

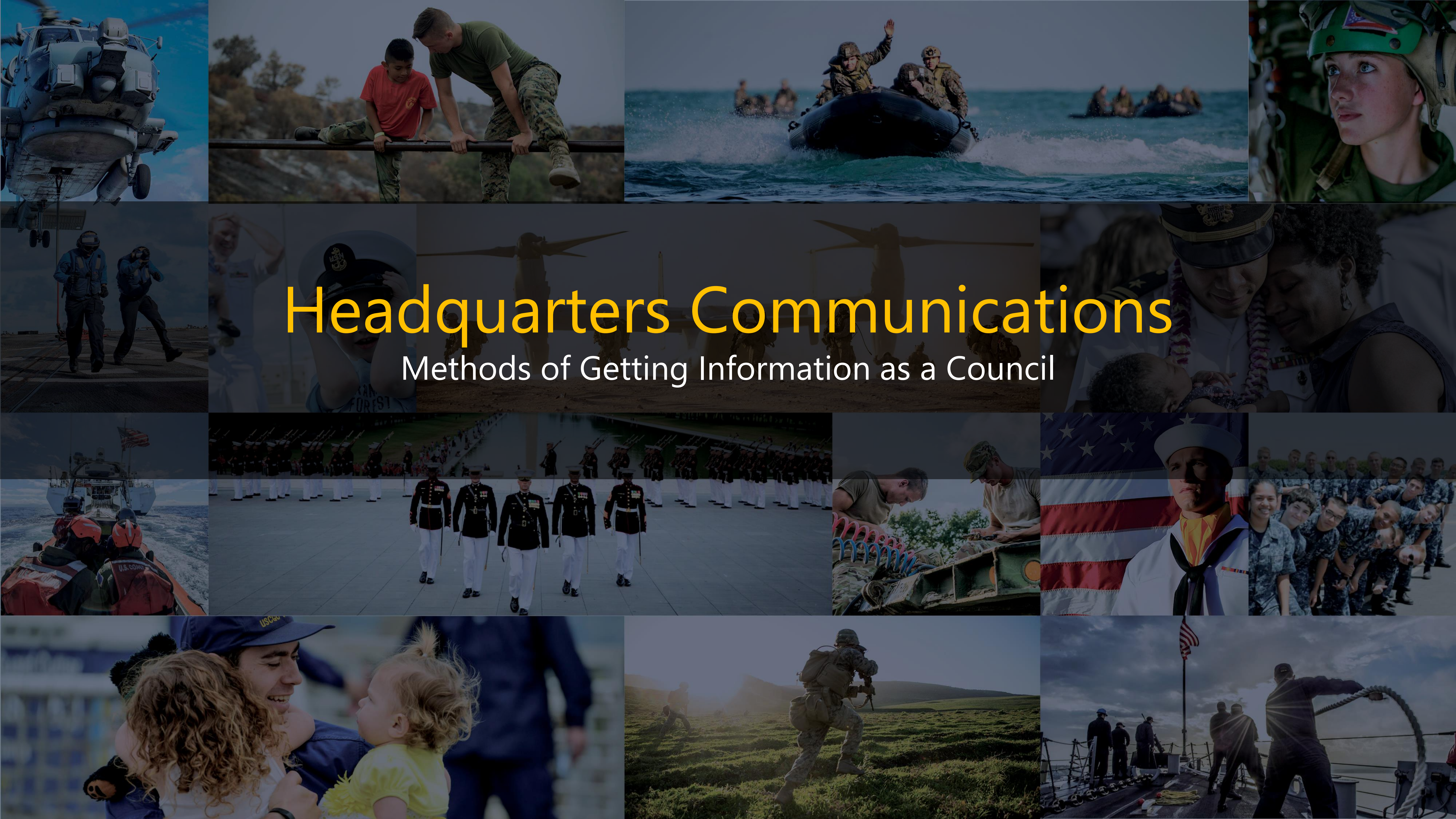


NAVY LEAGUE OF THE UNITED STATES

Citizens in Support of Sea Services

Communicating With Navy League HQ
Danielle Lucey, SVP of Marketing and Communications

February 20, 2020



Headquarters Communications

Methods of Getting Information as a Council

Methods of Communication

- Email newsletters
- Social media
- Print publications



Email

Newsletters Sent From HQ

Emails for All Members

Connections: 3rd Tuesday of the month

- News on what other councils are doing and big items from HQ
- Get your news featured by emailing communications@navyleague.org

Seapower Weekly: Every Wednesday

- News from seapowermagazine.org
- Much more content than magazine
- Drives up website traffic, enabling ad sales in both areas



Email

Newsletters Sent From HQ

Emails for Limited Distribution

Anchor Up: Every Thursday

- Sent to CPs, APs, RPs, NDs, NDEs, national leadership
- Information on upcoming deadlines, holidays, trainings, HQ hires, etc.

Legislative Affairs Weekly Roundup

- Sent to council VPs of Leg. Affairs, others by request only
- Only newsletter published outside of MarComms Dept.
- Distribution: Every Friday
- LegislativeAffairs@navyleague.org for more information



Email

Newsletters Sent From HQ

How to Be Added to Distribution

Connections, Anchor Up, Seapower Weekly

- Email membership@navyleague.org
- Must be authorized to receive Anchor Up

Legislative Affairs Weekly Roundup

- Email legislativeaffairs@navyleague.org



Social Media

Ways to Follow HQ

Social Media Properties

- Navy League of the United States
- Seapower magazine
- Sea-Air-Space



Social Media

Ways to Follow HQ

Navy League Properties

- Facebook: Daily posts M-F and holidays
- Twitter : Daily posts M-F and holidays
- LinkedIn: Weekly posts and holidays
- Instagram: Weekly posts and holidays



Social Media

Ways to Follow HQ

Twitter, Facebook and Instagram Content

- Council news items
- Seapower news stories
- Holidays
- General announcements



Social Media

Ways to Follow HQ

LinkedIn Content

- Information geared more toward corporate member interests, like Special Topic Breakfasts, Sea-Air-Space
- Also includes holidays, general announcements and Navy League work-life photos



Social Media

Ways to Follow HQ

Seapower Properties

- Facebook: Daily M-F
- Twitter: Daily M-F
- Content is a digest of that day's news from Seapowermagazine.org, information on new magazines debuting



Social Media

Ways to Follow HQ

Sea-Air-Space Properties

- Facebook, Twitter and Instagram, all about 2-3 posts per week
- News on corporate members, exhibitors, Seapower news
- As the event nears, news becomes more specific to that year's event particulars



Links to Our Channels

Facebook

- <https://www.facebook.com/NavyLeagueUS/>
- <https://www.facebook.com/SeapowerMagazine/>
- <https://www.facebook.com/seaairspaceexpo/>

Social Media

Ways to Follow HQ

Twitter

- <https://twitter.com/NavyLeagueUS>
- <https://twitter.com/SeapowerMag>
- <https://twitter.com/SeaAirSpace>



Social Media

Ways to Follow HQ

Links to Our Channels

LinkedIn

- <https://www.linkedin.com/company/navy-league-of-the-united-states/>

Instagram

- https://www.instagram.com/navyleague_us/
- <https://www.instagram.com/seaairspace/>
- Note: Instagram best experienced on mobile devices





Communicating With Headquarters

How to Reach Out

HQ Contact Information

- Navy League HQ website has a Contact Us page
- Lists all current employees
- Provides areas of expertise by department
- Also lists all current volunteer national leadership
- <https://www.navyleague.org/who-we-are/contact-us>



HQ Contact Information



NAVY LEAGUE OF
THE UNITED STATES
Citizens in Support of Sea Services

LOGOUT

DONATE

RENEW

Welcome, Danielle



Contact Us

WHO WE ARE

JOIN US

GIVING

PROGRAMS

MEETINGS & EVENTS

NEWS

MEMBER RESOURCES

ABOUT US

CONTACT US

CAREERS

SHIP STORE

Hear From You

the Navy League?



<https://www.navyleague.org/who-we-are/contact-us>

Contact us at membership@navyleague.org or by phone at (703) 528-1775.



Citizens in Support of Sea Services since 1902

Our HQ Team

Executive Leadership

executivedirector@navyleague.org

Mike Stevens
National Executive Director

John Kennan
Executive Assistant
703-312-1775



**Building Oversight, Entity
Management, Governance, Legal,
Internal Policies, STEM and Youth
Programs**

Our HQ Team

Business Operations Department

hr@navyleague.org

Ryan Donaldson, Esq.

Executive Vice President of Business
Operations, Corporate Counsel
703-312-1559

Mailroom Management

Oscar Arrieta

Manager of Mailroom and Office Services



Our HQ Team

Development and Events Department

events@navyleague.org

**Event Logistics and Planning,
Fundraising, Protocol,
Corporate Membership**

Claire Rusk

Senior Vice President of
Development and Events



Our HQ Team

Development and Events Department

events@navyleague.org

Leticia Click

Senior Director of Corporate Affairs

Kimberly Notarianni

Director of Philanthropy

Perry Stevenson

Meeting Manager

Olivia Stinson

Exhibit and Events Manager



Our HQ Team

Field Operations

Field Services: training@navyleague.org

Membership:
membership@navyleague.org

Field Services and Membership

Gerald Saunders

Senior Vice President of Field Operations
(703) 312-1573



**Council Relations and Management,
Annual Reports, Training, Awards,
Council Rebates, Certificates, Scrolls of
Honor, Ship Store**

Julia Rowles

Director of Strategic Partnerships and Military
Outreach

Qawnana Crockett

Senior Manager of Field Services

Veda Frye

Field Services and Training Coordinator

Our HQ Team

Field Operations:
Field Services

training@navyleague.org



Individual Membership Management, Council Rosters, New Memberships, Seapower Mailing List

Karen Maddox

Associate Director of Member Services

Evan Martella

Senior Manager of Member Services

Latisha Jenkins

Member Services Representative

Aileen Sainz

Member Services Representative

Our HQ Team

Field Operations:
Membership

membership@navyleague.org



Our HQ Team

Finance

finance@navyleague.org

Accounting, Budget Preparation and Management

Reginald Thornton

Controller

703-312-1586

Luana McMurray-Hodges

Assistant Controller

Traci Livingston

Staff Accountant

Eghosa Uwadiae-Odigie

Staff Accountant



Our HQ Team

Government Affairs

legislativeaffairs@navyleague.org

**Legislative Policy, Biennial
Congressional Fly-In Event**

Ryan Simon

Director of Government Affairs



Our HQ Team

Information Technology

it@navyleague.org

**Database Management, Webmaster,
IT Management**

Jolene Edwards

Senior Director of Information Technology

(703) 312-1581



Our HQ Team

Marketing and Communications
Department

communications@navyleague.org

**Communications and Public
Relations, Marketing, Graphic
Design, Seapower Magazine**

Danielle Lucey

Senior Vice President of Marketing and
Communications, Editor-in-
Chief, *Seapower Magazine*
(703) 312-1580



Our HQ Team

Marketing and Communications
Department

communications@navyleague.org

Scott Achelpohl

Deputy Editor, Seapower Magazine

Rick Burgess

Senior Editor, Seapower Magazine

Victoria Bottlick

Art Director

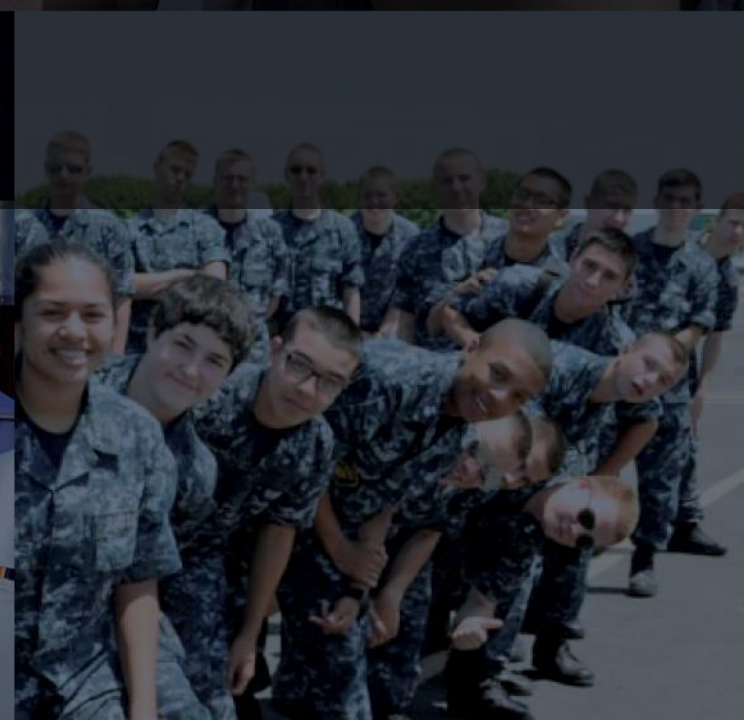
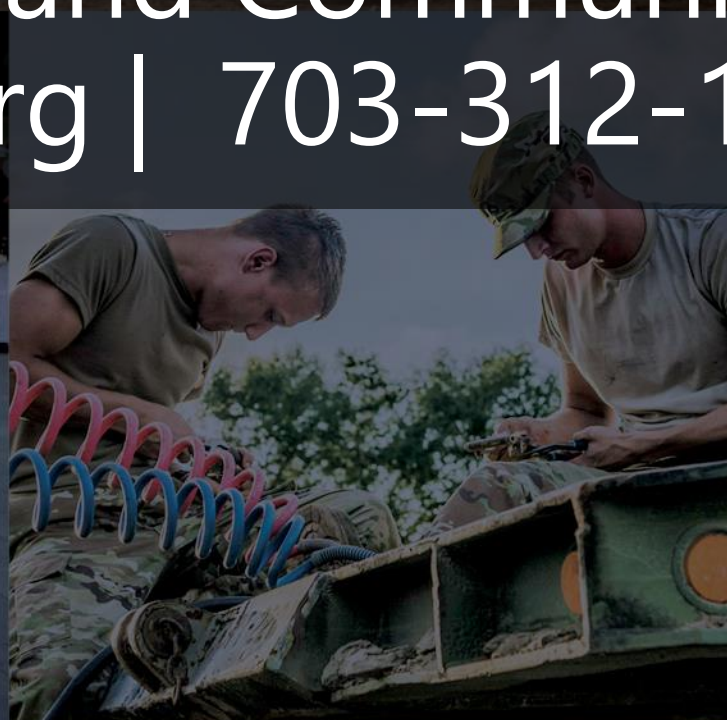
Meghan Nash

Marketing Manager

James Peterson

Communications Associate





Thank You!

Danielle Lucey
Senior Vice President of Marketing and Communications
communications@navyleague.org | 703-312-1580