

KEY CONCEPTS | JUNE 15, 2020



Core Words

Taken together these core words express the essential nature of what we will convey about the Huguenot experience.

- Courage
- Community
- Resilience
- Achievement
- Memory
- Faith

Statements of Relevance and Purpose

What we will achieve (outcomes): The Huguenot Society of SC *shares* the Huguenot experience – a story of faith, courage, achievements and resilience essential to the American story.

How we do our work (strategies): The Huguenot Society of SC conveys the Huguenot experience by leveraging archives, family stories, educational programs and community outreach.

STRATEGIC MESSAGE FRAMEWORK | JUNE 15, 2020



Full Master Messaging

Statement of Relevance

The Huguenot Society of South Carolina (HSSC) shares the Huguenot experience - a story of faith, courage and achievement essential to the history of the United States.

- HSSC educates the general public and empowers individuals of Huguenot descent by preserving and sharing their unique history;
- The work of HSSC is vital to a complete understanding of the history of Charleston, the state of South Carolina and the nation at large;
- Inspired by its multi-generational mission, HSSC identifies individuals and families of Huguenot descent, educates the general public on Huguenot history and preserves records and artifacts of the Huguenot experience.

Statement of Identity

The Huguenot Society of South Carolina (HSSC) honors its forebears by sharing their story, preserving their records and history and contextualizing their experience to today's society.

- Founded more than a century ago to preserve the memory of the French Protestants who immigrated to the New World in search of religious freedom, HSSC educates the general public and serves their descendants;
- Members of HSSC have the honor and the privilege to communicate their identity, share their ancestor's stories and follow their example of community service;
- HSSC engages the public at large through community-building, educational resources and a shared commitment to the American experiment.

Statement of Execution

The Huguenot Society of South Carolina (HSSC) is a hereditary membership organization that educates the general public and empowers individuals of Huguenot descent.

- HSSC researches and shares resources that tell the Huguenot story;
- HSSC maintains genealogical records and grows its membership through verification of Huguenot descent;
- HSSC facilitates opportunities for individuals of Huguenot descent to meet, interact and honor the memory of their forebears.

Statement of Engagement

The Huguenot Society of South Carolina (HSSC) welcomes members with evidence of Huguenot lineage and a commitment to sharing the Huguenot story.

- HSSC encourages individuals of Huguenot descent to share the Huguenot story, to aid in the preservation of its artifacts and culture and participate in the community of fellow descendents;
- HSSC creates life-changing opportunities for its members to understand the past, reconsider the present and work for future generations of Huguenot descendants;

Membership with HSSC is an honor and a privilege bestowed upon to the those that carry the flame of their courageous ancestors.

The HSSC likewise welcomes the partnership of patrons wishing to support its engagement and expand its relevance.