



NGAM National Guard Association of Michigan

MEMORANDUM

DATE: 20 May 2023

TO: NGAM Membership and General Conference Attendees

FROM: NGAM Communications Committee

SUBJECT: 2023 NGAM Conference Communications Committee Report

1. During the past year, the Communications Committee has been engaged in several different efforts to improve both our communications to the membership as well as our communications between the membership and our legislators both at the State and National levels.
2. **Membership Communications.** The association believes that informed members become engaged members and as such we are working on four different initiatives that will assist us with reaching both current and potential members.
 - a. Constant Contact remains our primary email engagement platform. During the year, Constant Contact was used to send over 120,000 emails to membership of which 24% were opened. While an improvement over the previous year, we are still below the national average.
 - b. In March, we began consolidating multiple membership databases to develop one location that contains current contact information for all members. Once all membership information is consolidated in one location, we will research methods of connecting that database to our website to allow members to log in and update information and validate membership. This also ensures that we are reaching as many members as possible when sending emails via Constant Contact.
 - c. A mobile app has been developed and is expected to be available soon. This will allow us to provide real time news, events and offers to our membership.
 - d. We met with the Maria Kelly, NGAUS Manager of Membership and Marketing to discuss their support of print material such as flyers and pamphlets. We intend to grow membership by producing print material about NGAM, NGAUS and EANGUS that can be distributed to armories.
3. **Legislative Communications.** The Association recently began using the VoterVoice advocacy website to provide our membership with a one-click method of sending their legislators emails about policies that matters to us in the Michigan National Guard. This year members sent almost 200 emails to legislators with almost half of those containing personalized stories on how these policies impact them.

Jeromie Golab
Communications Committee Chairman