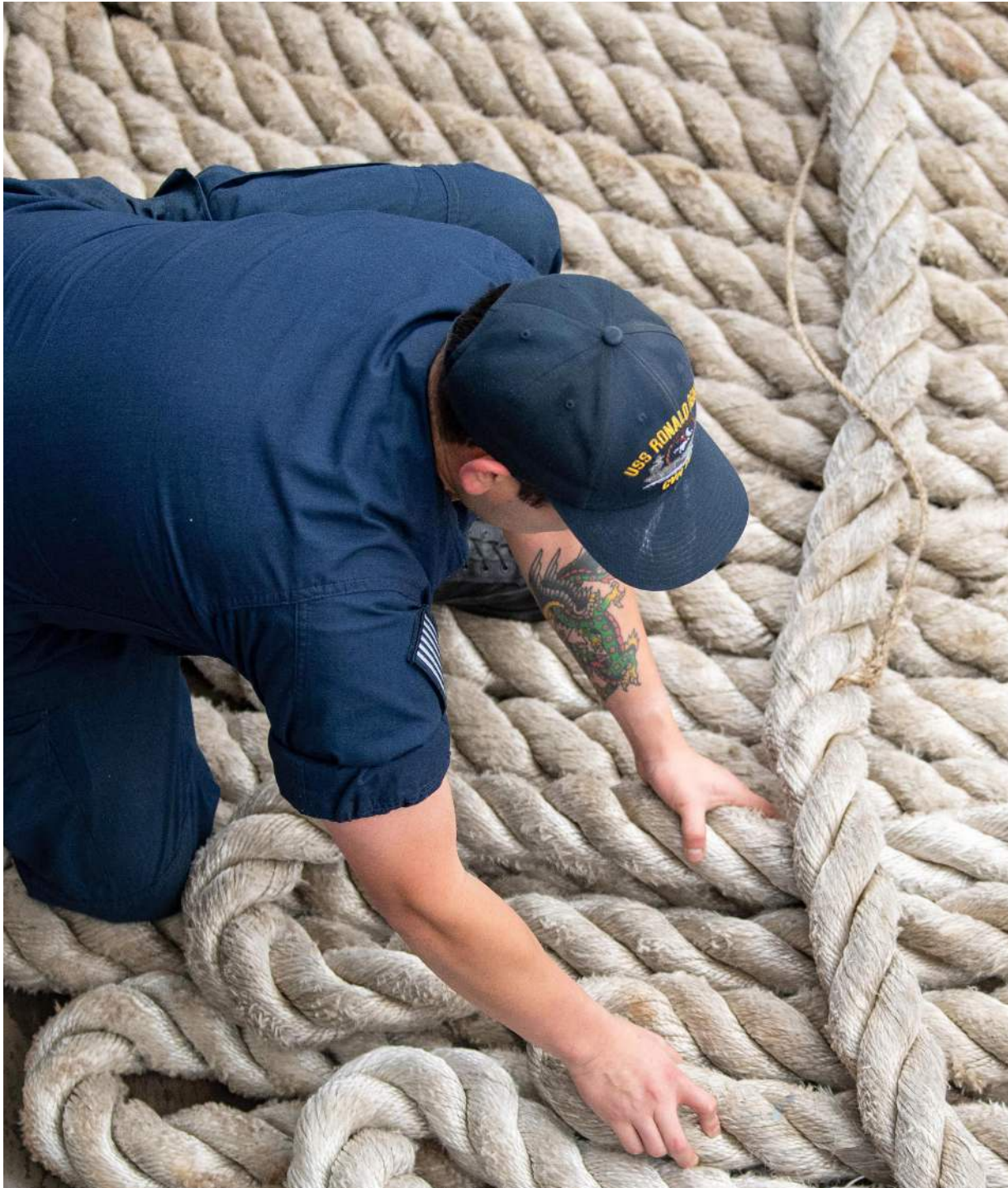




NAVY LEAGUE OF THE UNITED STATES
NATIONAL GUIDANCE



INTRODUCTION

The Navy League of the United States (NLUS) remains strong, built on a foundation of strategic improvements, dedicated members, and a professional headquarters staff. This document is intended to be a concise, evergreen resource that guides our organization over the next several years.

The following focus areas are derived from field input and national leadership discussions. They represent our most pressing opportunities and challenges, and they are aligned to support our mission pillars: Support, Educate, and Advocate.

MISSION PRIORITY AREAS

1. Support

Supporting sea service members and their families is the most direct and personal impact of our mission.

Core Programs:

- **Youth Programs:** Sea Cadets, JROTC units, Young Marines.
- **STEM Grants and Scholarships:** Promoting education and innovation.
- **Recognition Events:** Awards, ship commissionings, and service balls.
- **Unit Adoptions & Port Visit Support:** Councils providing direct engagement and morale support.

2. Educate

Our educational efforts remain vital to informing the public about the maritime nature of our nation and the critical importance of our sea services. These efforts support public understanding and drive informed advocacy.

Key Tools and Platforms:

- **Center for Maritime Strategy (CMS):** Advancing maritime thought leadership.
- **Seapower Magazine:** Sharing timely news with a circulation exceeding 40,000.
- **Sea-Air-Space Conference:** Our premier exposition for industry, military, and public engagement.
- **Educators at Sea:** Bringing educators aboard naval vessels to inform students.
- **Council Programs:** Local events and guest speakers help educate the community.

3. Advocate

Our advocacy efforts ensure the voices of our sea services are heard in Congress and across the nation.

Core Activities:

- **Maritime Policy Publication:** Our official advocacy guide.
- **Voice to Congress:** A direct, simplified communication platform.
- **Congressional Fly-In:** Bringing members face-to-face with lawmakers.
- **Hill Events:** Strategic presence during legislative sessions.

FIELD GUIDANCE & OPERATIONS

Council Success

Strong councils are essential. We must revitalize struggling councils, especially through initiatives like Project Phoenix. Region presidents play a critical role in mentoring and supporting councils under their care.

Leadership Development

Sustained success depends on the identification and cultivation of future leaders. Leadership succession planning and mentorship must be ongoing priorities at all levels.

Communication

Clear, timely, and structured communication is vital. Councils should follow appropriate communication channels and leverage the following platforms:

- Seapower magazine & website
- Connections newsletter
- Monthly RP and Executive Committee calls
- National Convention & Board Meetings

Membership Growth

Our future depends on member recruitment and retention. Councils should:

- Emphasize member engagement through meaningful activities.
- Implement leadership succession plans.
- Share best practices via regional networks.
- Leverage new active-duty membership policies.

Youth Engagement

Our bond with the Sea Cadets and other youth programs must be strengthened. Councils are encouraged to:

- Provide financial and logistical support.
- Apply for national STEM grants.
- Encourage Sea Cadet families to join the Navy League.

National Headquarters Strategic Action Plan

To ensure all identified programs and initiatives in this guidance are fully supported, Navy League Headquarters will develop a comprehensive Strategic Action Plan and corresponding budget. This plan will align resources, staff priorities, and funding with the guidance provided herein, reinforcing our shared objectives and maximizing the impact of our efforts across the organization.



LOOKING AHEAD

This document is intended to provide continuity in vision and strategy. While refined annually, it should remain broadly applicable and focused.

To sustain momentum, we must:

- Align all efforts with our mission pillars: Support, Educate, Advocate.
- Focus on council viability and local engagement.
- Strengthen collaboration between the field and headquarters.
- Identify, develop, and support our future leaders.
- Ensure every member feels connected to a greater purpose.

Together, we will continue to build on our successes and ensure the Navy League remains the premier sea service support organization in the world.



NAVY LEAGUE OF THE UNITED STATES
2300 Wilson Blvd., Suite 200 | Arlington, VA 22201
www.navyleague.org