



DEPARTMENT OF THE CHESAPEAKE
SONS OF UNION VETERANS OF THE CIVIL WAR
INCORPORATED BY ACT OF CONGRESS



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DEPARTMENT ADVISORY 2020-2021 #3

TO: Department of the Chesapeake Camp Commanders

DATE: July 15, 2020

FROM: Jay Rarick, Department Commander

SUBJECT: Video Recruitment

Dear Camp Commanders,

You will find enclosed a communication from Bruce D. Frail, PDC, Chairman, National Committee on Promotion and Marketing, SUVCW. The National Headquarters of the SUVCW is endeavoring to produce short promotional videos for marketing purposes and are looking for Sons to volunteer who are within the age range of 20 to 35 or who have been member for 50+ years.

The particulars are spelled out in the attached memo from PDC Frail. Please give it a look over and canvas your Camps to see if anyone is interested in participating. I would highly encourage the Brothers to volunteer as this is another way to promote the order on social media in a respectful and professional way.

If you have anyone in your Camp who is interested in participating I would ask that you pass their contact information on to Aide-de-Camp Andrew Johnson, PCC (IBC #4) at ankeraj2@aol.com or by telephone at (540) 455-5990. Aide-de-Camp Johnson will coordinate the response to PDC Frail at National.

The suspense to National Headquarters is 1 Aug 2020. Please respond to Aide-de-Camp Johnson not later than 25 Jul 2020.

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Dear Brother Department Commanders and Department Secretaries,

8 July 2020

As Chairman of SUVCW's National Committee on Promotion and Marketing, I am pleased to share with you that the Committee is launching an initiative to produce short video recordings of Brothers that will be used as a tool for recruiting new Brothers. I am reaching out to you today to ask for your assistance in identifying Brothers in your Departments who would make appropriate candidates for these videos.

Committee members met this week and agreed that, for the purpose of recruitment and especially recruitment of younger Brothers, emphasis will be placed on producing video recordings of Brothers who fall in the 20 to 35-year-old age range. At the same time, the Committee felt strongly that it is equally important to capture the perspective of Brothers who have been members of SUVCW for 50 or more years. **I am asking that you identify from within your respective Departments Brothers who meet these criteria and who are willing to be interviewed "on-camera" and comfortable doing so. Ideally, we would like to have no more than five Brothers from each Department who meet the criteria of 20 to 35 years of age and as many of the 50+ SUVCW members as possible.**

During the video recordings, which will be conducted in-person where possible and otherwise via online platforms such as Zoom, Brothers will be asked a series of questions by a member of the Committee on Promotion and Marketing. The responses will be video recorded and edited as necessary before the final product is shared by SUVCW on our website, across our social media platforms (Facebook, Instagram, LinkedIn, and Twitter) and ultimately by Departments and Camps in recruitment efforts. The questions that Brothers will be asked will touch on what attracted the Brother to join SUVCW (including for those Brothers who have a Union Army Civil War ancestor questions about the ancestor), what has motivated them to stay involved in SUVCW, etc. The full list of questions will be shared in advance of the interviews.

Once you have identified your list of Brothers, please send me their names, age range (i.e., 20 to 35 or member for 50+ years), email addresses and telephone numbers so that a member of the Committee can reach out to them to schedule the interview. **I ask that you provide this information by the 1st of August 2020.**

Brother Department Commanders, the SUVCW has an unprecedented opportunity to employ modern technology and bring its benefits to bear in the essential business of ensuring the future of our Order. The Promotion and Marketing Committee is counting on you to provide us the voices that we need to make this initiative a success. Thank you in advance for your support.

In F, C & L,
Bruce D. Frail, PDC
Chairman, National Committee on Promotion and Marketing, SUVCW
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