

The mission of the Public Relations and Media Committee is to inform DAR members AND their communities about the historic preservation, education, and patriotic mission and activities of the DAR. The Public Relations & Media Committee is excited to help your chapter tell its story of service and friendship! As our nation prepares for its 250th anniversary in 2026, DAR will receive unprecedented attention and membership interest, which means it's time for us to **SPARKLE!**

Using social media, press coverage, and thoughtfully created brochures and newsletters, your chapter can connect with prospective members and engage with current Daughters in exciting ways. As you document your efforts to **Celebrate Stars & Stripes Forever**, please keep the following administration goals in mind:



- Celebrating our nation's rich history and diversity of experience upon the threshold of America's 250th anniversary.
- Promoting belonging throughout our membership by acknowledging with gratitude and friendship each member and her dedicated service to God, Home, and Country.
- Propelling membership growth by welcoming all descendants of American Patriots while retaining our treasured Daughters.
- Encouraging and supporting projects and service opportunities for every chapter to highlight historic preservation, education, and patriotism in unique, local, and impactful ways.

Your chapter is already sharing in these goals—but you may not be talking about it! That's where the Public Relations & Media Committee comes in. Use the resources provided by this committee to tell your story. And remember that the entire Public Relations & Media team is here to brainstorm ideas and help you overcome obstacles.

Once you've told your story, share your sparkling public relations efforts with your State Chair! We want to recognize effective chapter PR and share it far and wide to inspire our fellow Daughters.

Newspapers, radio, and television aren't your only public relations targets. Strive to make a great impression on everyone in your community. You never know where you'll find your next member, speaker, or donor! Leave copies of your chapter brochure or past issues of the American Spirit magazine at your local historical society, library, historic homes, hair salon or doctor's office. Answer all inquiries promptly.

Helpful Public Relation Sites: <https://www.dar.org/sites/default/files/members/committees/pr/pdf/abc.pdf> DAR logo files
<https://www.dar.org/members/download-graphics/download-dar-logo-files> Useful PR resources
<https://www.dar.org/members/committees/national-committees/public-relations-and-media-committee/effective-media-releases>

I look forward to helping you and your chapter SPARKLE!