



SONS & DAUGHTERS OF
THE VIETNAM WAR

Kickoff Meeting

April 15th, 2021

Agenda

- ❖ Welcome
- ❖ Mission & Purpose
- ❖ Business Plan Overview
 - ❖ Membership
 - ❖ Levels
 - ❖ What Membership Entails at this point
 - ❖ Current membership interest
 - ❖ Blind email communications going forward to protect privacy
- ❖ Leadership Board
- ❖ Benefits of Joining
- ❖ What Sets us Apart
- ❖ Small Groups
- ❖ Social Media
- ❖ What's Next
- ❖ Museum Updates
- ❖ Q&A's



Who Are We?



*Over 200 Interested!
39 Different States
2 Different Countries*



SONS & DAUGHTERS OF
THE VIETNAM WAR

My Father was a combat veteran 1969-1970 of the U.S. Army, First Air Cavalry 1/8th.

My father, Willard G. Coutts, is a naval veteran and was stationed on the USS Hornet

Both my Mother and Father Served...

I am a Gold Star Daughter of USAF CAPT. CARL E. JACKSON, MIA

...my father was a veteran of the Vietnam War. He died 15 years ago from cancer related to his exposure to Agent Orange

My father served in Vietnam from December 1967 through January 1969. He served 7 months with I Field Force and six months as Battalion Commander for the 3/187th of the 101st

My father is a proud Vietnam war veteran. He actively engages with other vets but does so modestly

My father served in Vietnam and along with 2 other former service members wrote a book about defoliant being sprayed in the DMZ



Mission & Purpose

To serve as a historical, patriotic, and non-political international organization dedicated to honoring the legacies of the Vietnam War.

To create a community that connects, supports and advocates for each other.

To maintain and upkeep memorials created to honor the Vietnam War.

To educate and inform those seeking information and history on the Vietnam War.

To work with and support the National Vietnam War Museum in promoting an understanding of the Vietnam War for generations to come.



Business Plan Overview



Membership

While our primary members are Sons and Daughters of the Vietnam War and their families, we also welcome anyone with relatives who served during the war, as well as those wishing to honor Veterans in general by joining our group.

- ❖ **Lineal Members:** For individuals demonstrating lineal descent through birth or adoption from a qualifying Vietnam Veteran.
- ❖ **Collateral:** Annual membership for family members with an aunt, uncle, brother, sister or cousin who served. Proof of service required.
- ❖ **Friends:** Annual membership for those, without a relative serving in Vietnam, who wish to support and participate in the Sons & Daughters of the Vietnam War activities.

Membership Fees for the remainder of 2021 will be \$25 for all levels.
Application is available on website and via Facebook Group.

2021 Membership Includes:

Frameable Certificate (Founding Member)

Commemorative pin.

Access to Speaker Events

Voting Rights

National Membership Number

Name added to Founding Member plaque to display permanently in Museum

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SONS & DAUGHTERS OF
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SONS & DAUGHTERS OF THE VIETNAM WAR
2021 Certificate of Lineal Membership

Katee Girling

and is entitled to all the rights and privileges pertaining thereto

National Number: 001

Admitted: March 31, 2021

Lineal Member: Vic Girling, Sr

State: Minnesota

William Kane

William Kane





Goals & Objectives

Short Term:

- ❖ To establish a group of individuals that will meet bi-monthly as well as smaller group discussions led by a core group of volunteers. We will communicate regularly via email and/or paper newsletter and social media. This group will provide group discussions on advocacy, issues, volunteer opportunities as well as speaker engagements and social engagements. Meetings will be online in the short term. We intend to attract members via word of mouth, social media, museum traffic and website traffic.

Long Term:

- ❖ To establish multiple regional groups within the United States and abroad that meet in person regularly and report up to a National Level. Regional Membership provides benefits such as: "being able to contribute to important service projects, participate in unique social and service-oriented programs within your community, gain valuable leadership experience, and establish a network of contacts in your community and all over the world. Fundraising to create/maintain memorials, To support the National Vietnam War Museum to ensure its longevity.



Revenue and Expense

III. MARKETING SUMMARY

- ❖ A thorough analysis of its revenue sources has been evaluated. At this time, the main source of revenue will be from annual memberships. A secondary source will include printed promotional objects to include shirts/sweatshirts, pens, and other items. All monies collected will be managed by the Vietnam War Museum Board. Financial reports will be available upon request.
- ❖ \$25 Annual Membership for Lineage Members
- ❖ \$25 Non-Lineage Membership

Membership Benefits/Programs and Services

- ❖ Members will have access to member only speaker events (online and in person), voting rights, support and advocacy

IV. FINANCIAL PLAN

12-Month Profit and Loss Projection

- ❖ 2021 Expense: (projected): \$1000 (certificates, mailing expenses, commemorative pins)
 - ❖ Pins = \$300 (100), Certificates + Presentation Folder = \$400, Mailing = \$300
- ❖ Revenue 2021 business (projected): \$2,500 (100 members at \$25 each)
- ❖ Gross reserves for first year (projected): \$1,500.00

Leadership

Full Leadership will not be established until 2022.

- ◆ Membership and voting rights need to be established.
- ◆ National Vietnam War Museum Board will oversee group until official establishment
- ◆ Interim Group Secretary will need to be appointed immediately



Benefits of the Group

Shared Helpful Resources (ie. COVVHA, Scholarships, Agent Orange)	Small Groups (Support, Resource Sharing)	Vietnam War History Programming and Special Events
Raise awareness of the Vietnam War and its Veterans in our Community	Continuing/Supporting the Legacy and Future of the Museum	Building a strong social network
Advocating Awareness of Secondary Post Traumatic Stress Disorder, Agent Orange	Collecting and Preserving the Stories of the Vietnam War	Caring for aging parents using the VA



What sets us apart?

Our foundation is the Museum. We have actual concrete blocks that can be a legacy for generations to come.

Together we can help to preserve the memories and stories and effects of both us and our family member(s) that served alive and available for all to see and hear.

Because we are a founding group, we can mold it however we would like, and address new challenges unique to our everchanging environment.

The plan for the museum is to have multiple buildings. We could play a large role in design of a subsequent building.

We ARE the Sons & the Daughters of the Vietnam War

Small Groups



Get to know our members



Discuss direction of group



Ideas for future
events/speakers/webinars

Social Media

- ◊ Facebook Group
 - ◊ Message the group if you are interested in becoming an admin.
 - ◊ Also make sure like the Museum Facebook page
- ◊ Website
 - ◊ We will have meeting notes, announcements, application and any other relevant information available on the National Vietnam War Museum website under “Sons and Daughters Group”
- ◊ Other Social Media
 - ◊ Thoughts on joining Twitter, Instagram?



What's Next?

Future Meetings:

Every other month on the 2nd Thursday. June, August, October, December 2021

Small group meetings

Archival Stories:

Looking for someone to take the lead in starting to collect the stories of our members Veteran and putting together to post to our website and/or for display in the museum. Stories can be collected via text, photos, videos, etc.

Small Group Leaders:

Looking for 3-5 people willing to lead small group discussions. All leaders will meet prior to their small group and after to debrief.

Speakers:

I am currently looking to book 1-2 online events for our group. Please send any topics that you would like to present and a short description and or if you have a contact that has experience or knowledge relevant to our group.

Museum Update

The elevator is almost finished. Electricity and water are in, bathrooms work, painting is done inside and out. The museum logo is installed on the front of the building and the front porch cover is complete. The parking construction has been started. The art gallery is completed except for hanging the art and we are working on that. The helicopter (OH-23) is in the building ready for viewing. The quilt shadow box is nearing completion. Display cases are in and parked where they belong and we're waiting for a subcontractor to show up and set up all the displays.

We have heat and air conditioning; a replica of the Resolute desk is in the Oval office and there is a chair for you to sit in at the desk.



Confidential

What do we need?



WRITERS –
MUSEUM
NEWSLETTER



VIRTUAL
SPEAKERS



SMALL GROUP
LEADERS



EMAILS (OTHER
CONTACT INFO)

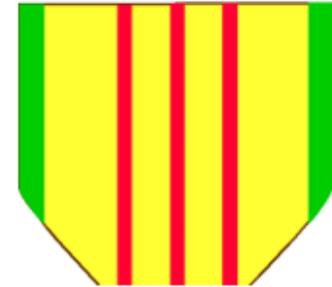


Questions

My Contact Info

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