

Auxiliary to Sons of Union Veterans of the Civil War
Eliza Hudnall Auxiliary 13 – Recommendation #1

The Eliza Hudnall Auxiliary-at-Large 13, Florida, submits to the National Organization the following recommendation for consideration at the 2026 National Encampment in Gettysburg, PA

WHEREAS, effective communication between the National Organization and its membership is essential to promote engagement, disseminate timely information, support organizational initiatives and foster transparency; and

WHEREAS, the current communication methods do not promote the most efficient means of reaching the membership consistently and tracking communication effectiveness; and

WHEREAS, digital and email marketing platforms, such as *Constant Contact* offer features including mass email distribution, contact management, event promotion, automated communications and reporting analytics that can enhance member outreach and engagement; and

WHEREAS, the use of a centralized digital and email marketing platform may improve consistency, professionalism, and reliability of communications distributed by the National Organization;

THEREFORE, Eliza Hudnall Auxiliary-at-Large RECOMMENDS that a committee be created to evaluate *Constant Contact* and comparable digital and email marketing platforms for official communications with its membership; and that the committee assesses associated costs and benefits to be reported to the National President for her to determine whether this platform meets budgetary constraints and communication efficiency; and for this platform to be initiated, if found appropriate, prior to the 2027 National Encampment.

RATIONALE – As communications such as *The Auxiliary Voice*, General Orders, or Special Orders are posted on the National website there is no notice to the membership of their posting. An email from a digital and email marketing platform to the membership, alerting a Sister to the posting of these communication documents, would be a great aid to our Sisters. This will also help to keep the Sisters current with the most up-to-date information. This platform can also be used by the National Officers (ex. President or Secretary) to alert the membership to important information throughout the year.

ADMINISTRATION – The administration, sending of communications and updating of Sister emails can be maintained by the National Webmaster or another Sister appointed by the National President as National Communication Officer.

COST – The cost is based on how many emails are registered on the platform. Currently our national membership is approximately 500. Therefore, the annual cost would be approximately \$250.00. They offer prepay and non-profit discounts.

In Fraternity, Charity and Loyalty
Rebekah Thomas, President
Ellen Higgins, Secretary/Treasurer