



NATIONAL
MILITARY FAMILY
ASSOCIATION

Together we're stronger

Serving and engaging military families, veterans and their families as Volunteers

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The National Military Family Association (NMFA)

- Trusted resource for families and our Nation's leaders for more than 45 years
- Serve families of all ranks and components of the seven uniformed services, Retirees, Wounded, and Survivors
- Volunteer founded and led nonprofit 501(c)(3)
- Corps of volunteers in military communities around the world
- Military families working for military families



Presentation Overview



- Defining military family and veteran communities
- Marketing for support and engagement
- Relationships & Collaboration
- What need or what gap are you filling?
- Now what's your idea?

The magic of...

Marketing
&
Outreach

Words Matter – There's A Difference

- Currently serving
- Veteran
- Retiree
- Military Family
- Family of a Veteran



Military Families & Veterans

- Patriotic
- Ready to sacrifice
- Supportive of their service member or their service
- Believe in something greater than themselves
- Want to continue to make a difference



Marketing to Military Families and Veterans

- Military Families
 - Market as a community based project
 - Engage in projects for other military families, wounded warriors, veterans
 - Support to respect their service and sacrifice
- Veterans and their families
 - Engaging:
 - Ask them to help
 - Leadership roles
 - Are you only marketing to the Veteran?
 - Support
 - Respect their service

Marketing Recap

- What words are you using to recruit volunteers?
 - Military, Veterans, and their families
- Engage in community based projects
 - Days of Service projects are not the preferred method of engaging our population
- Respect their service
 - Understand the leadership and management they bring to the project

Building Relationships and Collaborate

But I Can't Find Military Families
or Veterans

Building Relationships and Collaborate

- Community
 - Your networks
 - Military and Veteran Service Organizations
 - Nonprofits that serve military & veterans
 - Schools
 - Faith based organizations
 - Local National Guard or Reserve units
 - Recruiting Offices

Building Relationships and Collaborate

- Military
 - If you have an Installation near you
- Veteran's Administration
- Joint Service Support (National Guard)
 - Joining Community Forces
 - Inter-Service Family Assistance Committee (ISFAC)

Relationships and Collaborations Recap



Service or Engagement?

- What's the need?
 - Service or engagement
- What gap are you filling?
 - Organization or community project
- What's your idea?
 - Did you ask your target audience about it?
- Where's the money?
 - Don't chase the dollars

Examples of Successful Community Ideas

- 5k Run and Pencils
- Dogs on Deployment
- Defending the Blue Line
- Beyond the Yellow Ribbon (Minnesota)

Resources:

How To Help Military & Veteran Families

- Each issue provides evidence-based guidance on how a particular group can help, with short, practical suggestions and links that point to additional resources.
- Each issue has been carefully reviewed both by subject matter experts and military family support organizations.



Tell Us About Your Success!

- Let us know – *info@MilitaryFamily.org*
- Include:
 - What is the community doing?
 - Who is the target audience?
 - Points of Contact
 - Websites or other collateral materials

Contact Us

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