



Engagement with the Military and First Responder Communities

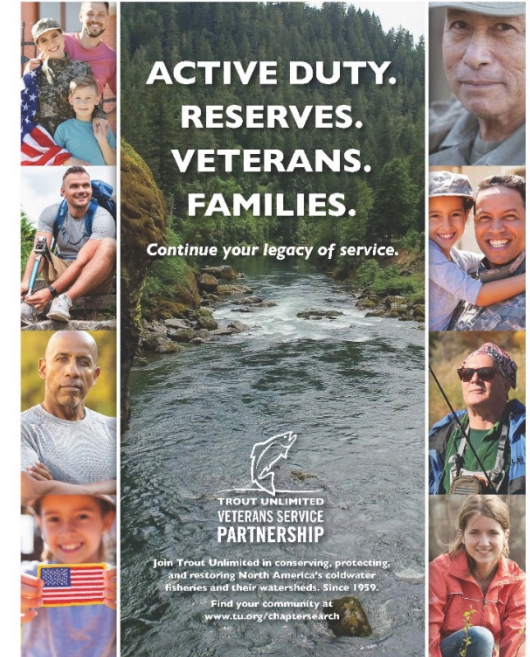
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The TU Veterans Service Partnership



Agenda:

- Current Mission
- Major Recent Initiatives
- Challenges and Opportunities
- What could VSP 2.0 Look Like?
- What are ways to best engage the Military and First Responder Communities?
- Discussion

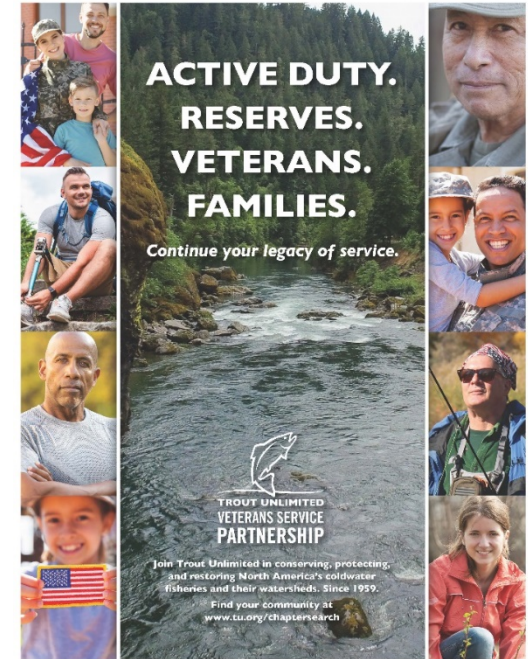


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Current Mission (Per Mandate):

- Serve **active duty military, reservists, veterans,** and their **families** by engaging them through conservation, the recreational therapy of angling, and with the sustaining support of the TU community.
- Bring the full weight of TU's 300,000 members/supporters and 400+ local chapters toward engaging the military community through conservation, angling, and community.
- TU National Staff develops policy and guidance, raises funds, creates training resources, etc...
- TU National Staff develops and executes trip programs focused on entire military community (e.g., couples, families, disabled veterans).



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Major Initiatives Since November 2019:

- Rebranded VSP flyer and distributed nationally.
- Improved social media presence.
- Expanded strategic partners; deepened existing ones.
- Scheduled VSP workshops/presentations at 3 Regional Rendezvous and TAPS Annual Seminar.
- Reestablishing Advisory Council focused on sustained fundraising support.
- Offered free TU membership to First Responder community, which was later replicated across TU. *** **Extremely well received** ***

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Challenges:

- The VSP Mission isn't consistently understood.
- VSP isn't fully utilized as a source of membership growth or diversity.
- Difficult to establish unique brand.

Opportunities:

- Ongoing pandemic offers inflection point regarding possible change in strategic direction for VSP.

What could VSP 2.0 Look Like?

PROPOSAL: “TU Project **Red**, **White**, **Blue** and **Green**”

- Serve the **First Responder and Military communities, and their families**, by engaging them through conservation, the recreational therapy of angling, and with the sustaining support of the TU community.
- Bring the full weight of TU’s 300,000 members/supporters and 400+ local chapters toward engaging the **First Responder and Military communities** through conservation, angling, and community.



TU Project “Red, White, Blue, and Green”



Advantages:

- Unique brand.
- Generates new membership and development markets for TU.
- Potential members have individual service orientations, leadership skills, and diversity similar to that of the military.
 - Similar therapeutic needs, particularly during/following COVID-19.
- Gives chapters more options for engagement with service communities.

Challenges:

- Need to protect investments/relationship made in veteran communities.

**What are some ways to best engage the
Military and First Responder communities?**

TU Project “Red, White, Blue, and Green”



✍ Military Engagement:

- **Military Bases:** <https://www.military.com/base-guide/browse-by-location>
 - Contact Base Morale, Welfare, and Recreation
- **Air National Guard:**
<https://www.goang.com/content/goang/en/locations.html?q=springfield-air-national-guard-base>
 - Similar website for Army National Guard
- **Student Veterans of America:** <https://studentveterans.org/index.php>
 - Individual university veteran affairs offices have more information
- **JROTC:** http://www.usarmyjrotc.com/general/locate_a_school.php
 - Army, Navy, Air Force, Marines
 - Untapped resource!

TU Project “Red, White, Blue, and Green”



First Responder Engagement:

- Local Fire Departments
- Local Emergency Squads / EMS
- Police Departments / Police Benevolent Associations

Defer Toward Inclusion of all Communities.

TU Project “Red, White, Blue, and Green”



Engagement Philosophy

- Now is an excellent time to build new relationships or reaffirm existing ones.
- Parents/First Responders/Veterans need #ResponsibleRecreation.
- Kids need the outdoors! Highlight Stream of Engagement for families (even if activities are currently postponed).
- Tailor current and future engagements to your chapter community.
- In time, factor individual First Responders and Military members into Chapter/Council Leadership Development.

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Discussion

