



**The Connecticut Society
of the Sons of the American Revolution**

Board of Managers

February 21, 2015

***Campaign to Commemorate Our 125 Year
Legacy***

Campaign Timeline

- Campaign Gift Acceptance Policies (completed)
- Pro Forma Gift Chart, detailing the levels of gifts needed to fulfill \$1,250,000 Campaign goal (completed)
- Case Summary (completed)
- Campaign Cabinet and Honorary Chairs Roles and Responsibilities document (completed)
- Enlistment of members to Campaign Cabinet (completed)
- Enlistment of Campaign Honorary Chairs (continuing)
- 100% Campaign Cabinet financial commitments (secured)
- **100% Board of Managers financial commitments (February-April)**
- Select high net worth donor prospect and foundation financial commitments February-April 2015)
- Announcement of 100% Cabinet and Board of Managers financial commitments (Annual meeting, April 4, 2015)
- CTSSAR membership solicitations (April- October, 2015)
- DAR Chapter and SAR Branch solicitations for both collective and individual commitments
- 70% of Campaign goal attained (\$875,000); launch Campaign “public phase”. (November, 2015 Membership Meeting)
- For the “public phase” of the Campaign, broad-based solicitations including direct response appeals/personal outreach to discreet list of likely prospects, to include but not limited to: (November-October, 2016)
 - National SAR (32,000)
 - CTSSAR (600)
 - The Society of the Cincinnati in the State of Connecticut (400)
 - Former CTSSAR donors (400-500)
 - Zip mailings to include, but not be limited to museum-based towns of East Haddam, Lebanon, New London (number TBD)
- 100% goal of \$1,250,000 fulfilled. Official Campaign Closure and Celebration (November, 2016 Membership Meeting)



February 13, 2015

Dear Members of the CTSSAR Board of Managers:

Over the past several months, we have been busy at work planning our fundraising campaign to commemorate CTSSAR's milestone 125th anniversary. Our opportunity to contribute is vital, as funds raised will be added to the Manross Fund and will be used to endow an important part of our nation's and organization's heritage, namely Governor Trumbull's War Office and Nathan Hale's School Houses. I am happy and encouraged to report to you that, as of this writing, we have raised nearly \$250,000 toward our \$1,250,000 goal. This sum includes my own commitment as well as commitments of our entire Campaign Cabinet.

I am writing now to ask if you will consider supporting the campaign. Because you, as a member of the Board of Managers, represent a leader and primary stakeholder of CTSSAR, I am hoping that you and 100% of your fellow Board members will give favorable consideration to making your commitment now. Please be assured that all funds raised will be designated for the important and critically needed educational programs, as is discussed above and in further detail in the attached writing (Case for Support).

In thinking about the level your gift, please keep in mind that you may extend duration of your pledge for a period of up to five years. Also, should you wish to make your commitment fully or partially through your estate plans, this is an option as well. With this flexibility, I am hoping that you will join me in making your gift in the most generous amount.

Those whose commitments of \$25,000 and above will be recognized as members of the *Jonathan Trumbull Society*, and those whose commitments range from \$10,000-24,999 will be recognized as members of the *Nathan Hale Society*.

I have enclosed the pledge form, which you may complete and return to fellow Cabinet member and CTSSAR Treasurer Dan Benoit either via mail or email. I am hoping that you will make your commitment for the campaign prior to our April 18th Board of Managers meeting. Should you have any questions, please feel free to contact me or our campaign counsel Bob Serow (203.215.8569, rLserow@optonline.net).

Thank you so much for your continuing dedication to our mission and, in advance of your support, to the fulfillment of our campaign.

Sincerely,

Dean

Dean Gaugler

Chair, Campaign Cabinet

Attachments: Case for Support

Pledge Form (**Under separate cover, available at Feb. 21 Board of Managers meeting**)

Campaign Case for Support

For more than 125 years, Connecticut SAR has advanced the ideals that guided the United States' fight for independence: belief in human equality; defense of public and personal liberties; self-sacrifice; and the enduring importance of individual contributions to our greater society.

As we reflect upon our legacy, we have reason for pride. Looking forward, this same idea will continue to define Connecticut SAR's impact on the future.

Our call to action today is to continue the work our predecessors began.

- Our three historic sites and buildings need to be preserved
- Our young people need to learn from history
- Our country needs an enduring connection to the unifying values of its founders

Connecticut SAR has launched a campaign to raise \$1.25 million in endowment funding. This campaign will be our generation's most significant achievement. These funds will

- Support in-house staff to strengthen and expand our education programs around the state
- Relaunch our scholarship and historical research program
- Upgrade our exhibits and public presentations and events
- Ensure the long-term survival of our historic structures
- Raise the public profile of Connecticut SAR and its membership

Connecticut SAR's mission is to ensure that the legacy of the Revolutionary period survives in our state - in scholarship, documentation, and the landscape. By participating, you can express your gratitude for the sacrifices of Revolutionary generation, and love for Americans present and future.

The need is real. The time is now. Together, we can demonstrate greatness and generosity equal to what the organizers of Connecticut SAR envisioned 125 years ago.



CTSSAR Campaign Cabinet

Chair

Dean Gaugler

usasar@optonline.net

Membership

Judi Glover

judiglover@aol.com

Jennie Rehnberg

hcrkhf@aol.com

Charles Riegle

criegle@verizon.net

April Staley

aestaley@comcast.net

Walt Woodward

walt@uconn.edu

Robert Carrara

rcarrara@att.net

Daniel E. Benoit

danielnca@aol.com

Sal Lilienthal

explore@revolutionarybattles.com

David Naumec

djn14@yahoo.com

CTSSAR Property Steward

David Packard

davidpackard@sbcglobal.net

Counsel

Bob Serow

rLserow@optonline.net