:**

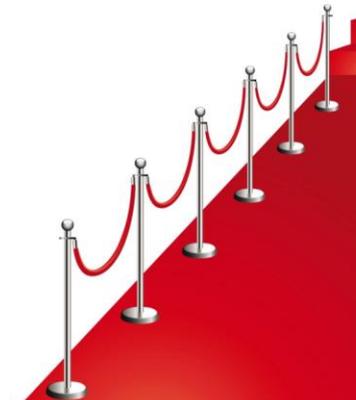
- Our chapter participates in committees that puts our name out in the public such as JAC, DAR Good Citizens, American History or Christopher Columbus Essay Contests, ROTC, etc.
- Our chapter has chapter meetings on Saturdays or in the evenings.
- Our chapter meetings are affordable or at least some of our meetings are affordable.
- Our chapter has had a prospective member attend our chapter meeting in the last 12 months.
- Our chapter has held a genealogical workshop or has met with prospective members to help with applications.
- Our chapter uses the Prospective Member Database (PMD) in e-Membership.
- Our chapter calls all prospective members on the phone at least once to invite them to a meeting.
- Our chapter has an email list for prospective members.
- Our chapter has asked our State Volunteer Genealogist Chair, Lineage Research Chair, Chapter Development and Revitalization Chair, or our State Registrar for help on any application.
- Our chapter has a connection with a local C.A.R. society and encourages our members to enroll their children or grandchildren in the C.A.R.

**Train:**

- Our chapter has a new member packet or new member orientation program.
- Our chapter assigns a mentor for our new members for one year.
- Our members volunteer for national projects such as the Patriot Records Project.
- Our members attend state and national functions.
- Our meetings provide our members with information about the DAR committees, bylaws, or protocol.
- Our members are encouraged to participate in the NSDAR Webinars or view the archived NSDAR Webinars.
- Our members are encouraged to take the NSDAR Genealogical Education Program (GEP) Courses.

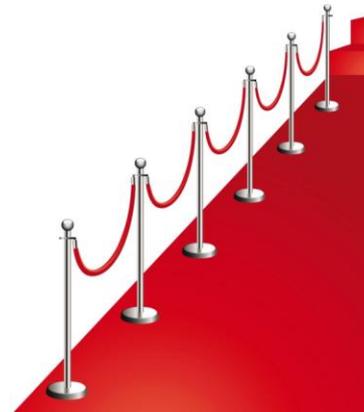
**Retain**

- Our chapter has a formal way to recognize our new members.
- Our chapter recognizes chapter membership anniversaries - 10, 20, 25, 30, 40, 50, 60, 65, 70, and 75-year.
- Our chapter sends monthly email reminders to the chapter about the upcoming meeting and DAR projects.
- Our chapter rotates officers and chairmen, giving new people a chance to participate.
- Our chapter contacts members who do not attend meetings anymore.
- Our members volunteer to take on roles within our chapter.
- Our chapter does service projects at least once a year.
- Our chapter takes field trips at least once a year.
- Our older members mentor our Junior members.
- Our chapter has nominated a Chapter Outstanding Junior for our chapter.
- Our chapter encourages our Junior Members to page at state and national events.
- Our chapter personally invites our chapter Juniors to attend our meetings.
- Our chapter leadership uses e-Membership on a regular basis to conduct chapter business.



# Share your “Action”

Take 3 minutes to share with those seated at your table one example of how your chapter takes action to GAIN, TRAIN and RETAIN members



# Walk the Red Carpet!

A red carpet leads from the foreground towards a stage in the distance. The carpet is flanked on both sides by gold stanchions connected by red ropes, creating a path. The background is a plain white surface.

Create  
your  
chapter's plan for  
a bright future.

# WALK THE RED CARPET!

Set your chapter goals for the coming year.—**Assess** your success at the end of the year.  
**Update and Renew** your goals for the next year.

Look at your *Chapter Health Assessment* to complete this activity.

Chapter \_\_\_\_\_

**Lights:** This represents the way in which your chapter prepares to be in the spotlight. This deals with the planning of meetings, the teamwork involved in planning, the friendships that are made, the way in which you value your members, and the level of stress within your chapter.

1. Strength:

- A. Name one strength your chapter has that you plan to keep strong throughout the next year.
- B. Name one action that your chapter can do to keep that strength.

2. Weakness:  
A. Name one weakness that your chapter has.

- B. Name one action that your chapter can do to work to get rid of that weakness.

**Camera:** This deals with your public profile. Publicity is the movement of information with the effect of increasing public awareness of a subject. Do you use any of the following for publicity:

- Website, social media, chapter brochures, emails to prospective members, promotional videos, print media, local events

1. Strength:

- A. Name one strength your chapter has that you plan to keep strong throughout the next year.
- B. Name one action that your chapter can do to keep that strength.

2. Weakness:

- A. Name one weakness that your chapter has.
- B. Name one action that your chapter can do to work to get rid of that weakness.

**Action:** This represents our chapter's plan for the future. What are we doing to ensure that our chapter will thrive and continue to thrive for years to come? As one famous author wrote, "A goal without a plan is just a wish." Even Benjamin Franklin recognized "By failing to prepare, you are preparing to fail."

- Gain—work with our prospective members to gain new members
- Train—educate our members about our organization, giving them the opportunity to be active and grow
- Retain—secure the future of our organization by recognizing member accomplishments and keeping them informed

1. Strength:

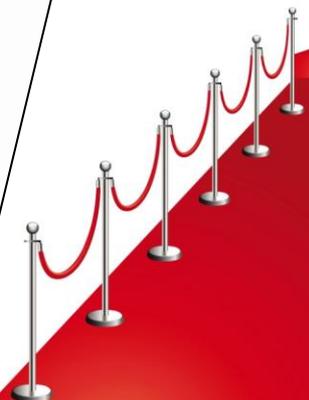
- A. Name one strength your chapter has that you plan to keep strong throughout the next year.
- B. Name one action that your chapter can do to keep that strength.

2. Weakness:

- A. Name one weakness that your chapter has.

- B. Name one action that your chapter can do to work to get rid of that weakness.

"A goal without a plan is just a wish."  
—Antoine de Saint-Exupéry



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# Questions and Discussion

***Susan Metzger***

State Vice Regent

KSDAR

[Susantelee@yahoo.com](mailto:Susantelee@yahoo.com)

