



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

### DEPARTMENT ORDER #10R

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>

#### DEPARTMENT OF NEW YORK UNDER 40 WORKING GROUP

Hereby Appoint the DJVC to Chair the under 40 working group.

**The purpose of the under 40 working group is to build a cohort of Brothers under the age of 40 within the Department of New York for the following objectives:**

- 1 Get younger members involved in spearheading projects on the Camp level.
2. Utilize their experience in new media: I.E. Facebook, Instagram to get the Camps and Department's message to wider audiences.
3. Get them interested in taking a leadership role on the Camp and Department level.
4. Retain younger members so that they feel they get something out of membership.
5. Encourage younger members to recruit peers in other groups: I.E. American Legion, VFW, etc to join our organization.

#### **CAMPS RESPONSIBILITIES**

Camps will submit contact information for those members who are under the age of 40 (or reasonably near the age of 40) and above the age of 18 **to DJVC**.

Camps should avoid submitting information for members who have taken no interest in the order: I.E., family members of brothers whose dues are paid by said brother, unless there is an earnest belief that they wish to be more involved **to DJVC**.

Camps with no active members under the age of 40 will self-identify and be marked by Department as in critical need of recruiting efforts

## **DEPARTMENT JVC RESPONSIBILITIES**

Department JVC will coordinate a Zoom Happy Hour for Under 40 brothers to meet each other and discuss their level of involvement in the order and what they want to get out of it.

Department JVC will share best practices for social media development and for camp projects.

Department JVC will work towards promoting in person events hopefully increasing younger brothers' involvement in Encampment.

## **UNDER 40 WORKING GROUP MISSION STATEMENT**

Members under the age of 40 are the future of the order. An order consisting of 65+ who can only recruit 65+ will not last another 141 years.

Younger members are more likely to move around the state and thus bring the Order to locations where we don't have camps, paving the way for the department to expand.

The fraternal bonds created in this working group will hopefully carry on and strengthen the order as these members become the leaders of tomorrow.

Appealing to younger members can be one of the solutions to some of the problems faced by the order: I.E. Membership numbers, Camp survival and fundraising.

## **LONG TERM PLANNING GOALS**

Establish a document for circulation among department officers noting a "health check" of each camp. Divide Camps into Red, Amber and Green based on the following metrics: **Red sub 20 (this category will include primary dual brothers), Amber 21-49 (this category will include primary dual brothers and dual members secondary camp if in elected or appointed positions), Green 50+ brothers.**

**NOTE: Color codes are for easy identification as an organizational tool to assist DJVC and camps on recruitment priority efforts. The breakdown of Dual Brothers is to avoid double counting for camps in the red category. The intent is to have camps to have membership and leadership not dependent on dual members. This is in no way taking away the extremely important role and support that dual members provide.**

Develop plan of action for recruitment with all Red Camp Commanders individually.

Provide location and reason for folding for Camps in recent memory.

Camps will survey their area of coverage and provide names and contact information for Civil War oriented groups outside of the Allied Orders for the purposes of establishing a working relationship I.E. Civil War Roundtables, local museums, and reenacting groups.

Our success will be on the Under 40 Working Group capability and commitment to develop and implement an active recruitment/retention program to attract the younger generation.

Yours in Fraternity, Charity, & Loyalty

//SIGNED//

Jeffrey I. French, PDC (CH), PCC

NY Department Commander.

ATTESTED BY:

Robert Pugsley

NY Department Secretary