

Community Affiliates

-Why?

- 1) CA rebates provide \$230 back to the council
- 2) Council forms relationships that support the mission
- 3) CA can provide support for your grassroots community efforts
- 4) Each CA means 4 new members.

-How?

1) Every council has members that have special relationships with local businesses. Pole you team for introduction to the leadership level of a local business. It is always better to get a personal introduction from someone that already has a relationship with the business.

2) Send a letter of introduction to the business. The Navy League website has a very concise introduction to CA's that can be copied and modified to fit your council (a copy of the wording will be at the end of this best practice).

3) Follow up with a phone call to try and set up a meeting to discuss or invite them to a social event where you can further discuss how their involvement in your council can be beneficial to their business, to your council, and to the local Sea Services you represent. Make sure you provide them with a CA application and information about your programs in the local community.

4) Once you sign a company, don't stop there. Work to engage them in your council's events and efforts. Make sure to include CA recognition at events and in newsletters. It is best to have someone whose job it is to keep track of your CA program. That person will not only get to keep in touch with the business but also make sure they get personal invites to your events and meetings. A good thing to do is to periodically contact them and ask them for input or for a copy of their logo for your next newsletter so they know you are working to get them appropriate recognition. Include them in event planning. Eventually, they may be willing to provide sponsorships for your events or even fund a new effort.

<https://www.navyleague.org/become-a-member/community-affiliate/>

Possible wording for your introductory letter.

Dear *Business Leader Name*

Your company is invited to support the sea services as a Community Affiliate member and support your local Navy League Council's grassroots efforts. As a Community Affiliate of your local council, your company is not only affirming support of the service members and their families, you are also acknowledging their daily sacrifices to secure our nation's economic prosperity.

Community Affiliate Benefits

- An engraved plaque you can proudly display

- A subscription to the award-winning Seapower magazine and annual Seapower Almanac
- Up to four individual Navy League memberships
- Recognition at your local council's membership events and meetings
- A write-up in the council's newsletter
- An opportunity to meet many of the council's members and guests

Your name was forwarded to us by one of our council members, Bob Sanchez. He thought you would be an exceptional addition to the team. Thank you for your consideration. You will receive a follow-up contact soon. We look forward to working with you in the future.