

## DAR Magazine

### American Spirit & Daughters Newsletter

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#### **National Overall Goals, 2022-2025** **Energize Inspire Delight**

Repurpose American Spirit magazine to energize, inspire, delight, and support members in their DAR volunteer efforts with shorter helpful articles, ample colorful photos, and uplifting graphics.

- Endeavor to use members' reading time more efficiently.
- Create content that reflects the diversity of our membership while uniting and rejoicing in our common bonds of DAR membership and friendship.
- Provide project ideas to assist Daughters as they plan their response to important DAR initiatives like their chapter's Day of Service. Delve into subjects of interest to Daughters not previously covered.
- Publish graphics to condense complex concepts into concise, clear, helpful forms.

#### **Receive Two Periodicals in One Subscription!**

- Every other month, subscribers receive not one but two periodicals—the American Spirit magazine and the Daughters newsletter.
- The American Spirit magazine is an award-winning publication that features well-written and beautifully illustrated stories of interest in a myriad of subjects.
- Subscriptions include the companion Daughters newsletter designed to keep every member up to date on the progress and achievements of the National Society.
- Best of all, your chapter will receive Chapter Achievement Award credit for your paid subscriptions.

#### **How to Subscribe**

**Subscribe online at [www.dar.org/americanspirit](http://www.dar.org/americanspirit) or call 1(866)327-6242**

#### **Give the Gift of American Spirit!**

Did a friend or family member recently join the DAR? Consider gifting them with a subscription to help them become acquainted.

- Chapter regents and DAR Magazine chairs should encourage every member to subscribe to these periodicals that serve to energize, inspire and inform.
- Promote the magazine and newsletter by bringing recent editions to meetings, workshops, and conferences. Urge members to subscribe, renew or resubscribe if time has passed.

- Purchase gift subscriptions for local libraries, schools, senior centers, and other local institutions.
- Visit the link on the right to learn more about the “Friends of American Spirit” pin and other related pins.

## **Submissions to the Daughters Newsletter**

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- Our "With the Chapters" and the reports of "State Activities" are both popular features of the Daughters newsletter, and the submission of articles of interest is encouraged. High-quality photographs, especially those that are action shots, are particularly helpful. One submission per year is accepted, and there is no charge. Submissions are limited to 200 words and may be edited for space, clarity, and style. Simply send your item to [newsletter@dar.org](mailto:newsletter@dar.org).

### Daughters Newsletter Advertising Opportunities & Requirements

#### Chapter Achievement Points are Awarded for Supporting the DAR Magazine

Share your DAR story with members across the nation by advertising in the Daughters newsletter. Seize this chance to promote your community involvement, honor your devoted Daughters, or relate the history of your part of the country with an engaging, informative, and attractive ad that will be read and enjoyed by thousands of members across the country.

**Newsletter advertising contributions qualify chapters for Chapter Achievement Award credit. Remember that chapters submitting just \$40 worth of ad support or donations to the Daughters newsletter are eligible for 25 points worth of Chapter Achievement Award credit.**

An advertising allocation program helps balance the number of pages and income associated with each issue, and a state schedule is posted online and in most editions. [Click here](#) to view the state schedule. This is critically important if we are to keep expenses manageable to ensure the publications' future viability. Nine states are assigned per issue, and each of those states has an initial allocation of six full pages. However, additional pages can be requested, and will be distributed as each individual issue is planned if they become available. For this reason, it is critical that DAR Magazine state chairs work closely with the DAR Magazine Office to seize additional opportunities for possible increased advertising space.