COUNCIL
FOR MILITARY SPOUSE CLUBS

Connecting with your Local Community *Outside* the Gate

Collaborating with local organizations and businesses helps share resources and ultimately strengthens 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, as well as access to membership and critical business development for your local businesses.
- **Donation Requests:** Invite local area businesses to donate a small gift to use in monthly opportunity drawings. They should Include information about their business with their gift. *Check installation regulations if this is permissible*
- **Community Fairs:** Invite selected businesses from the surrounding communities to showcase their business at a MSC Newcomers event, or a mid-year welcome.
    - 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 to allow them to showcase their mission for potential MSC volunteers and/or financial grants.
- **VIP Invitations:** When hosting a major fundraiser or special event, invite local government and community leaders and their spouses to showcase the work the MSC does for the local community and generate additional support at the event and beyond.
- **OCONUS**: seek an informational meeting with US Consulate General as well as host nation local leadership; showcase MSC philanthropic initiatives in local community of host nation. Connect with the installation Community Relations teams to collaborate for community relations events like community service projects, sharing cultural celebrations, offering volunteer support, etc.
- **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. Additionally, they may be able to support your events 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.
