

Sons of the American Revolution Vice President General's Report Form

Vice President General's Name: Jonathan Cobb Dickey		
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Filing Date: September 1, 2026	SAR District: Western District	
SAR District Meetings' Dates and Locations (Note that additional paper may be used as required to reply to the following prompts; please include all relevant information deemed necessary. Please put the Vice President General's name and SAR district at the top of each supplemental page and attach them with this form.): Upcoming: - Western District in-person & "hybrid" meeting, November 7, 2026, 2 pm—San Francisco CA (in conjunction with the California SAR's Board of Managers meeting). - Western District in-person & "hybrid" meeting, April 2-4, 2027-- Las Vegas NV (in conjunction with NV SAR annual meeting)		

Number of SAR District Meetings Attended or to be attended: 7 (includes upcoming meetings, and excluding Color Guard appearances)				
State-level Societies	President	Chapters	Annual Meeting	City
1.CA	Randy Dhindsa		April 23-25, 2026	Visalia CA
2.CA	Dale Ross	Gold Country	August 17, 2026	Auburn CA
3.CA	Ronnie Oates	Sacramento	Sept. 19, 2026	Sacramento CA
4.NV	Jim Linscott	Battle Born Patriots	Sept 8, 2026	Reno NV
5.CA	Thomas Silva	Thomas Jefferson	November 21, 2026	Concord CA
6. NV	Jim Linscott	Battle Born Patriots	November 21, 2026	Reno NV
7.CA	John Dedo	San Francisco	October 20, 2026	San Francisco CA
8.				
9.				
10.				

Report on progress or actions by your individual states on executing the following objectives in the 2030 Operational Plan (see plan for more details):

1 B: Increase membership retention to 95% through increased participation in SAR programs at the National, District, State and Local levels by 2030.

In collaboration with VPG David Witter of the Pacific District, we have evaluated retention statistics for the Western District based on data obtained from the SAR Blue Database. District-wide retention percentages for the period 2023-25 are as follows:

2023	88.9%
2024	85.6%
2025	91.8%

The state-specific results in 2025 range from 84% (Hawaii) to 91.8% (Nevada). The Hawaii Society experienced the lowest retention rate during the 3-year period 2023-25 of 71.9% in 2024. Overall, the District experienced a 89.5% retention rate in 2025.

VPG Witter is to be commended for his prodigious effort to create detailed data-driven analyses using the Society's "Blue Database." His work should be a model for state societies everywhere.

1 C: Establish a 3% annual net membership growth by 2028.

In collaboration with VPG David Witter of the Pacific District, we have gathered and analyzed data from the National Society's "Blue Database" from the last 3-4 years. The results for the Western District's three state societies is mixed, but averaging @ 4% membership growth over the period January 2021 to January 2026, with the following details per state:

	<u>1/5 2023</u>	<u>1/4 2026</u>	<u>% increase/decrease</u>
CA SAR	1603	1666	4%
NV SAR	160	183	15%
HI SAR	30	21	- 30%
Totals	1,793	1,870	@ 4%

1 D: Membership Committee, Council of State Presidents: Appeal to the values expressed in the mission statement and core SAR/American values and principles to attract, train, involve, and retain members that aggressively grows our membership by 2030.

Our recent efforts to analyze membership data from the Blue Database and other sources is allowing us to identify weaknesses in the Western District state societies' handling of new applicants, and strengthen the outreach efforts of our registrars at all levels. We are currently addressing systemic weaknesses in the Hawaii Society's handling of inquiries received via sar.org, which show a multi-year trend of applicants not following through and beginning the application process. The District will be asking several registrars from our other two state societies to assist in remediating this problem.

2 A: Commemorate the people, events, and documents of the American Revolution by promoting and growing public engagement in our ceremonies.

Each of our three state societies strive to participate in educational, patriotic and community events and activities as more fully described on the websites and newsletters of the state societies and their chapters. Color Guard activities have been extensive, and many members of the CA Society in particular have received Americanism awards. As examples of our District's community outreach, the Nevada SAR recently sponsored a booth at the 3-day VFW national conference in Reno. The Nevada's Battle Born Patriots chapter also holds a "Signature Event" every Fall, a "Liberty Awards Banquet," honoring the winners of an essay contest for high-school students, with cash awards. The Nevada SAR also has made appearances at community festivals such as the "Mark Twain Days" festival in Carson City, and various events honoring our veterans, such as a recent Vietnam Veterans event at the Nevada State Capitol.

3 A: Grow our Color Guard and the scope of its mission.

The Color Guard units in California and Nevada have been extremely active. An impediment in attracting new Color Guard members is the sizeable cost of uniforms, muskets, and other accessories. We plan to address this issue in the coming year, and explore ways to assist members in acquiring uniforms at a reasonable cost. As for the scope of mission, Western District Color Guard units increasingly have been participating in joint events with DAR and CAR, as well as other organizations such as Scouting America, the American Legion, and other veteran organizations. This coming year, particular emphasis will be placed on youth education, led in many instances by Color Guard units.

The Western District's main focus this coming year will be youth education, increasing our Color Guard activities, and Signature Events. To remind our members of our mission, we have created the following logo:

