



Kevin P. Tucker  
Commander-in-Chief  
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**General Order No. 2**  
Series 2025-2026  
14 August, 2025

**Strategic Priorities for the Strengthening and Advancement of the Order**

By the authority vested in me as Commander-in-Chief of the Sons of Union Veterans of the Civil War, and in accordance with our Constitution, Regulations, and longstanding principles, I hereby direct that the following areas of organizational development and engagement be pursued with vigor, unity, and collective purpose during my term of office:

**I. Reinforcement of Fraternity and Fellowship**

1. *Restoration of In-Person Engagement:*  
All Departments and Camps are strongly encouraged to restore, prioritize, and sustain in-person meetings, social gatherings, and ceremonial events. These occasions of physical fellowship are not merely traditions but vital expressions of our fraternal bond and shared mission.
2. *Promotion of Camaraderie:*  
Commanders at all levels are hereby strongly urged to foster an environment of welcome, inclusion, and brotherhood by actively promoting and supporting events that strengthen fraternal ties and bring Brothers into meaningful engagement with one another.

**II. Membership Growth and Retention**

1. *Shared Responsibility for Recruitment:*  
The work of recruitment and retention belongs to every Brother of the Order. I challenge every Brother of this Order to recruit one new Brother before the next National Encampment in Gettysburg. Let each of us extend the hand of welcome to new Brothers and offer them the mentorship, encouragement, and education they deserve.
2. *Leadership Initiatives for Engagement:*  
Department and Camp leadership are hereby directed to develop and implement structured programs that both support the integration of new Brothers and reinforce the sustained involvement of our seasoned members. These programs shall reflect our commitment to lifelong brotherhood and organizational continuity.

**III. Promotion of Public Awareness and Outreach**

1. *Visibility in the Public Sphere:*  
Departments are strongly urged actively seek to raise the visibility of the Order by engaging in public ceremonies, educational initiatives, and commemorative programs, and by establishing a strong presence in civic, historical, and community events.
2. *Utilization of Digital Tools:*  
All Brothers are encouraged to employ digital platforms—including websites, social media, and video content—to share our mission, attract prospective members, and educate the public about our Order and the legacy of the Grand Army of the Republic.

#### **IV. National Connection and Department Visitation**

1. *Notice of Events and Opportunities for Engagement:*  
Departments are respectfully requested to provide the Commander-in-Chief with advance notice of major events, thereby enabling opportunities for representation, fellowship, and fraternal connection.
2. *Commitment to Department Visitation:*  
It is my intent and sincere commitment to visit each Department of the Order during my term, subject to the availability of opportunities and resources. These visits shall serve to affirm our unity and foster meaningful national connection.

#### **V. Modernization and Communication**

1. *Use of the National Website:*  
All Brothers are encouraged to make regular and effective use of the National website as a central resource for governance documents, programmatic tools, and historical materials. Departments and Camps should direct inquiries and communications through this official platform wherever practical.
2. *Maintenance of Department Websites:*  
Departments are hereby ordered to maintain up-to-date, professional, and publicly accessible websites. In cases where a designated Webmaster is unavailable, Department Commanders shall take necessary measures to ensure compliance through alternate means or temporary appointments.
3. *Social Media and Heritage Promotion:*  
All Brothers are encouraged to responsibly and creatively use social media to honor the memory of Union veterans, promote historical education, strengthen member engagement, and expand the reach of our Order. Our story must be told—and told well—in every available medium.
4. *Support and Use of the SUVCW YouTube Channel:*  
All Brothers are encouraged to view, contribute to, and share the content of the SUVCW YouTube channel. This platform exists to visually preserve and promote the mission, activities, and heritage of our Order in a compelling, accessible, and far-reaching manner.

Let this Executive Order stand as both a blueprint for action and a call to unity. Together, let us honor our sacred charge, uphold our principles, and strengthen our bonds—Brother to Brother, Camp to Camp, and Department to Department.

By order of:



Kevin P. Tucker  
Commander-in-Chief  
Sons of Union Veterans of the Civil War

Attested:



James T. Crane  
National Secretary  
Sons of Union Veterans of the Civil War