



DEPARTMENT OF NEW YORK SONS OF UNION VETERANS OF THE CIVIL WAR

DEPARTMENT ORDER #2026-7 #6

Honoring the memory of the Grand Army of the Republic
and the Men from New York who saved the Union 1861-1865.

<http://nysuvcw.org>

CAMPS IMPLEMENT RECRUITMENT & RETENTION STRATEGIES

The Department of NY 143rd Encampment at Ithaca conducted a recruitment/retention workgroup session to brainstorm ways to help the camps to improve recruitment/retention. Most camps are doing some of what is discussed. The following is what resulted from the workgroup session:

1. Set reasonable goals for number of new members per year.
2. Utilize social media to promote the Department and Camps (social media policy on website; <https://nysuvcw.org/wp-content/uploads/2026/01/Department-of-New-Yoek-Social-Media-policy-Final.pdf>).
3. Publicize your events to inform and invite the public.
4. Develop a relationship with the local TV and newspaper reporters.
5. Develop a public relations strategy (now available on our website; <https://nysuvcw.org/wp-content/uploads/2026/01/Department-of-Mew-York-Public-Relation-Strategies-Final.pdf>).
6. Develop prospective member letter (on our website; https://nysuvcw.org/wp-content/uploads/2019/02/ProspectiveMemberLetter_DNY_SUVCW.pdf).
7. Develop new member letter (on our website; https://nysuvcw.org/wp-content/uploads/2019/02/NewMemberLetter_DNY_SUVCW.pdf).

8. Do a Camp recruitment workgroup session. Sample in this Department Order.
9. Do events. Events such as Headstone Dedications, Memorial Day, Living History, School Education, and so forth. Everything needs to be publicized for maximum exposure.
10. Develop recruitment flyers that are inviting and post on social media accounts.
11. Retention was discussed and having the new members involved and engaged in planning and execution of events is critical.
12. The new members should feel welcome and an integral part of the organization.

It is imperative that every Camp and every member is actively engaged in recruitment and retention to help develop the Camp, Department, and National Rolls. Our future depends on this so we can continue to preserve the memories of the Boys in Blue.

RECRUITMENT STRATEGIES/PLANNING



**WHAT ARE OUR
GOALS AND
OBJECTIVES?**



**HOW DO WE ASSESS
RECRUITMENT
PROCESS?**



**WHAT ARE THE
ASSESSMENT
PROCESS?**



**WHAT ARE OUR
RECRUITMENT
SOURCES?**



**WHAT IS OUR
RECRUITMENT
PLAN?**



**HOW DO WE
IMPLEMENT THE
PLAN?**

RECRUITMENT STRATEGIES/PLANNING

**HOW CAN WE
UTILIZE SOCIAL
MEDIA?**

**HOW DO WE
ENGAGE?**

**WHAT TYPE OF
ENGAGEMENTS?**

**HOW DO WE
TRACK
RESULTS?**

AREA OF WORK	ACTIONS	BY WHEN	BY WHO
PREPARATION	CREATE RECRUITMENT PACKAGE		
ADVERTISING	CREATE FLYERS WRITE PRESS RELEASE PLAN SOCIAL MEDIA POSTS WORK WITH LIKE GROUPS		
RECRUITMENT	SEND OUT RECRUITMENT PACKETS CONDUCT EVENTS PUBLICLY (I.E. Living History, Headstone Dedication, Memorial Day And Other Patriotic Holidays, Parades, And SO ON)		
WELCOME PACKAGE	Provide Sponsor Letters Mentor New Members Involve & Engage New Members		

WORKING GROUP IDEAS/INPUTS

Yours in Fraternity, Charity, & Loyalty

//SIGNED//

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ATTESTED BY:

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