



★★★★★ 2024 ★★★★★

DAR Magazine Subscription Contest

Let the Spirit Sparkle in Your Chapter!

- Let the world know about the good works and important mission of the DAR by sharing our amazing publication with as many readers as possible inside and outside the DAR.
- Alleviate misconceptions about who we are and what we do by gifting subscriptions to new DAR members, prospective members, friends, family members, veterans, assisted living residences and American history enthusiasts.
- Celebrate our immense, patriotic love of country where we acknowledge that this Nation is ever evolving with a belief that there are better days ahead for every citizen.
- Celebrate the bounty of America’s natural beauty, its rich history and share in the excitement surrounding our Nation’s upcoming 250th Anniversary.

Contest Specifics

This new contest takes the place of the Spread the *American Spirit* magazine subscription contest. The winning chapter in each chapter membership size category will have had the largest number of subscriptions based on their total membership count as of January 1, 2024, within these categories:



- 0-50 chapter members
- 51-100 chapter members
- 101-150 chapter members
- 151+ chapter members

The subscriptions may be of any type: new subscriptions, renewals or gift subscriptions, one or two years in length. The results will be announced for the first time at the 134th Continental Congress in June 2025 and will be tabulated based on 2024 subscription data and Chapter Achievement Award (CAA) results. These four chapters, one from each chapter membership size category, will each be considered the contest’s National Winners.

What National Winners Win

There will be a total of four national winning chapters, one for each chapter membership size category. The National Winner in each chapter membership size category will be awarded a \$250 DAR Insignia Store gift certificate.

Each of the four winning chapters will be provided with a “National Winner” digital badge for their chapter website and actual badges to wear during the Continental Congress where they are acknowledged as a winning chapter with preferred seating provided during the business session where the subscription contest results are announced.

Chapter members of the four winning chapters will have the opportunity to pose for a photo with the President General and tour the President General’s Reception Room at a predetermined time during that Continental Congress.

During Continental Congress, their chapter name will be placed into a drawing along with the other three winning chapters in their respective chapter member size category. A single chapter name will be pulled from the four chapter names and this one chapter will serve as guest editors of a future issue of *American Spirit* magazine, choosing a subject for one article and providing a favorite recipe with accompanying photos to be included in that issue if that section exists at that time. They will also assist the President General in choosing an issue’s cover, but the President General has the final say as to cover content.

To Be Eligible

To be eligible for the Share the Spirit! DAR Magazine Subscription Contest, a chapter must have accumulated a **minimum of 30 CAA points** under the point system that went into effect in the 2023 Chapter Achievement Planning Guide, Section 6 DAR Magazine/ Newsletter with a **minimum of 30% of chapter members subscribing** including the Chapter Regent. A chapter that is below the mandatory requirement of 12 members will not be eligible for the contest.

BRONZE LEVEL: 31% to 50% of chapter members subscribe.

- Bronze level chapters qualify for Chapter Achievement Award credit.
- All chapter members attending Continental Congress will receive special ribbons to wear.
- The chapter qualifies to receive a digital badge to place on their chapter website.

SILVER LEVEL: 51% to 75% of chapter members subscribe.

- Silver level chapters qualify for Chapter Achievement Award credit.
- All chapter members attending Continental Congress will receive special ribbons to wear.
- The chapter qualifies to receive a digital badge to place on their chapter website.
- Chapter Regents will receive a letter of appreciation from the President General.
- Chapters will be entered into a single drawing (that will include the silver, gold and platinum levels) for a \$250 DAR Insignia Store gift certificate. The winning chapter may use the certificate at its discretion.

GOLD LEVEL: 76% to 95% of chapter members subscribe.

- Gold level chapters qualify for Chapter Achievement Award credit.
- All chapter members attending Continental Congress will receive special ribbons to wear.
- The chapter qualifies to receive a digital badge to place on their chapter website.
- Chapter Regents will receive a letter of appreciation from the President General.
- Chapters will be entered into a single drawing (that will include the silver, gold and platinum levels) for a \$250 DAR Insignia Store gift certificate. The

winning chapter may use the certificate at its discretion.

- Each member of Gold level chapters will receive a 10% discount for a purchase from The DAR Store.

PLATINUM LEVEL: 96% or more of chapter members subscribe.

- Platinum level chapters qualify for Chapter Achievement Award credit.
- All chapter members attending Continental Congress will receive special ribbons to wear.
- The chapter qualifies to receive a digital badge to place on their chapter website.
- Chapter Regents will receive a letter of appreciation from the President General.
- Chapters will be entered into a single drawing (that will include the silver, gold and platinum levels) for a \$250 DAR Insignia Store gift certificate. The winning chapter may use the certificate at its discretion.
- Each member of Platinum level chapters will receive a 10% discount for purchases from the DAR Store and the DAR Museum Shop.
- VIP seating will be provided during the awards presentation at Congress for all attending chapter members.

DON'T MISS OUT ON THIS EXCITING NEW CONTEST!

The Magazine Office must receive all payments by December 31, 2024. You can renew or subscribe to *American Spirit* in various ways:

Online: www.dar.org/americanspirit

Phone: Toll-free (866) 327-6242

Mail payments to:

DAR Magazine Office, 1776 D Street NW,
Washington DC 20006-5303



Platinum, Gold, Silver & Bronze Level Chapter Winners

The National Winners will be determined as mentioned on the adjoining page. There will also be Platinum, Gold, Silver and Bronze level winning chapters and tabulations will be based on the **percentage of subscribers** relative to the official chapter membership count as of January 1. These levels will not be broken down by chapter category membership size. There will likely be multiple chapters achieving any single level. The levels are broken down as follows:

Platinum:
96% or more of chapter members subscribe.

Gold:
76% to 95% of chapter members subscribe.

Silver:
51% to 75% of chapter members subscribe.

Bronze:
31% to 50% of chapter members subscribe.