



# Council of Scottish Clans & Associations

*Advancing Scottish Heritage Societies through Service, Education, and Advocacy*

## COSCA Communications Chairman Report for 2025

*Barry Robert (Bart) Forbes*

*December 10, 2025*

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### Overview: January 1, 2025, to December 10, 2025

During 2025, up to December 10, 2025, the Communications Chairman has focused on four major projects: Scottish Connections Fund Application, Tartan Crew: Future of the Scottish Heritage Community, the new COSCA Genealogists Forum, and creating two new online databases that link all the National Trust for Scotland heritage sites with specific clans and families.

These projects are in addition to his usual duties: posting twenty-two (22) public blogs, adding 48 additional Society News items, distributing 12 monthly *COSCA Updates* (which are opened by an average of over 500 people each month), increasing COSCA's audience on social media (23% increase on Facebook and 80% on Instagram), and directly communicating with 69 Scottish heritage societies (sometimes several representatives from the same society), 7 Businesses, 7 Nonprofits, and 49 Individuals.

### A. Public Blogs

During this period, COSCA has published twenty-two (22) blogs:

- 12/1/2025 [Limited Partnership: Clan Societies and the National Trust for Scotland](#)
- 11/17/2025 [Tracking Traffic with Google Analytics](#)
- 10/23/2025 [So What Does the Society Genealogist Do, Anyway?](#)
- 10/21/2025 [Clan MacKenzie Podcast: Ross McEwen on Modern Clan Society Leadership](#)
- 9/27/2025 [COSCA Clan Genealogist Forum Charts a Collaborative Future](#)
- 9/2/2025 [COSCA Youth Survey](#)
- 9/1/2025 [Cape Fear Scottish Memorial Cairn](#)
- 8/31/2025 [Tartan Crew Campaign Launched](#)
- 8/17/2025 [Clan and Family Genealogy Forum Launched](#)
- 7/14/2025 [State of the Clans: William Petrie](#)
- 7/14/2025 [Clan Buchanan Lands Signs](#)
- 6/29/2025 [Mates, Guides, and Genies: AI on Clan Facebook Pages](#)
- 6/28/2025 [Generation Next: The Future of Scottish Heritage](#)
- 5/31/2025 [Artificial Intelligence: Augmenting Your Cultural Heritage Society](#)
- 5/13/2025 [Keeper of the Sporrán: Financial Controls and Investment Strategy](#)
- 4/30/2025 [COSCA Debuts QR Banner to Connect with Clan and Family Societies](#)
- 4/13/2025 [Clan Buchanan GEDMatch Project](#)
- 3/21/2025 [Raising Your Banner: Building Awareness through Paid and Earned Advertising](#)
- 3/9/2025 [Inside the Search for a Chief: Clan Logan Society Holds Candidate Forum for Commander](#)
- 1/28/2025 [Running Smoothly with Standard Operating Procedures](#)
- 1/19/2025 [SNACC 2024: Scottish Heritage Societies: Youth Engagement](#)
- 1/19/2025 [SNACC 2024: Highland Games & Festivals: Challenges & Successes](#)

## B. Clearinghouse

COSCA has added two online databases during this period: 81 clan and heritage sites managed by the National Trust for Scotland and 393 families and clans that have a connection to each of these properties. (See: Appendix A: National Trust for Scotland Heritage Sites.)

These have been added to the COSCA Clearinghouse on the website that also includes twelve (12) other databases: Associations (now 162 up from 161), Chiefs (171), IRS Clan Societies (now 154, up from 153), Clans and Families (344, up from 343), Clans/Families Facebook Pages (152, up from 151), Games (177), Lifetime Memberships (70), Society News (now 212, up from 186), Scholarships (59, up from 58), Surnames (now 11,178), and Scottish Law (33). COSCA now provides a listing of Clan and Family Gatherings in Scotland. Currently, 25 Gatherings are listed.

## C. Society News

Every month, the Communications Chairman scans over 200 Facebook pages and society websites to research news items from clan and family societies, local Scottish heritage associations, and games organizations. As a result, 48 additional [Society News](#) items were posted during this period for a total of 217. (See Appendix B.) This not only keeps COSCA informed of the activities of current and potential members but also demonstrates our keen interest and support of these groups. COSCA now receives news items directly from these organizations. See Appendix B: Society News.

## D. COSCA Updates

In the beginning of each month, the Communications Chairman compiled and distributed an e-mail newsletter called "[COSCA Update](#):"

	<i>Opened</i>	<i>Clicked</i>	<i>Site Sessions</i>
• COSCA Update: December 2025	532	60	61
• COSCA Update: November 2025	555	87	76
• COSCA Update: October 2025	536	77	75
• COSCA Update: September 2025	560	54	66
• COSCA Update: August 2025	557	64	72
• COSCA Update: July 2025	551	93	159
• COSCA Update: June 2025	534	82	157
• COSCA Update: May 2025	513	97	120
• COSCA Update: April 2025	494	64	58
• COSCA Update: March 2025	505	45	70
• COSCA Update: February 2025	503	66	59
• COSCA Update: January 2025	526	91	71

## E. Social Media

During this period, the Communications Chairman wrote and distributed 23 public Facebook posts and 22 Instagram posts. During this period, COSCA had a cumulative reach of over 1,414 on Instagram and over 11,041 on Facebook. The Instagram account now has 437 followers, up from 241 followers in December 2024, an increase of over 80%. COSCA Facebook posts have generated a total of 1,656 followers, up from 1,345 followers in December 2024, an increase of 23%. About 54% of Facebook followers are female. For more details, see Appendix C: COSCA Facebook and Instagram Posts.

## **F. Website Audience**

During all of 2024, the website attracted 23,204 users, 159,740 views, and 273,671 event counts. During this period, the COSCA website attracted 32,709 users (up 41%), 172,005 views (up 8%), and 339,386 event counts (up 24%). The most visited pages were the Surname search page (34,896 views from 8,260 users), Find My Clan (20,898 views from 8,950 users), the Clan Map (15,139 views from 10,288 users), and the COSCA homepage (7,762 views from 4,097 users).

Of the total users, 17,831 (54%) came from organic searches (such as Google), 7,360 (22%) from a direct link (such as the QR code), and 5,804 (18%) were acquired from social media (such as Facebook). See Appendix D: Google Analytics.

## **G. Outreach**

The Communications Chairman has reached out to Scottish heritage societies in several ways. He has donated to or joined nine clan & family societies, specifically those representing Forbes, Stewart, Campbell, Buchanan, Morrison, Irwin, Burnett, Bell, and Logan. He is currently engaged with seven Group Chats: Maclean, Scott, MacQueen, Clans of Scotland, Donnachaidh, Ewing, and Logan. The Chairman of the Clan Irwin Association invited him to participate in its Annual General Meeting on April 26. He presented a brief overview of COSCA Communications Projects from 2024 and an update on current projects. The meeting was very productive for COSCA since two prospective Organizational Members were identified (MacKay and Fiddes), the Treasurer agreed to write a finance blog, a member agreed to participate in the Future Project, and contacts were made regarding a future blog on the involvement of the National Trust for Scotland with clan and family societies. Scottish heritage societies have contributed to the COSCA blogs: Clan Buchanan Society International, Clan MacKenzie Society, Clan MacEwen Society, and Clan Irwin Association.

## **H. National Trust for Scotland**

In November 2025, COSCA researched the perception of the National Trust for Scotland (NTS), National Trust for Scotland Foundation USA (NTS-USA, and the Clan Partnership program. Inquiries were sent to over 250 representatives of 42 clan and family societies that represented the families associated with NTS heritage sites or that were members of the Clan Partnership program at one time. Most of the responses expressed their gratitude to COSCA for compiling the databases of the NTS Clan Heritage Sites and Clan Heritage Sites by Families. Some offered specific comments. These responses were included in the blog “[Limited Partnership: Clan Societies and the National Trust for Scotland](#).” See Appendix E: National Trust for Scotland Research.

## **I. Genealogical Forum**

The Communications Director facilitated the inaugural meeting of the COSCA Genealogist Forum on September 21, 2025. Sean Logan, Genealogist for Clan Logan, and Christine Conlon, Genealogist for Clan Buchanan, approached the Communications Chairman with the idea to create a clan and family society genealogists’ forum. The result was the launch of the forum with a COSCA blog on August 17, 2025, announcing the first Zoom gathering on Sunday, September 21. (See: [Clan and Family Genealogy Forum Launched](#).) Twelve clan and family genealogists participated, and they agreed to have regular communications. (See: [COSCA Clan Genealogist Forum Charts a Collaborative Future](#).) The co-chairs have since created a private Clan Genealogists Facebook group and have begun collecting useful information, such as “Roots for Rookies,” “So What Does the Society Genealogist Do, Anyway?” and “Clan Buchanan Genealogy Research Guidelines.” The group currently has 15 members. (See: <https://www.facebook.com/groups/1158929619451074>.)

## **J. Personal Communication**

Personal communication is critical for building relationships with current and potential members, and with the public. The Communications Chairman personally communicated with individual representatives of:

- 69 Scottish heritage societies (sometimes several representatives from the same society)
- 7 Businesses
- 7 Nonprofits
- 49 Individuals

(See Appendix F: Personal Communications: Scottish Heritage Societies.)

Communications covered these broad topics, excluding follow-ups:

- |                          |    |
|--------------------------|----|
| • Access to Members Only | 8  |
| • Advice & Suggestions   | 24 |
| • Blog Ideas & Follow-up | 17 |
| • Clan/Society Database  | 12 |
| • Donation Offer – items | 4  |
| • Games Database         | 9  |
| • Gathering Database     | 5  |
| • Genealogy Forum        | 7  |
| • General Inquiry        | 16 |
| • Grant – request        | 2  |
| • Membership             | 23 |
| • News                   | 5  |
| • Services – offer       | 9  |
| • Offer or donation      | 4  |
| • Tartan Crew            | 7  |
| • Tartan Day Database    | 3  |

## **K. Scottish Connections Fund Application**

The Director of Communications has converted the “COSCA Leadership Guide” project into the “COSCA Academy for Scottish Heritage Societies” and requested funding from the Scottish Connections Fund 2025 to 2026. Here is the short summary included in the application:

As the pre-eminent nonprofit trade association for Scottish heritage societies in the United States, COSCA will provide multimedia educational courses utilizing print, videoconferencing, and online interactive courses to assist societies in areas of using resources from Scotland.org, tracing genealogy with ScotlandsPeople, partnering with the National Trust for Scotland, planning ancestral tours, engaging people aged 21 to 35, welcoming diversity, increasing gender equity, transitioning leadership to a younger generation, and other modern management topics.

The budget for the project includes:

- New Zoom Business account for up to 300 participants is about £160 per year
- Upgrade Wix Website Management account from current plan (£120 per year) to Premium Core (£260 per year) for a difference of £140
- Printing and drop-shipping COSCA Academy student guide (300 books with 90 pages, soft bound, and spiral binding) is estimated at £9.50 per book for 300 books for a total of £2,850
- Packaging and mailing guides are estimated at £1,850

COSCA will provide £2,800 in matching funds in the form of professional services of Bart Forbes. The completed application was submitted on September 5, 2025, and receipt was confirmed on October 8, 2025. See Appendix G: Scottish Connections Fund 2025 to 2026.

## L. Tartan Crew: Future of the Scottish Heritage Community

As a result of emails sent to over 200 contacts for current Organizational Members, COSCA recruited six individuals for the Future of the Scottish Heritage Community. Each was interviewed and video-recorded from societies representing Irwin, Bruce, Logan, Scott, Forbes, and Oliphant. Based on these discussions and on research on Generation– Z, the Director of Communications developed a marketing strategy that was launched on August 31, 2025. Specifically:

- “Hang” replaces “join,” inviting young people to connect casually rather than commit.
- “Crew” replaces “group,” emphasizing camaraderie and shared identity.
- “Tartan” becomes a catch-all symbol for Scottish pride—representing clans, St. Andrew’s Societies, Highland Games, and diaspora communities alike.

For the logo, lime green and hot pink dominate the color palette - chosen for their popularity among Gen Z audiences. Since authenticity is key, COSCA spokespeople share personal stories of discovering clan connections, highlight inclusive heritage experiences, and speak in their own voice with no scripts and no filters. To capture their attention, COSCA created new accounts on Gen Z’s favorite platforms: TikTok (@Tartan.Crew), Instagram Reels (@Tartan-Crew), and YouTube Shorts (@TartanCrew).


From the interviews, the Communications Chairman created an initial six videos that run less than a minute and are optimized for mobile viewing with captions. Viewers are told to “find your Tartan Crew” on a COSCA webpage that provides links to Highland Games, local organizations, and clan and family societies:

<https://www.cosca.scot/tartancrew>. The current six videos are also accessible on the COSCA website at <https://www.cosca.scot/tartancrewvideos>. See Appendix H: Tartan Crew.

## M. Summary

The Director of Communications was appointed in December 2019. He conducted three surveys in 2020, as part of the research for strategic planning. He wrote the *COSCA Strategic Plan*, which was approved by the COSCA Board of Directors in 2021. In that year, he launched the communications activities based on the communications strategies presented in that report.

	2022	2023	2024	2025
<i>COSCA Update</i> : recipients	204	907	937	1,021
COSCA Website: users	7,670	20,782	23,204	32,709
Society News: total	29	94	147	217
Facebook: Followers	744	1,193	1,345	1,656
Instagram: Followers	0	143	241	437



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# Council of Scottish Clans & Associations

Advancing Scottish Heritage Societies through Service, Education, and Advocacy

[HOME](#)[ABOUT](#)[FIND MY CLAN](#)[GAMES](#)[ASSOCIATIONS](#)[NEWS](#)[BLOGS](#)[MEMBER SERVICES](#)

## CLAN HERITAGE

[SURNAME](#)[CLAN SOCIETIES](#)[CLAN MAP](#)[CHIEFS](#)[HERITAGE SITES](#)[HERITAGE SITE FAMILIES](#)[GATHERINGS](#)

In the evolving landscape of Scottish heritage, the National Trust for Scotland (NTS) is a key player. Clan societies have a unique role to play in preserving and activating the historic sites that once shaped their forebears' lives.

This is a list of all properties owned by the National Trust for Scotland, with the primary link to specific clans and families. Clicking on the link to the site will bring you to a more detailed record with links to all known clans and families through cadet branches or marriage.

Clan Site:	Alloa Tower
Primary:	EARL OF MAR AND KELLIE
Clan Site:	Antonine Wall
Primary:	FORBES (donor)
Clan Site:	Balmacara Estate & Lochalsh Woodland Garden
Primary:	HAMILTON (donor)
Clan Site:	Bannockburn
Primary:	BRUCE
Clan Site:	Black Hill
Primary:	HOWIE (donor)
Clan Site:	Boath Doocot
Primary:	MUIRHEAD (donor)

## Appendix B: Society News

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















- Nov 26, 2025 [The Clan McCord Offers New Historical Fiction Book Based on McCord Heritage](#)
- Nov 19, 2025 [New Report: What Can Y-DNA Analysis Reveal About the Scottish Hay Noble Lineage?](#)
- Nov 2, 2025 [Associated Clan MacLeod Societies Reprints Biography of Dame Flora MacLeod](#)
- Oct 23, 2025 [Clan Hunter Launches New Online Genealogy Database](#)
- Oct 18, 2025 [Thor Ewing Inaugurated as Chief of the Name and Arms of Ewing](#)
- Oct 17, 2025 [Clan Guthrie Releases Original Music Honoring Centuries of Scottish Legacy](#)
- Oct 9, 2025 [Turnbull Clan Association Raises 31% of Funds for Historic Bedrule Kirk](#)
- Oct 2, 2025 [NYC Tartan Week Announces the Passing of Alan Bain](#)
- Oct 1, 2025 [Clan MacDubhsith Announces Search for Commander](#)
- Oct 1, 2025 [Clan Irwin Association Adds Surcharge for Printed Version of Member Newsletter](#)
- Sep 20, 2025 [Court of the Lord Lyon Presents Letters Patent to NHScots](#)
- Aug 31, 2025 [Clan Logan Society International Establishes Charitable Trust in Scotland](#)
- Aug 27, 2025 [Celtic Arts Foundation of Skagit, Washington, Receives \\$5,000 Grant](#)
- Aug 13, 2025 [House of Gordon Grants \\$3,000 to Gordon Highlanders Museum](#)
- Aug 8, 2025 [Turnbull Clan Association Support Critical to Saving Bedrule Kirk](#)
- Aug 4, 2025 [Ewing Family Association Announces Inauguration of Clan Chief John Thor Ewing](#)
- Aug 3, 2025 [Lady Saltoun Featured in Aberdeenshire Press & Journal](#)
- Jul 29, 2025 [Clan MacCallum – Malcolm Society Uses GoFundMe for Scholarship Fund](#)
- Jul 26, 2025 [Clan MacKinnon Society Plans International MacKinnon Day on August 2](#)
- Jul 21, 2025 [Clan MacKenzie Podcast Features Webmaster Jack Jeter](#)
- Jul 12, 2025 [Turnbull Clan Association Announces 2025 Scholarship Recipients](#)
- Jul 1, 2025 [History Scotland Magazine Ceases Publication](#)
- Jun 29, 2025 [Empire Throwing Club Hosts Scottish Games Training Day](#)
- Jun 26, 2025 [St. Andrew's Society of Central Florida Announces 2025 Scholarship Winners](#)
- Jun 6, 2025 [Clan Rose International Offers New Series of "Chat With the Chief"](#)
- Jun 5, 2025 [Clan MacKinnon Society Creates High-Definition 3-D Models of Clan Seats](#)
- May 27, 2025 [Turnbull Clan Association Launches Fundraising Effort to Purchase Bedrule Kirk](#)
- May 21, 2025 [Chicago Scots Announces Performance by Playwright and Actor Sir John McEwen](#)
- May 16, 2025 [Historic Book "Island Clans During Six Centuries" Reprinted](#)
- May 6, 2025 [Search for Unified Name for MacFee, MacAfee, MacDuffie and Other Cognate Families](#)
- May 5, 2025 [The Buchanan Society Celebrates its 300th Anniversary](#)
- Apr 4, 2025 [Clan Logan Society International Announces Selection of Commander-Elect](#)
- Apr 4, 2025 [Guthrie Heritage Organisation Becomes Owner of Guthrie Kirk](#)
- Apr 13, 2025 [Clans and Scottish Societies of Canada \(CASSOC\) now Scots of Canada](#)



























- Apr 6, 2025 [House of Gordon USA Announces 2025 Scholarships](#)
- Apr 5, 2025 [John W. Gunn of Gunn Formally Inaugurated as Chief](#)
- Apr 1, 2025 [Petition Started to “Stop the Sale of Armadale”](#)
- Mar 26, 2025 [Clan Donald Lands Trust to Sell Armadale Castle](#)
- Mar 24, 2025 [Lord Lyon Recognizes New Chief of the Name and Arms of MacEwen.](#)
- Mar 20, 2025 [Clan Mackay Society Scotland Launches Women’s Collective](#)
- Mar 26, 2025 [Clan Forbes Society and Clan Chief in French Documentary on Scotland](#)
- Feb 21, 2025 [Clan MacKinnon Awards Grant to South Skye Community Campus](#)
- Feb 14, 2025 [DNA Analysis of Clan MacLeod Paper Published](#)
- Feb 4, 2025 [ChicagoScots Offers Forum on "Jacobitism and Cultural Memory, 1688-1820"](#)
- Feb 2, 2025 [Clan Logan Society International Genealogist Raises Funds through Marathon](#)
- Jan 26, 2025 [Clan Carmichael USA Opens New Online "Corner Shop"](#)
- Jan 23, 2025 [Chief of Clan Elliot will be 2025 Chief of the Greenville Scottish Games](#)
- Jan 10, 2025 [Lord Lyon Matriculates Arms of Chief of the Name and Arms of Irving of Bonshaw](#)

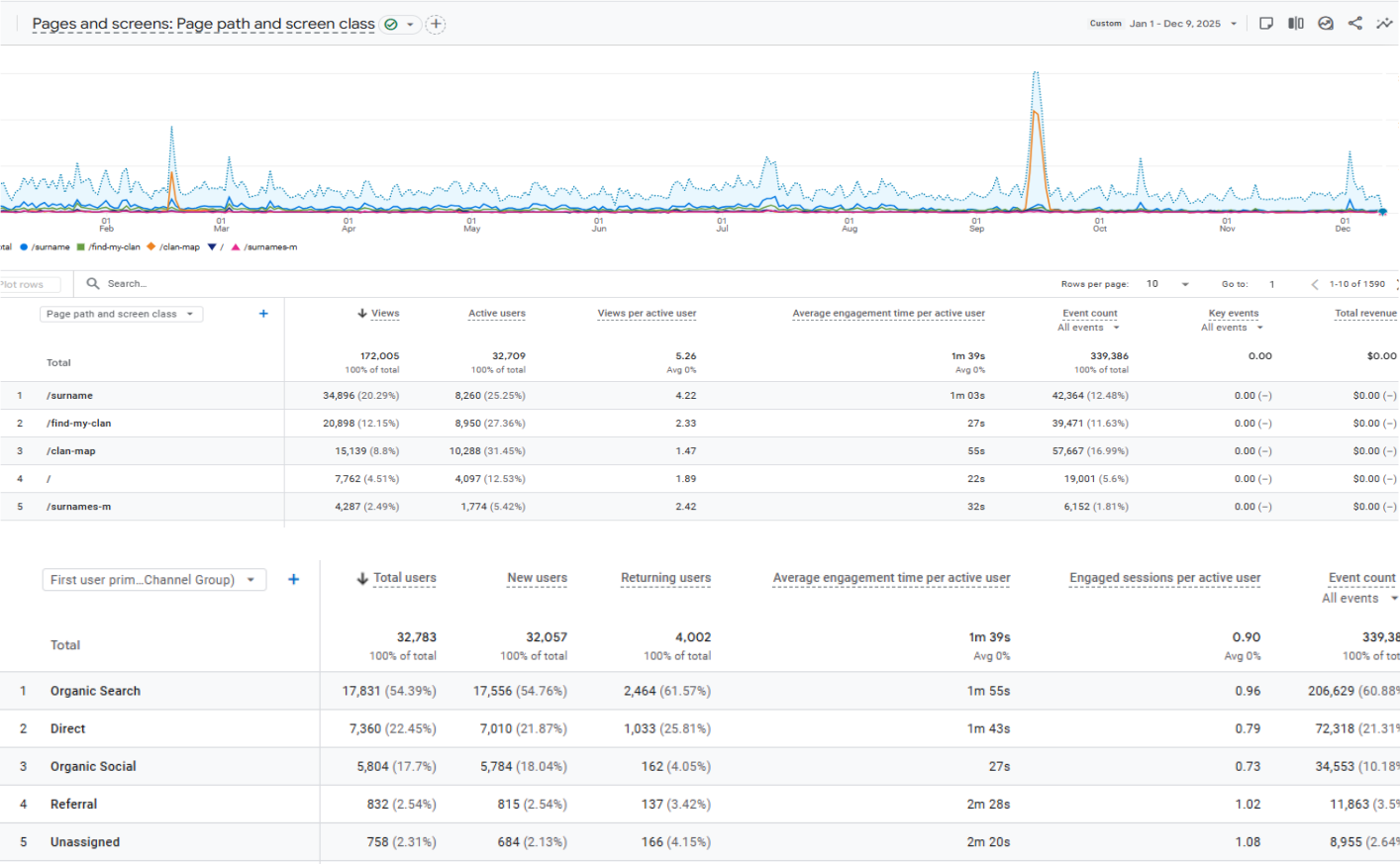


## Appendix C: COSCA Facebook and Instagram Posts

Title	Date published	Reach	Likes and reactions
 Scotland's castles, battlefields, estates, and landscapes are not static relics—they are living archi... Photo · Council of Scottish Clans & Associations	Sat Nov 29, 8:18am	43	1
 Scotland's castles, battlefields, estates, and landscapes are not static relics—they are living archi... Photo · Council of Scottish Clans & Associations	Sat Nov 29, 8:18am	170	5
 Scottish heritage societies are relying more on their social media and websites to attract and to s... Photo · scottishsocieties	Mon Nov 17, 10:44am	33	0
 Scottish heritage societies are relying more on their social media and websites to attract and to s... Photo · Council of Scottish Clans & Associations	Mon Nov 17, 10:44am	76	8
 In the latest episode of the Clan MacKenzie Podcast, Ross McEwen—newly appointed shenacchi... Photo · scottishsocieties	Tue Oct 21, 2:44pm	67	8
 In the latest episode of the Clan MacKenzie Podcast, Ross McEwen—newly appointed shenacchi... Photo · Council of Scottish Clans & Associations	Tue Oct 21, 2:44pm	1.3K	24
 The inaugural meeting of the COSCA Genealogist Forum on September 21, 2025, marked a pivot... Photo · scottishsocieties	Sat Sep 27, 2:33pm	74	2
 The inaugural meeting of the COSCA Genealogist Forum on September 21, 2025, marked a pivot... Photo · Council of Scottish Clans & Associations	Sat Sep 27, 2:33pm	372	12
 The future of Scottish heritage starts now! Baby boomers built an incredible legacy—clan societi... Photo · scottishsocieties	Sat Sep 13, 9:32am	251	13
 The future of Scottish heritage starts now! Baby boomers built an incredible legacy—clan societi... Photo · Council of Scottish Clans & Associations	Sat Sep 13, 9:32am	2.4K	13
 COSCA is flipping the script on heritage outreach with the launch of its bold new media campaig... Photo · scottishsocieties	Mon Sep 1, 11:23am	66	1
 COSCA is flipping the script on heritage outreach with the launch of its bold new media campaig... Photo · Council of Scottish Clans & Associations	Mon Sep 1, 11:23am	256	12
 Are you interested in discussing the duties and responsibilities of a Clan genealogist? Do you wis... Photo · scottishsocieties	Sun Aug 17, 11:13am	64	1
 Are you interested in discussing the duties and responsibilities of a Clan genealogist? Do you wis... Photo · Council of Scottish Clans & Associations	Sun Aug 17, 11:13am	263	12
 Posted today in the Press & Journal in Aberdeenshire: Lady Saltoun: Inside the life of Aberdeens... Council of Scottish Clans & Associations	Sun Aug 3, 8:27am	192	6
 Clan Buchanan Society International is initiating a project for establishing interpretative panels t... Photo · scottishsocieties	Wed Jul 30, 3:50pm	69	2
 Clan Buchanan Society International is initiating a project for establishing interpretative panels t... Photo · Council of Scottish Clans & Associations	Wed Jul 30, 3:50pm	287	16
 Artificial Intelligence (AI) may not have taken over the world (yet), but it's made an initial foray on... Photo · scottishsocieties	Sun Jun 29, 3:58pm	43	0
 Artificial Intelligence (AI) may not have taken over the world (yet), but it's made an initial foray on... Photo · Council of Scottish Clans & Associations	Sun Jun 29, 3:57pm	208	2
 The world is changing -- and "baby boomer" leaders are having an increasingly difficult time adap... Photo · scottishsocieties	Sat Jun 28, 3:29pm	74	4
 The world is changing -- and "baby boomer" leaders are having an increasingly difficult time adap... Photo · Council of Scottish Clans & Associations	Sat Jun 28, 3:29pm	1	0
 The latest edition of the COSCA Update is out! If you are a leader of a clan or family society, a hig... Photo · scottishsocieties	Mon Jun 2, 8:51am	63	5
 The latest edition of the COSCA Update is out! If you are a leader of a clan or family society, a hig... Photo · Council of Scottish Clans & Associations	Mon Jun 2, 8:51am	230	4
 As volunteer leaders of Scottish heritage societies, we are often overwhelmed with trying to acco... Photo · scottishsocieties	Sat May 31, 3:27pm	51	2
 As volunteer leaders of Scottish heritage societies, we are often overwhelmed with trying to acco... Photo · Council of Scottish Clans & Associations	Sat May 31, 3:27pm	197	4
 The evolution of clans has shifted greatly from the need for survival in the Middle Ages. Today, A ... Photo · scottishsocieties	Fri May 23, 3:26pm	147	12
 The evolution of clans has shifted greatly from the need for survival in the Middle Ages. Today, A ... Photo · Council of Scottish Clans & Associations	Fri May 23, 3:26pm	785	22

Title	Date published	Reach	Likes and reactions
 Treasury controls and investment strategy are crucial for Scottish heritage societies because they ... Photo · Council of Scottish Clans & Associations	Wed May 14, 9:41am	17	1
 Treasury controls and investment strategy are crucial for Scottish heritage societies because they ... Photo · Council of Scottish Clans & Associations	Wed May 14, 9:41am	58	2
 Treasury controls and investment strategy are crucial for Scottish heritage societies because they ensure... Photo · Council of Scottish Clans & Associations	Wed May 14, 9:41am	2	1
 At the March 2025 Sherman Celtic Festival and Games in Texas, the Council of Scottish Clans and ... Photo · Council of Scottish Clans & Associations	Wed Apr 30, 2:12pm	79	7
 At the March 2025 Sherman Celtic Festival and Games in Texas, the Council of Scottish Clans and Associ... Photo · Council of Scottish Clans & Associations	Wed Apr 30, 2:12pm	1	0
 At the March 2025 Sherman Celtic Festival and Games in Texas, the Council of Scottish Clans and ... Photo · Council of Scottish Clans & Associations	Wed Apr 30, 2:12pm	256	15
 Clan Buchanan Society International (CBSI) shares their latest genealogical project using GEDmatc... Photo · Council of Scottish Clans & Associations	Sun Apr 13, 11:00am	42	3
 Clan Buchanan Society International (CBSI) shares their latest genealogical project using GEDmatch. Uni... Photo · Council of Scottish Clans & Associations	Sun Apr 13, 11:00am	2	0
 Clan Buchanan Society International (CBSI) shares their latest genealogical project using GEDmatc... Photo · Council of Scottish Clans & Associations	Sun Apr 13, 11:00am	185	4
 This month, COSCA provides advice on building awareness through paid and earned advertising. ... Photo · Council of Scottish Clans & Associations	Wed Mar 26, 3:42pm	46	3
 This month, COSCA provides advice on building awareness through paid and earned advertising. ... Photo · Council of Scottish Clans & Associations	Wed Mar 26, 3:42pm	373	11
 National Tartan Day events are now listed for 2025! See: <a href="https://www.cosca.scot/tartan-day">#scott...</a> Photo · Council of Scottish Clans & Associations	Wed Mar 12, 3:20pm	114	19
 National Tartan Day events are now listed for 2025! See: <a href="https://www.cosca.scot/tartan-day">#scott...</a> Photo · Council of Scottish Clans & Associations	Wed Mar 12, 3:20pm	1	1
 National Tartan Day events are now listed for 2025! See: <a href="https://www.cosca.scot/tartan-day">#scott...</a> Photo · Council of Scottish Clans & Associations	Wed Mar 12, 3:20pm	932	18
 Three candidates for the position of Clan Logan Commander faced a battery of questions from a ... Photo · Council of Scottish Clans & Associations	Sun Mar 9, 10:52am	71	6
 Three candidates for the position of Clan Logan Commander faced a battery of questions from a moder... Photo · Council of Scottish Clans & Associations	Sun Mar 9, 10:52am	1	0
 Three candidates for the position of Clan Logan Commander faced a battery of questions from a ... Photo · Council of Scottish Clans & Associations	Sun Mar 9, 10:52am	440	10
 Every business, especially nonprofit Scottish heritage societies, need Standard Operating Procedures (S... Photo · Council of Scottish Clans & Associations	Tue Jan 28, 2:21pm	1	0
 Every business, especially nonprofit Scottish heritage societies, need Standard Operating Procedu... Photo · Council of Scottish Clans & Associations	Tue Jan 28, 2:21pm	54	4
 Every business, especially nonprofit Scottish heritage societies, need Standard Operating Procedu... Photo · Council of Scottish Clans & Associations	Tue Jan 28, 2:21pm	200	6
 The Scottish North American Community Conference (SNACC) in December 2024 brought togeth... Photo · Council of Scottish Clans & Associations	Sun Jan 19, 2:33pm	60	4
 The Scottish North American Community Conference (SNACC) in December 2024 brought together som... Photo · Council of Scottish Clans & Associations	Sun Jan 19, 2:33pm	2	0
 The Scottish North American Community Conference (SNACC) in December 2024 brought togeth... Photo · Council of Scottish Clans & Associations	Sun Jan 19, 2:33pm	363	9
 The Scottish North American Community Conference (SNACC) in December 2024 brought together som... Photo · Council of Scottish Clans & Associations	Sun Jan 19, 2:27pm	2	0

Appendix D: Google Analytics



## Appendix E: National Trust for Scotland Research

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### Clan Partners Program

**2025: 8**

Clan Buchanan Society Intl  
Family of Bruce Intl  
Clan Forbes Society, Inc.  
Clan Irwin Association  
Clan MacKinnon Society  
Clan MacLaren Society of NA  
Clan MacRae Society of NA  
Clan Scott Society

**2022: 12**

Family of Bruce Intl  
Clan Forbes Society, Inc.  
Clan Irwin Association  
Clan MacKinnon Society  
Clan MacLaren Society of NA  
Clan MacRae Society of NA  
Clan Scott Society  
Clan Sinclair USA  
House of Burnett  
Clan Cumming Society of the US  
Clan MacFarlane Worldwide  
Clan MacLachlan Association of NA

**2020: 5**

Clan Forbes Society  
Clan Irwin Association  
  
Clan MacLaren Society of NA  
Clan MacRae Society of NA  
  
Clan Sinclair USA

### *Clan and Family Societies Affiliated with NTS Properties*

Clan Anderson Society  
Clan Blair Society  
Family of Bruce Intl  
House of Burnett  
Clan Campbell Society of NA  
Douglas Society of NA  
Clan Elliot Society USA  
Clan Elliot Society USA  
Clan Fergusson Society of NA  
Clan Forbes Society  
Clan Fraser Society of NA  
House of Gordon  
Clan Graham Society  
Clan Hamilton Society  
Clan Hay Society - American Branch  
Clan Henderson Society  
Clan Hope of Craighall Society  
Innes Clan Society  
Clan Keith Society USA  
Kennedy Society of NA  
Kerr Family Association

Clan Lamont Society of NA  
Clan Leslie Society International  
Clan MacKenzie in the Americas  
Clan Maitland Society of NA  
Clan Maxwell Society  
House of MacAlpine  
Clan MacLellan in America  
Clan Moncreiffe Society  
Clan Muirhead of NA  
Clan Murray Society of NA  
Clan Oliphant Worldwide  
Clan Ramsay International  
Clan Rose Association, Inc.  
Clan Rose International  
Clan Ross UK  
Clan Ross America  
Clan Ross of the US  
Clan Scott Society  
Clan Stewart in Scotland  
Stewart Society in America  
Clan Sutherland Society of N.A.

## Appendix F: Personal Communications: Scottish Heritage Societies

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- American Clan Gregor Society
- American Heritage Festival
- American Scottish Foundation
- Associated Clan MacLeod Societies
- Campbell Society of NA
- Carroll County Celtic Festival
- Clan and Family of Carruthers
- Clan Bell North America
- Clan Buchanan Society International
- Clan Donald
- Clan Donnachaidh
- Clan Elliot Society USA
- Clan Farquharson USA
- Clan Fergusson Society of NA
- Clan Forbes Society
- Clan Forsyth Society USA
- Clan Grant International
- Clan Hannay USA Branch
- Clan Henderson Society
- Clan Home Association
- Clan Hope of Craighall USA
- Clan Irwin Association
- Clan Irwin Association
- Clan Kidd Society
- Clan Lamb Society of NA
- Clan Lamont Society of North America
- Clan Logan Society International
- Clan MacEwen Society
- Clan MacFarlane Worldwide
- Clan Mackay Society of the USA
- Clan MacKenzie Society
- Clan MacKinnon Society
- Clan MacLaren Society of North America
- Clan MacNicol Society
- Clan MacQueen Society of America
- Clan Matheson
- Clan Montgomery Society International'
- Clan Morrison Society of NA
- Clan Muirhead
- Clan Scott Society
- Clan Somerville Association
- Eugene Scottish Festival
- Family of Bruce International
- Fergus Scottish Festival
- Fergusson Society of NA
- House of MacAlpine
- Kalamazoo Festival and Highland Games
- Kidd Society Worldwide
- Lamont of North America.
- Learned Kindred of Currie
- Leslie Global Diaspora Foundation
- MacThomas Society
- Ohio Public Library
- Oliphant Clan and Family
- Port City Highland Games
- Scot's Charitable Society
- Scots in New England
- Scots of Canada
- Scots of North Georgia
- Scottish Games - Peachtree City GA
- Scottish Society of Mobile
- Sedalia Celtic Festival and Highland Games
- South Bay Scottish Society
- St Andrews Society of the Inland Northwest
- St. Andrew Society of Colorado
- St. Andrew's Society of Pittsburgh
- Tallahassee Highland Games
- Tartan Day Event in San Diego
- Turnbull Clan Association

## Appendix G: Scottish Connections Fund 2025 to 2026

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**From:** Kyle.Walsh@gov.scot <Kyle.Walsh@gov.scot> on behalf of diaspora@gov.scot <diaspora@gov.scot>  
**Sent:** Wednesday, October 8, 2025 10:50 AM  
**To:** president@clan-forbes.org <president@clan-forbes.org>  
**Cc:** j.bellassai@yahoo.com <j.bellassai@yahoo.com>; tulsaxile@yahoo.com <tulsaxile@yahoo.com>; ed@ed-ward.com <ed@ed-ward.com>; johncochran1@yahoo.com <johncochran1@yahoo.com>; diaspora@gov.scot <diaspora@gov.scot>

**Subject:** RE: Scottish Connections Fund: COSCA Application

Dear Bart,

Thank you for your application. This email is to confirm that we have received your application and all appears to be in order. Applications will shortly be assessed and applicants will be notified of the outcome in due course.

Kind regards  
Kyle

**Kyle Walsh** (he/him) | International Relations Policy Support | The Scottish Government | Victoria Quay | Web: [www.gov.scot](http://www.gov.scot)

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**From:** President Clan Forbes Society <president@clan-forbes.org>  
**Sent:** 05 September 2025 15:29  
**To:** International Scottish Connections <diaspora@gov.scot>  
**Cc:** John Bellassai <j.bellassai@yahoo.com>; Charlie Sherwood <tulsaxile@yahoo.com>; Ed Ward <ed@ed-ward.com>; John Cochran <johncochran1@yahoo.com>  
**Subject:** Re: Scottish Connections Fund: COSCA Application

Dear Scottish Connections Team:

Thank you for the opportunity of applying for funding from the Scottish Connections Fund. The Council of Scottish Clans and Associations (COSCA) is requesting £5,000 for the COSCA Academy for Scottish Heritage Societies.

As the pre-eminent nonprofit trade association for Scottish heritage societies in the United States, COSCA will provide multimedia educational courses utilizing print, videoconferencing, and online interactive courses to assist societies in areas of using resources from Scotland.org, tracing genealogy with ScotlandsPeople, partnering with the National Trust for Scotland, planning ancestral tours, engaging people aged 21 to 35, welcoming diversity, increasing gender equity, transitioning leadership to a younger generation, and other modern management topics.

Please see the attached application and budget.

Thanks again for this opportunity.

Grace Me Guide

- Bart



Barry Robert (Bart) Forbes

Communications Chairman  
Council of Scottish Clans & Associations  
[www.COSCA.scot](http://www.COSCA.scot)  
[www.facebook.com/ScottishSocieties/](https://www.facebook.com/ScottishSocieties/)  
[www.instagram.com/ScottishSocieties/](https://www.instagram.com/ScottishSocieties/)



President  
Clan Forbes Society, Inc.  
[www.Clan-Forbes.org](http://www.Clan-Forbes.org)  
[www.facebook.com/ClanForbesSociety](https://www.facebook.com/ClanForbesSociety)  
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## Council of Scottish Clans & Associations

Advancing Scottish Heritage Societies through Service, Education, and Advocacy

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# HANG WITH YOUR TARTAN CREW


## LOCAL EVENTS



## LOCAL CREWS



BURNS NIGHT



TARTAN DAY




WHISKY TASTING


## NATIONAL CLANS



FAMILY TREE



MERCHANDISE



CLAN TENT


### FIND MY CLAN

Click on the first letter of your surname or last name  
All family name prefixes of M / Mac / Mc have been converted to "Mac".  
No Scottish surname begins with "X".

A	B	C	D
E	F	G	H
I	J	K	L
M	Mac	N	O
P	Q	R	S
T	U	V	W
Y	Z		



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COSCA@bforbes.com

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# HANG WITH YOUR

# TARTAN CREW

Here are the reasons to hang with your Tartan Crew!

*Click to watch the video short*

**Family:**  
**Camden & Isabella**



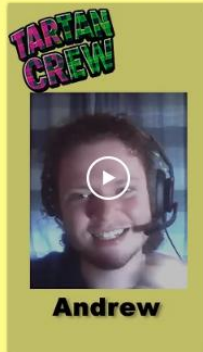
**Family:**  
**Rebekkah & Isabella**



**History:**  
**Caleb & Andrew**



**History:**  
**Andrew & Caleb**



**Clan Tours:**  
**Isabella**



**Highland Games:**  
**Madeline, Camden, Isabella**



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E-mail  
COSCA@bforbes.com