



TOOLS FOR SUCCESS

The Strong Bond program's mission is to build Warrior readiness by providing skills the Warrior can use to strengthen his or her marriage or other relationships. This kit contains all of the tools for success you need to live that mission and plan your Strong Bonds event. There are posters for placement around high traffic areas, an email that you can send to your Unit Leaders, and brochures with information for the couple, as well as a general brochure for distribution to Commanders so they can see the importance of the program.

THINK OUTSIDE OF THE BOX

The Strong Bonds program is dependent on you. The Chaplains' commitment to the program is the key to our Warrior's success. Although you have been provided with these tools and there are standards listed below that you can follow to implement the program, each of you know best what will work in your region.

1. CONDUCT A CHAPLAIN BRAINSTORM SESSION

- Where will the program be held? Think of places that are easy to get to but also provide a getaway atmosphere. Is there a lodge? A beachside hotel?
- Are you able to provide childcare?
- When will the program be held? Avoid weekends where there might be a large local or national event.
- What are ways outside of the traditional means to reach out to the Warriors and their families in your area? Is there a facebook group for the spouses on your base? Is there a mixer or social where information could be distributed?
- Do you know others who have participated in a Strong Bonds event? Encourage them to spread the word to their colleagues.

2. DETERMINE DATE, TIME AND LOCATION

3. GO TO STRONGBONDSNG.ORG TO REGISTER AND RECEIVE FUNDING FOR YOUR EVENT

USE THE BOX!

4. REACH OUT TO YOUR LOCAL PUBLIC AFFAIRS OFFICE

- Contact your local Public Affairs Office and present them with the enclosed Media Kit.
- Encourage them to use the information to pitch the Strong Bonds story to the local newspaper, television and radio stations.
- Be sure that they send the press release, video news reel log and other information to their media contacts.
- Follow up with the PAOs to ensure that the information is delivered through the proper channels so that your program will garner support in the community and get the attention it deserves.
- Whenever possible, offer to help with the publicity by identifying and contacting a real life Strong Bonds success story, perhaps a couple who just attended an event, or a single Warrior who can speak personally and positively about Strong Bonds. Commander participations is always helpful.

5. SPREAD THE WORD

- Build additional awareness of the event by sending the email available at strongbondsnbg.org to Unit Leaders and Family Coordinators to make them aware of the program and its impact on Warriors' families.
- Fill in the information on the posters and hang them in high traffic areas.
- Place brochures and posters in the Family Coordinator's office, your office, and popular hang-outs.
- Make Strong Bonds announcements when welcoming home our Warriors. Scheduled formations are also a good time to announce upcoming events. Have information on hand to encourage participation.
- Contact your area PAOs and encourage them to support your effort. They have the information they need to get the media coverage the program deserves.
- Determine the needs of your event from the enclosed promotional kit offering and visit strongbondsnbg.com to order the items you need. Remember, you need to allow at least 13 business days for fulfillment and shipment.

National Guard Warriors are always ready, always there, and their families sacrifice and serve everyday too. Strong Bonds supports Guard Warriors and Families. Attendees report high satisfaction with the program and preliminary studies show that military couples who attend training have lower breakup rates than military couples who did not. The success of the Strong Bonds program depends on you.