

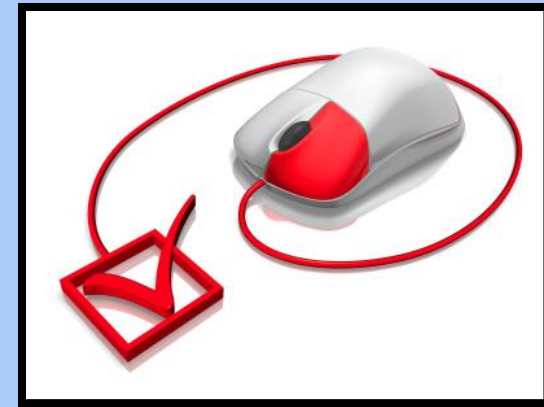
SURVEY RESULTS OF OUR MEMBERSHIP



WHAT HAVE
OUR
STAKEHOLDERS
TOLD US?



FINDINGS FROM ONLINE SURVEY



COMPONENTS OF QUALITY

Statement Rated	Total Mean	Relative Rank
Importance of preserving and passing on the historic significance of Civil War heroes to the next generation.	4.11	1
General image / reputation of the Sons of the Union Veterans of the Civil War.	3.85	2
Leadership of the Commander-in-Chief and Council of Administration (visionary, supportive, active).	3.65	3
The need for SUCVW to raise funds to support programs and scholarships.	3.59	4
My overall evaluation of the SUCVW.	3.56	5

COMPONENTS OF QUALITY

Statement Rated	Total Mean	Relative Rank
Communication & synergy between National HQ and Departments and Camps.	3.39	6
The quality of educational resources and tools produced and distributed by the SUCVW.	3.28	7
Benefits of SUCVW to national and local entities.	3.14	8
External communication to the public about SUCVW and its preservation and education efforts.	2.67	9
Understanding of the SUCVW's mission among the general public (non-members).	2.24	10

STRATEGIC PRIORITIES

IMPORTANCE OF ADDRESSING IN THE NEXT PLANNING CYCLE	MEAN	RANK
Raising visibility and awareness of the work of SUVCW both nationally and locally.	4.42	1
Increasing membership numbers.	4.36	2
Implementing well-designed strategic and development plans to guide us in the next 3-5 years.	4.17	3

STRATEGIC PRIORITIES

IMPORTANCE OF ADDRESSING IN THE NEXT PLANNING CYCLE	MEAN	RANK
Engaging more partners / sponsors in our work.	3.92	4
Raising philanthropic support to fund ongoing programs, scholarships and education.	3.84	5



COMMENTS – OPEN ENDED QUESTIONS



STRENGTHS OF THE SONS OF UNION VETERANS (SUVCW)

1. Historical Education & Preservation / Mission (64)

- ◆ *“Keeping the memory of the Boys in Blue alive.”*
- ◆ *“Remind the public of what both sides fought for.”*
- ◆ *“Commitment to history and to remembering those who served.”*

2. Dedication/Fraternity of Members (62)

- ◆ *“Comradeship of like-minded individuals.”*
- ◆ *“A number of very committed men who have the principles of the SUVCW at their heart.”*
- ◆ *“The collective experience and brain trust at the highest levels of our Order.”*



STRENGTHS OF THE SONS OF UNION VETERANS (SUVCW)

3. Promoting Patriotism / Traditions & Ceremonies (25)

- ◆ *“Keeping the Constitution, Declaration of Independence, Patriotism front and center is key as time wears away at their importance.”*
- ◆ *“Commitment to patriotism and celebrating the legacy and heritage of our Union Army ancestors.”*

4. Service Projects / Grave Preservations (21)

- ◆ *“Preservation of Civil War sites, grave sites and monuments are very important objectives.”*
- ◆ *“Assisting in the cleaning and restoration of memorials, headstones.”*

5. Organizational Leadership (20)

- ◆ *“Solid organization with strong structure at National level.”*

WAYS TO IMPROVE THE SONS OF UNION VETERANS (SUVCW)

1. Improve public awareness, image & visibility (80)
 - ◆ *“Not enough time and talent are devoted to communications, events, publicity.”*
 - ◆ *“We are one of the country’s best kept secrets...low profile.”*
 - ◆ *“Mission is unknown or misunderstood, perception is re-enactors.”*
2. Membership growth/engage younger members (62)
 - ◆ *“Not enough members under 40 years of age.”*
 - ◆ *“Viewed as an older organization and lacking viability with younger people.”*
 - ◆ *“90 percent of our members are either inactive or non-participatory in events.”*

WAYS TO IMPROVE THE SONS OF UNION VETERANS (SUVCW)

3. Organizational bureaucracy/leadership/processes(42)
 - ◆ *“SUVCW is painfully slow to decide and act...strong resistance to change.”*
 - ◆ *“Archaic command structure lacking strategic vision.”*
 - ◆ *“Need more leadership training at all levels...top heavy.”*
4. Communication between HQ & camps / Disunity (32)
 - ◆ *“We don’t work together across camp lines.”*
 - ◆ *“Lack of information and details coming from higher up.”*
 - ◆ *“Disunity between members at the state, local and national levels.”*
 - ◆ *“Petty infighting and squabbles have done damage driving out good people”.*

WAYS TO BUILD A FUNDRAISING CULTURE?

① Raise Awareness / Tell our story clearly & often (77)

- ◆ *Educate the public on our purpose... why what we do matters.*
- ◆ *Use many different media channels to boost our visibility (television, social media, website, publications).*
- ◆ *Clearly define our case for support*

② Invest Resources to Prioritize Fundraising, Hire outside counsel, Train Internal Resources (46)

- ◆ *Have all levels of SUVCW leadership be trained in fundraising and promote its importance.*
- ◆ *Hire a development staff member to write grants requests, press releases, build networks.*
- ◆ *Share best practices among Departments and Camps, establish public relations officers at the Camp levels.*

WAYS TO BUILD A FUNDRAISING CULTURE?

③ Build networks / partner w/other organizations (40)

- ◆ *Partner with other groups with a shared mission, like-minded.*
- ◆ *Build partnerships with corporations for funding.*
- ◆ *Build relationships with other Veteran groups and other nonprofits.*

④ Make giving more “user-friendly” / Prioritize it (21)

- ◆ *Achieve 501c3 status for all camps, (not just National level).*
- ◆ *Make giving easier on the website...seek gifts regularly...*
- ◆ *Be more creative and assertive in fundraising...use multiple methods...don't be afraid to ask...particularly with major donors.*
- ◆ *Create and implement fundraising procedures and expectations that are consistent across the organization.*

WHAT PRIORITIES SHOULD BE ADDRESSED IN THE NEXT 3-5 YEARS?

1. Grow our membership and increase retention (126)

- ◆ *Be more inclusive...diversify our membership*
- ◆ *Be more aggressive in recruiting efforts.*
- ◆ *Camps need resources to attract new members we must begin/increase fundraising to do that.*

2. Build public awareness & raise visibility of SUVCW (74)

- ◆ *Make the public more aware of our mission; revisit it.*
- ◆ *Hereditary research and genealogy are growing fields of interest.*
- ◆ *Create a case, start an awareness campaign and use multiple means to communicate our story and raise funds...make the organization more relevant and sustaining support will follow.*

WHAT PRIORITIES SHOULD BE ADDRESSED IN THE NEXT 3-5 YEARS?

3. Strengthen the Educational & Historic Preservation Components (60)

- ◆ *Add a “for schools” page on our website with resources to teach historical facts.*
- ◆ *Build the general public’s knowledge about the Civil War Era.*
- ◆ *Continue our efforts in upkeep of tombstones and monuments.*

4. Assess organizational structure, policies and build sustainability (52)

- ◆ *More leadership training of officers at all levels.*
- ◆ *Improve and expedite administrative procedures.*
- ◆ *Improve communication between National / Department /Camps.*
- ◆ *Implement fundraising plan, training and policies that are consistent throughout the organization.*