

SONS OF UNION VETERANS OF THE CIVIL WAR

HEADQUARTERS OF THE
DEPARTMENT COMMANDER
Department of Indiana



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Brothers of the Department of Indiana,

It is my goal for each Camp in the Department of Indiana to continue to grow and in order to do that we must adopt a strategy of Recruitment, Retention and Reactivation. This strategy was laid out by Past Department Commander Hutchinson and it is still relevant today. We have recently been successful in adding a new Camp to the Department but there is much more work to be done. In order to succeed, it will require the participation of not just the leadership, but of each Brother in the Order.

Each member of the SUVCW has their own reason for joining. For some, the story of their Civil War ancestor has been passed down from generation to generation. For others, the discovery of an ancestor's service was a surprise and you wanted to document and preserve your family's story. Whatever path you took to become a member of the SUVCW, you are now an ambassador!

Recruitment - Recruitment is the most important thing we can do. Without recruitment, the SUVCW will not continue. As Commander, I ask that each of you invite people to become members of our fraternity. If someone is intimidated about doing the genealogy, let them know they can join first as an Associate and then you can help them work on getting the hereditary information for a full membership later.

Retention - We need to keep the members we have. Make an effort to reach out to Brothers who haven't been to a meeting in awhile and invite them to attend. Make sure your Camp meetings are meaningful, interesting, and most importantly - fun! Get people involved in special projects. Make sure that new members feel like they can contribute something to the group.

Reactivation - Our Camps lose members and we need to understand why. Reaching out could bring some back. If we work on Retention, we wouldn't have to worry so much about Reactivation.

The Ancestor Pool that we in the Sons of Union Veterans of the Civil War have to draw upon is enormous. We should not have any issue finding eligible descendants who qualify for membership. The issue is that we have to give them a compelling reason to join our organization and make sure it is something that they want to be a part of.

I challenge each Brother to invite potential members to the next Camp meeting as well as reaching out to those Brothers who haven't been to a meeting in awhile to make sure they understand they are a valued member of the organization.

Each of us plays a vital role in encouraging others to join the Sons of Union Veterans of the Civil War, and a growing membership will ensure that we thrive for generations to come.

Yours In Fraternity, Charity & Loyalty,



Travis J. LeMaster
Department Commander
Department of Indiana, Sons of Union Veterans of the Civil War

[DEPARTMENT SEAL]

Attested:
Dennis C. Hutchinson, PDC
Secretary - Department of Indiana
Sons of Union Veterans of the Civil War