

October Patriotic Instruction

Brothers,

It is time for the most wonderful time of the year, that is right Halloween! This month, as well as with November and December, we have a unique opportunity to reach out and touch our community in a way that would not be considered traditional to the SUVCW. Just by looking at our calendars one can see three dates, and one range of dates, that fall on our calendar that one would not consider Patriotic in nature. Those are Thanksgiving, Chanukah, Christmas, and you guessed it Halloween. These dates holidays are all things that we can tie into as an organization and use to spread the word of our Order and our Patriotic Values.

These events are unique opportunities for us to show, as an Order, that we truly believe that Patriotism starts by supporting our community. By going to events like a Trunk or Treat or hosting a Haunted Lab event, the community sees that we are doing things that will keep their children entertained and out of mischief on a night like Halloween. It will show our neighbors that we care not only about our Ancestors that fought to preserve the Union, but also our future generations. Also, by doing these events they are natural recruiting tools. We can strike up a conversation with families that might not of known who we were as an organization prior to that event.

Many of you may think, well how does this fit into our mission of preserving our ancestors' memories? Quite simply, these events are the foot in the door to reach a different audience. It is then our job, once the foot is in the door, to knock the door down and talk to this new audience about our ancestors and their sacrifice. The next three months have a unique opportunity for us to achieve three goals our organization should always be focusing on: giving back to our communities, preserving the memories of the Union Soldier, Sailor, Marine and Revenue Cuttermen, and openly promoting and recruiting for our Order.

As you all know, I like to give challenges at the end of a lot of instructions. This one is a simple one, find a local Trunk or Treat going on Halloween weekend and see if your Camp or Department can set up at it and pass out candy and during November and December find other unique ways to support our community while preserving our ancestors' memories. I look forward to seeing all your hard work and please feel free to send me pictures, or reports, on all of the outside the box ways your Camp and Department supported your community this holiday season.

In Fraternity Charity and Loyalty,
Br. Ben Frail, PDC

National Patriotic Instructor