SURVEY RESULTS OF OUR MEMBERSHIP
WHAT HAVE OUR STAKEHOLDERS TOLD US?
FINDINGS FROM ONLINE SURVEY
<table>
<thead>
<tr>
<th>Statement Rated</th>
<th>Total Mean</th>
<th>Relative Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Importance of preserving and passing on the historic significance of Civil War heroes to the next generation.</td>
<td>4.11</td>
<td>1</td>
</tr>
<tr>
<td>General image / reputation of the Sons of the Union Veterans of the Civil War.</td>
<td>3.85</td>
<td>2</td>
</tr>
<tr>
<td>Leadership of the Commander-in-Chief and Council of Administration (visionary, supportive, active).</td>
<td>3.65</td>
<td>3</td>
</tr>
<tr>
<td>The need for SUVCW to raise funds to support programs and scholarships.</td>
<td>3.59</td>
<td>4</td>
</tr>
<tr>
<td>My overall evaluation of the SUVCW.</td>
<td>3.56</td>
<td>5</td>
</tr>
<tr>
<td>Statement Rated</td>
<td>Total Mean</td>
<td>Relative Rank</td>
</tr>
<tr>
<td>--------------------------------------------------------------------------------</td>
<td>------------</td>
<td>---------------</td>
</tr>
<tr>
<td>Communication &amp; synergy between National HQ and Departments and Camps.</td>
<td>3.39</td>
<td>6</td>
</tr>
<tr>
<td>The quality of educational resources and tools produced and distributed by the SUVCW.</td>
<td>3.28</td>
<td>7</td>
</tr>
<tr>
<td>Benefits of SUVCW to national and local entities.</td>
<td>3.14</td>
<td>8</td>
</tr>
<tr>
<td>External communication to the public about SUVCW and its preservation and education efforts.</td>
<td>2.67</td>
<td>9</td>
</tr>
<tr>
<td>Understanding of the SUVCW’s mission among the general public (non-members).</td>
<td>2.24</td>
<td>10</td>
</tr>
</tbody>
</table>
## STRATEGIC PRIORITIES

<table>
<thead>
<tr>
<th>Importance of Addressing in the Next Planning Cycle</th>
<th>Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Raising visibility and awareness of the work of SUVCW both nationally and locally.</td>
<td>4.42</td>
<td>1</td>
</tr>
<tr>
<td>Increasing membership numbers.</td>
<td>4.36</td>
<td>2</td>
</tr>
<tr>
<td>Implementing well-designed strategic and development plans to guide us in the next 3-5 years.</td>
<td>4.17</td>
<td>3</td>
</tr>
</tbody>
</table>
### STRATEGIC PRIORITIES

#### IMPORTANCE OF ADDRESSING IN THE NEXT PLANNING CYCLE

<table>
<thead>
<tr>
<th>Issue</th>
<th>Mean</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engaging more partners / sponsors in our work.</td>
<td>3.92</td>
<td>4</td>
</tr>
<tr>
<td>Raising philanthropic support to fund ongoing programs, scholarships and education.</td>
<td>3.84</td>
<td>5</td>
</tr>
</tbody>
</table>
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.”
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.
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.