



Connecting with your Local Community *Outside* the Gate

Collaborating with local organizations and businesses helps share resources and ultimately strengthen the local community. Here are some ideas for MSCs to partner with their community outside of the gate:

- **Sponsorship and/or Marketing:** seek out sponsorship support for MSC events and offer specific advertising privileges on MSC social media and/or newsletter. This provides financial and community support for MSC and provides access to membership and critical business development for businesses.
- **Donation Requests:** Invite local area businesses to donate a small gift to use in monthly opportunity drawings. Include information about their business with their gift to market to membership. *Check with installation regulations if this is permissible*
- **Community Fairs:** Invite selected businesses from the surrounding communities to showcase their business at a MSC event. Often it is successful at the beginning of the year as a Newcomers Fair with potential members browsing local vendors prior to the main event. A
 - Invite local restaurants to host booths and provide samples and coupons to entice new customers from your club to visit their business.
 - Invite local businesses to host booths to market who they are and what they do.
 - Invite off-installation volunteer / service / awareness opportunities – like the Food Bank, the local animal shelter, the Women’s Shelter, Autism Awareness, Scouting Programs, etc. to allow them to showcase their mission for potential MSC support through volunteering and/or financial grants.
- **VIP Invitations:** When hosting a major fundraiser or special event, invite local government and community leaders and their spouses. The invitation alone provides a platform to showcase the work the MSC does for the local community and may generate additional support at the event and beyond. This is especially true for OCONUS MSCs.
- **OCONUS:** seek informational meeting with US Consulate General; showcase MSC philanthropic initiatives in local community of host nation.
- **Local Veteran Service Organizations:** Most military communities have local Veterans of Foreign Wars (VFW), Rotary Club, American Legion, or Navy League that may need support from volunteers or financial grants from MSCs. On the flipside, they may be able to support with free event space, volunteer support, and community outreach.
- **Support Local Businesses:** look to host committee meetings or sub clubs at local businesses. Offer marketing of business on MSC social media, newsletter, and/or monthly event. Explore options of coupons or discounts for MSC members.