



ARMY FAMILY COVENANT: Keeping the Promise

“Never before in the history of our Army have we asked so much of our Families. They are serving side-by-side with our Soldiers, enduring their hardships and providing the unconditional love and support that truly makes our Army strong. The Army Family Covenant pledges our commitment to support Soldiers and their Families and resource programs to provide them a quality of life commensurate with their service.”



guidebook for marketers



ARMYOneSource.com

welcome

The guidebook you're holding is the single most important resource you'll receive from Family & MWR Command Marketing this year. This guidebook provides tools and guidance for implementing the **Army Family Covenant: Keeping the Promise Campaign**, a commitment by the Secretary and Chief of Staff of the Army (CSA) to deliver high quality programs for Soldiers and Families that are commensurate with their service.

Today Army Soldiers and Families are being challenged like never before. Communicating the Army Family Covenant message is mission critical and its success hinges largely on your participation. **We request — need — your unwavering support of the Army Family Covenant.** Your ability to directly reach the garrison community and serve as an Army Family Covenant brand ambassador is invaluable.

The Army Family Covenant promise is tangible. Every day the Army is expanding Family programs, providing more accessible health care, improving housing conditions and ensuring our schools, youth services and child care centers are a priority.

These changes are taking place at every Army garrison, including yours. **Your assignment is to promote, educate and generate awareness for the Army Family Covenant** as a whole, but specifically, its localized impact at your garrison.

We encourage you to **share this guidebook and conduct a brainstorming session with your staff regarding integrating the Army Family Covenant into your day-to-day marketing efforts.** The enclosed materials, in finished form (also included on the CD-ROM for customization purposes), provide multiple ways to communicate the Army Family Covenant. With a tailored marketing plan specific to your garrison and these enclosed materials, you'll be ready to support the most important message from Senior Army Leadership.

FMWRC Marketing Team

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The Army Family Covenant: Keeping the Promise

What is the Army Family Covenant?

The Army Family Covenant is a commitment by the Secretary and Chief of Staff of the Army (CSA) to deliver high quality programs for Soldiers and Families that are commensurate with their service.

The Army Family Covenant pledges to:

- Standardize Family programs and services
- Ensure health care is better and easily accessible
- Improve housing for Soldiers and Families
- Make certain schools, youth services and child care centers are a priority
- Expand career and education opportunities for Army spouses and children

Background

On 8 October 07, the Army unveiled the Army Family Covenant, institutionalizing the Army's commitment to providing Soldiers and Families — Active, Guard, and Reserve — a quality of life commensurate with their level of service

and sacrifice to the Nation. To date significant progress has been made. Improvements in Family programs, health care, housing, child and youth services, recreation, education and employment opportunities are expanding the Army's capability to better serve its Soldiers and Families.

The work is ongoing in 2009 and the Army continues to fulfill the promise it made to our Soldiers and Families. As new programs and services are implemented, communicating the Army Family Covenant promise remains absolutely necessary.

Keeping the Promise Campaign

This campaign communicates a series of strategic initiatives undertaken to inform, educate and acknowledge the Army's commitment to Soldiers and Families. By design the campaign works in conjunction with ARMY STRONG,SM helping to generate more awareness and exposure for the Army as a whole. The campaign's primary focus is to deliver the key messages through the use of testimonial messaging provided by real Soldiers and Family members.

Campaign messaging highlights the strength of the American Soldier and his/

her Family, restates the Army's commitment to Soldiers and Families and strives to:

- Be authentic, using real faces of everyday Soldiers and Families
- Build awareness and regard for the Army Family Covenant in our communities as a way of multiplying the support for Soldiers and Families wherever they live
- Work with Active, Guard and Reserve programs to make the **Army Family Covenant: Keeping the Promise** message more visible to our audiences
- Be easily recognizable to all audiences through use of digitized camouflage background
- Provide garrison marketing offices with "turn-key" outreach/awareness toolkits to effectively create awareness, reinforce the Army's commitment and communicate a cohesive message to all audiences

Components of the campaign will include distribution of awareness materials on Army garrisons, as well as in key public places in surrounding civilian

communities. Additionally, this campaign will include radio and television public service announcements (PSAs) in Army and Air Force Exchange Service stores (AAFES).

Campaign Objective

Increase awareness among the military community that addresses availability of existing Family programs and services; accessible health care; improved housing conditions for Soldiers and their Families; ensuring schools, youth services, and child care are a priority; making career and educational opportunities available for Army spouses and children.

Campaign Audience

- Soldiers — Active, Reserve, Guard *(including on-post, off-post and geographically dispersed)*
- Families *(including spouses, children, extended families, parents, significant others)*
- Communities
- Commanders
- Leadership
- Media
- Public



Campaign Key Messages

- 2.1 Standardizing Family Programs and Services
- 2.2 Increasing accessibility and quality of health care
- 2.3 Improving Soldier and Family Housing
- 2.4 Ensuring excellence in Child, Youth, and School Services (CYS Services)
- 2.5 Expanding education and employment opportunities for Family members
- 2.6 Providing Soldiers and Families a quality of life that is commensurate with their service
- 2.7 Providing Families a strong and supportive environment where they can thrive

Defining Your Role in the Campaign

The most challenging part of this campaign is making sure Soldiers and their Families know about the available services. Your role is critical to ensuring the successful rollout of this campaign. It is important to create and maintain awareness of the program at a level that is relevant to your specific population's needs.

Develop a solid communication plan that delivers the right messages to the right audience, using the right tools.

Integrate Army Family Covenant information into every briefing possible, take advantage of unique opportunities to communicate key messages and market continuously.

Visit www.ARMYOneSource.com to learn about resources, tools and information that addresses the needs of Active, Guard and Reserve Soldiers and their Families. Army OneSource links together community and military resources to improve availability and access to services for the entire Army Family.



As the designated point of contact, you can assist by:

Disseminating the campaign materials to frequently visited locations on and off the garrison, such as exchanges, banks and credit unions and schools.



Maximizing awareness through events, forums and other formats within your local military community.

Implementing a dissemination plan for rolling out campaign materials and ensuring distribution sites are continually stocked.

Developing methods to track and measure campaign awareness building and general response rate.

Referring Soldiers/Families to ARMYOneSource.com for more information on a program or service.

USING THE GUIDEBOOK

This guidebook was designed to assist your garrison's marketing team in implementing the **Army Family Covenant: Keeping the Promise** awareness campaign. Included in this booklet are

recommendations and possible locations for disseminating materials, ideas for generating awareness about the campaign and available resources and points of contact should you have any questions or need additional assistance.

CAMPAIGN EXECUTION

Summary of Materials

This package includes the following campaign materials:

- Pop-up Display
- 4' x 10' Banner
- 24" x 36" Posters
- Brochures
- 8.5" x 11" Advertisements
- 4' x 7' Posters
- CD ROM Messaging Toolkit and Templates
 - Web Flash Advertisements
 - Print Material Templates
 - Briefing Slide Template



Suggested Distribution Methods and Channels

Following are recommendations for distribution and dissemination of each item. These are ideas and suggestions only.

We ask that you utilize your own resources and expertise for effective communication options on and off the garrison.

A. Poster

On-Post Points of Distribution

- Exchange
- Commissary
- Health clinics and/or hospitals
- Fitness centers/gymnasiums
- CYS Service/daycare centers
- Bulletin boards at chapels
- Library



- Welcome Centers
- Community/Family centers
- Shuttle/bus stops
- Post office
- Dining facilities

Off-Post Points of Distribution

- Schools
- Daycare centers
- Beauty/barber shops and/or salons
- Bulletin boards at churches

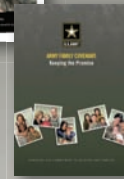
- Grocery stores, fitness centers and pharmacies
- Bulletin boards at community services offices (e.g. Social Security and Red Cross)



B. Brochures

Because of the limited quantity of brochures, we recommend initial distribution/availability on the garrison at the following places:

- Community/Family centers
- Welcome Centers



Additionally, we recommend posting the Army Family Covenant brochure on your FMWR Web site through the Community/Family center

link. A copy of the brochure in PDF format is included on the enclosed CD-ROM and also available on AKO.

C. CD-ROM

The enclosed CD-ROM contains electronic files for all included Army Family Covenant marketing materials. These files are print-ready and easily reprinted by your office or a local vendor as needed throughout the year. They are also available online through the AKO portal — <https://www.us.army.mil/suite/page/613642/>

Timeline for Action October - November 2009

1. Review all materials and toolkit
2. Begin contacting your garrison distribution outlets for approval to disseminate materials
3. Send press release and copies of the campaign materials to garrison PAO
4. Follow up with garrison PAO on press release and materials
5. Identify other relevant activities/forums/venues for generating campaign awareness
6. Identify off-post locations for distribution of materials (e.g. churches, beauty shops, daycare centers)
7. Begin dissemination of materials on and off the garrison

December 2009

1. FMWR will provide campaign evaluation forms with instructions
2. Complete and return these forms by 31 January 2010 to FMWR
3. Continue materials dissemination on and off the garrison
4. Review supply of materials and assess the need for additional quantities
5. If necessary, reprint materials from campaign CD-ROM
6. Post messaging materials (poster and brochure) on garrison FMWR Web site

7. Conduct site visits to locations using the campaign materials and assess response and document implementation

BUILDING AWARENESS

In addition to distributing and disseminating campaign materials, the following are additional ideas and recommendations for generating awareness about the campaign and the Army's commitment to Soldiers and Families.

- Events, forums and discussion groups
- Newcomer briefings
- FRG meetings
- Set up display at AAFES or commissary during special promotions
- Incorporate into garrison health fairs

Public Service Announcements

Accompanying your campaign efforts at the garrison level, in-store radio and in-store television public service announcements (PSAs) will launch at Army and Air Force Exchange System (AAFES) stores worldwide. The materials you have received were designed to complement the PSAs and generate greater awareness of the **Army Family Covenant: Keeping the Promise Campaign**.

Media Outreach

FMWRC will be issuing a press release through IMCOM Public Affairs channels to national and local media outlets. We request you also contact your garrison newspaper and other appropriate local news outlets on and off-post with a press release and provide them with copies of the marketing materials.

Tracking Coverage

If your local newspaper runs a story or mentions the Army Family Covenant, please track coverage and keep copies for inclusion with the campaign evaluation forms.

Public Affairs Offices will be asked through IMCOM to post any stories referencing the Army Family Covenant to the Army's CORE news distribution web site.

Documenting Your Progress

FMWRC will track and measure the effectiveness of this important initiative by sending a campaign evaluation form in January. The form will ask for feedback and include quantitative and qualitative questions on:

- Material dissemination
- Reprints
- Photography
- General public response
- Process for delivery of materials and messages

CAMPAIGN RESOURCES AND CONTACTS

Army Family Covenant Marketing Templates

File location: <https://www.us.army.mil/suite/page/613642/>

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