

The PURPOSE of the our Mars Society Chapter is:

“To support the national Mars Society in the exploration and settlement of Mars.”

These efforts can grouped into four major areas:

- public outreach
 - displays
 - handout brochures & flyers
 - talks to schools and other groups
- political action
- private commercial development
 - outreach products for sale to other Mars Society chapters
 - Mars Promoting products for sale to the public
 - develop, possibly for possible profitable terrestrial use (“spin-up”), technologies and products anticipated as necessary or useful for the opening of the Mars Frontier
- direct support of Mars Society Projects

GOALS OF PUBLIC OUTREACH

- Educate the public and teach them that we have the technological ability to settle Mars, it can be done at reasonable cost, and there are great benefits from such an endeavor.
- Strive to build excitement, interest, and broad public support for the settlement of Mars.
- Give the public the means and knowledge to support the settlement of Mars in their own way.

GOALS OF POLITICAL ACTION

- Educate legislators on the advantages of a human exploration and settlement of Mars and how they can support the effort through government.
- Evaluate the political obstacles and options to develop the political will for government support of the settlement of Mars.
- Direct lobbying for Mars' programs by constituents and support of pro-Mars candidates during elections.
- Encourage and craft legislation wording that *supports, *facilitates, *enables and *rewards human exploration and development of space, and *removes potential legal, legislative, and bureaucratic obstacles.

GOALS OF PRIVATE COMMERCIAL DEVELOPMENT

- Educate business people and venture capitalists on the potential return of space development and space industries.
- Encourage the development of industries and capabilities needed for the settlement of Mars.
- Promote creation of consumer products that promote Mars (Mars base kits, Mars Murals & posters, educational videos, simulation games, publishing a side by side Earth-Mars Calendar, etc.)

GOALS OF DIRECT SUPPORT

- Conduct research, develop technology, and run experiments that enable the settlement of Mars (e.g. additional ISRU projects, demonstration plant growth in condensed Mars Air, etc.)
- Organize large scale fund raising to support such efforts by national Mars Society organization, especially for special projects (publishing promotional literature, the Mars Arctic Research Simulation base, etc.) (in contrast to money raised ad hoc for chapter operations).