



NAVY LEAGUE OF THE UNITED STATES

Citizens in Support of Sea Services

Tips to Grow Your Council
Navy League Headquarters

July 16, 2020

Thank you for joining us!

Please mute your phones and the audio on your laptops/computers.
We will start the webinar in a few minutes.

Feel free to use the chat function of the webinar to ask questions
along the way, and they'll be addressed at the end of the
presentation.





Tips to Grow Your Council

Recruitment & Retention

Karen Maddox, Associate Director of Member Services

Recruitment and Retention

Recruitment

- In-person or virtual networking events or socials
- Welcome new members to a council
- Tip - Pre-fill applications with council name



Recruitment and Retention

Retention

- Retention is the most important part of membership
- Review rosters regularly for upcoming renewals
- Schedule regular communication to engage members
- Recognize new or long-time members at events or in newsletters



Recruitment and Retention

Updating Member Information

- Rosters are a crucial part of member recruitment & retention
- Help HQ stay on top of member updates to ensure accurate member data on rosters





Tips to Grow Your Council Communications and Marketing

Danielle Lucey, SVP of Marketing and Communications
Meghan McKay, Marketing Manager

Communications and Marketing

- Attracting New Eyes to Your Mission Through Media
- Getting Your Council Media Attention
 - Earned
 - Owned



Earned Media

Traditional Outreach

Op-Eds

Look for opportunities in your community to write letters to the editor, op-eds on issues that matter related to our mission.

Media Advisories and Press Releases

Submit media advisories or press releases to local publications so they cover your upcoming events, activities like adoptions and support, other unique goings on at your council.



Owned Media

Using Your Channels
to Expand Your Voice

Blogs/Your Website

- Mirror any outreach on your website to draw traffic to your site news.
- Create a blog page to talk about your mission, profile your members, legislative content and actions you are taking, etc.
- Events Calendar on your website. Although you may not be doing many events during the pandemic, it is important to keep your calendar up to date with any and all Zoom meetings or otherwise.



Owned Media

Using Your Channels
to Expand Your Voice

Social Media

- **Medium:** Before spending too much time on any social platform, it is important to ask yourself, where do you and your members spend the most time in regards to social media? Focus your efforts here first.



Owned Media

Using Your Channels
to Expand Your Voice

Social Media

- **Interactive Content**
- Facebook Live for virtual and in person events.
- Tutorial posts*
- Active Twitter following? Ask them questions!
- Posts that ask members and non members alike to share their stories*
- Member Highlights or #MemberMonday*

**Graphics for your councils to use for these will be available after the presentation.*



Owned Media

Using Your Channels
to Expand Your Voice

Social Media

- Spread your blog/website content on social.
- Take photos at your events and add them
- Livestream your events (especially in virtual era)



Owned Media

Using Your Channels
to Expand Your Voice

Email

- Personal Connections. Assign each member of the board a list of current members to reach out to via email.
- If members don't have email, pick up the phone for a quick conversation. It will go a long way.
- Push out a member satisfaction survey. An example of HQ's survey can be found [here](#).



Other Ideas

Advertising and Influencers

Paid Ads

- Highlight upcoming events or council news through local publications, social media ads, boosted posts

Find an Influencer

- ID someone in your community that can spread the word for you



Other Ideas

Republish HQ Content

Navy League Blogs

- blog.navyleague.org/

Seapower Stories

- Seapowermagazine.org

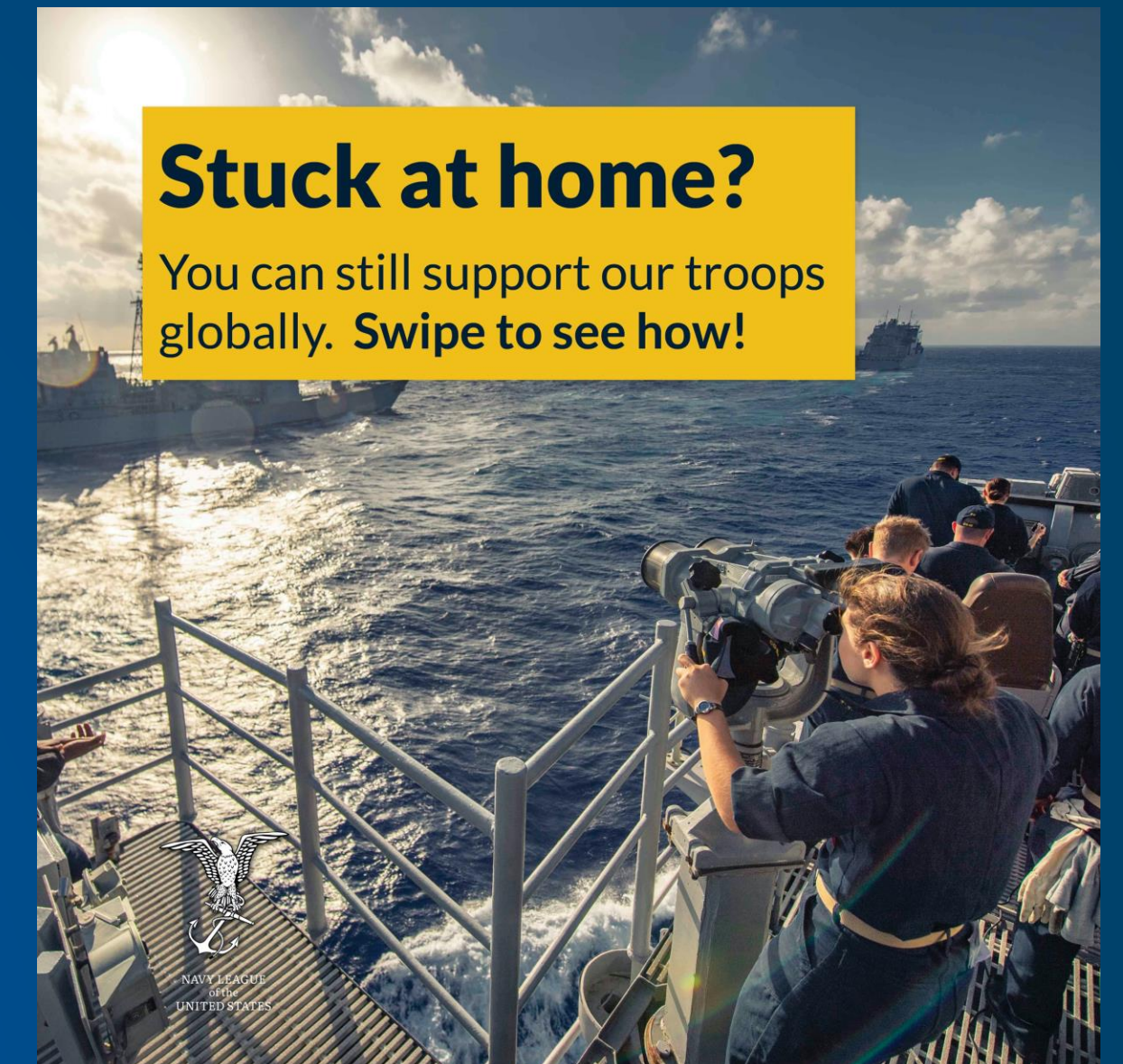
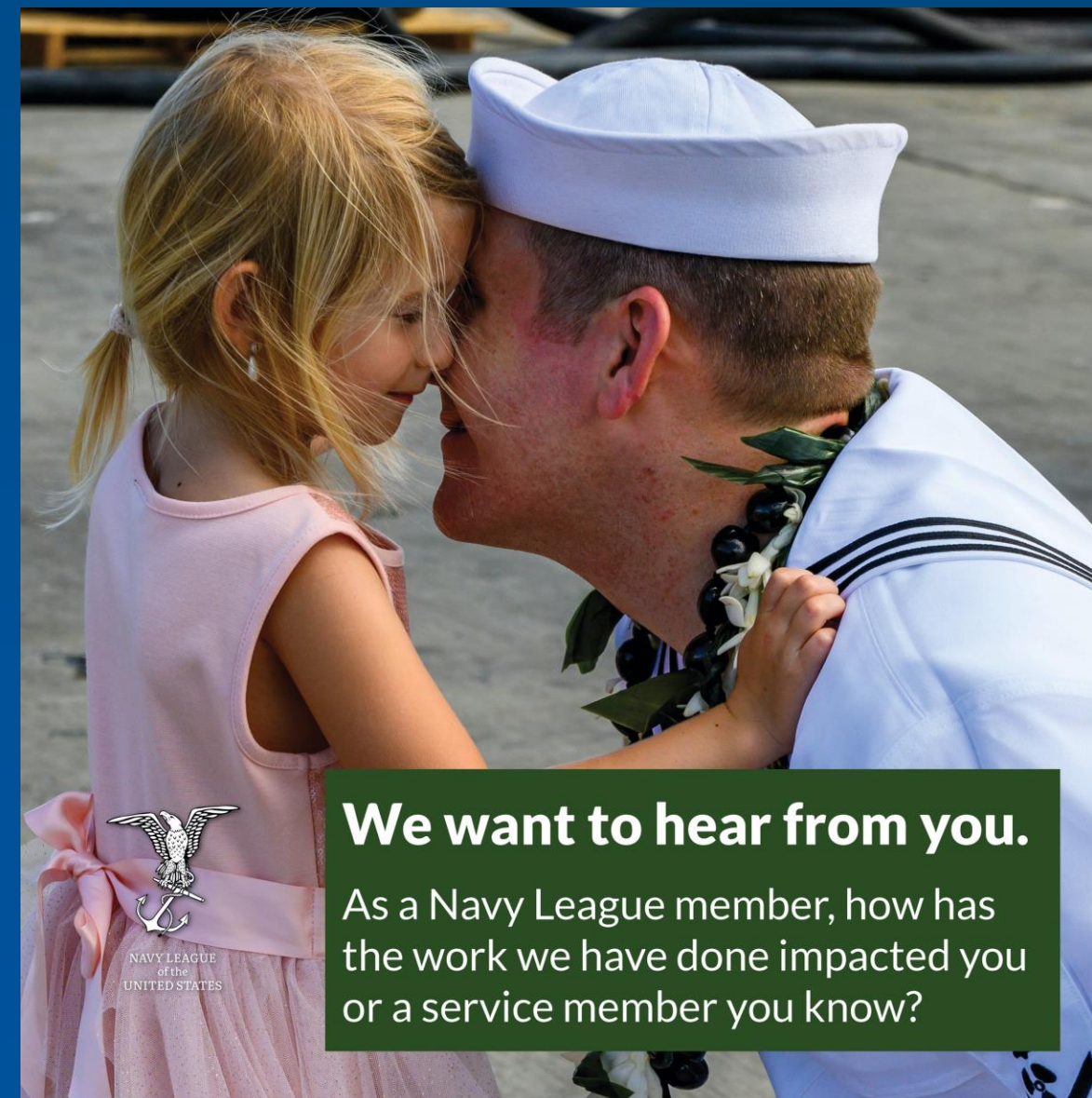
Provide credit to either the Navy League or Seapower with information on how to join



Creative Assets

Graphics for your use on Social

Download Here.





Tips to Grow Your Council

Military Outreach

Julia Rowles, Director of Strategic Partnerships & Military Outreach

Military Spouse Membership

- Every base has military spouse organizations, clubs or regularly scheduled meetings – Contact the base chaplain nearest to you to identify the point of contact. This might start out with the ombudsman, or family readiness officer.
- Naval Services Family Line, or L.I.N.K.S (for Marine Corps) will have regularly scheduled meetings, classes and training for spouses and families. Attend and promote the Military Spouse Membership and benefits.
- Military spouse membership is currently in a market test which includes complimentary membership.



Navy Recruit District Assistance

- 28 Recruit districts across the United States with the priority of community involvement and outreach
- These recruiters are available to energize their community affiliates for the purpose of Navy League membership
- Recruit command/districts employ civilians for most of their community involvement and outreach partnerships. Educate and involve when possible.
- Will attend meetings and connect navy leaders to local council leadership for speaking engagements



Building Councils Through Military Outreach

- Increases the education and advocacy of building a strong sea service to our current members and potential new members
- Build relationships between active duty military and will lead to future members and partners after military service is complete

HOW??

- Invite leaders of our sea services to meal events, council meetings and new member meetings
- Be present in your community with ship adoptions, homecomings and deployment support
- Remember Headquarters is always available to help!!



