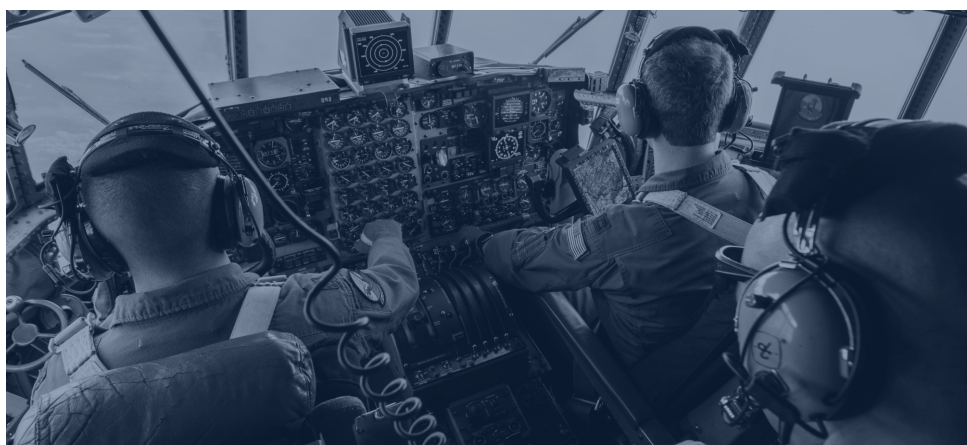




NGAUS

Membership Recruitment Kit



Frequently Asked Questions

What is NGAUS?

The National Guard Association of the United States (NGAUS) advocates on behalf of the men and women who serve in our National Guard to procure modern equipment and deserved benefits.

How can I get involved with NGAUS advocacy?

Anyone is welcome to use our Write to Congress feature available on the NGAUS website to send a personalized letter to their elected officials to support bills that NGAUS has presented to Congress. ngaus.org/legislation/write-congress

We also have many committees and task forces that our members serve on to help drive the future of Guard advocacy.

Does NGAUS have any events that I can attend?

NGAUS has many events throughout the year including the Legislative Workshop, National Capital Summit, Industry Day, General Conference & Exhibition, and Mental Health Symposium. NGAUS staff also attend many of the conferences held by state National Guard associations.

Who can be a NGAUS member?

Anyone can become a NGAUS member. NGAUS has over 45,000 members from all 50 states, three territories, and the District of Columbia. Our supporters include active, separated, and retired Guardsmen as well as Guard supporters and family members.

What are the benefits of becoming a member?

NGAUS members have access to exclusive professional development opportunities, scholarships, insurance supplements, a monthly subscription to National Guard magazine and

access to articles and legislative analysis. Specific member benefits are based upon member type, visit ngaus.org/membership/member-benefits for details. (A benefits chart can be found on page 5.)

How much does membership cost?

Currently serving Guardsmen have the option of a \$1,000 lifetime membership or annual which is based upon rank. (Pricing can be found on page 5 or on the back of the NGAUS Brochure.)

Recently commissioned Guard officers are eligible to receive a complimentary membership for the year they apply and the full following year.

Retired Guardsmen have the option for a one-time \$125 life membership.

Associates, which include Guard supporters and family members, are eligible for an annual or life membership. Memberships can be purchased for \$45 or \$500 respectively.

What if I can't afford the \$1000 payment for life membership at this time?

Your membership can be paid in \$100 installments over 10 months or \$250 installments every six months over 2 years.

To learn more about this option please contact membership@ngaus.org.

Who do I contact about Membership?

The NGAUS membership team can be reached at membership@ngaus.org or 202-408-5880.

Membership Dues Structure

Status	Membership Eligibility	Price
Newly Commissioned/ Assessed National Guard Officers	COMPLIMENTARY Annual Membership	FREE
Current National Guard Officers	Active Annual Membership	
	O1, O2, O3, WO1, CW2, CW3	\$40
	O4, O5, O6, CW4, CW5	\$80
	O7, O8, O9, O10	\$130
	Active Life Membership (installment payments available)	\$1,000
Retired National Guard Officers	Retired Life Membership	\$125
Enlisted National Guard, family members and Guard supporters	Associate Annual Membership	\$45
	Associate Life Membership	\$500

Membership Benefits

Benefits	Active Life	Active Annual	Complimentary Annual	Retired Life	Associate Annual	Associate Life
	\$1000	Price Based on Rank	FREE	\$125	\$45	\$500
Steel etched Life Member Card	✓					
AFBA scholarship opportunity for member or dependent	✓					
Grantham scholarship opportunity for Active O-5 and below	✓	✓	✓			
NGAUS professional development opportunities	✓	✓	✓			
Insurance supplements	✓	✓	✓	✓	✓	✓
Monthly issues of NATIONAL GUARD Magazine	✓	✓	✓	✓	✓	✓
Weekly Washington Report e-newsletter	✓	✓	✓	✓	✓	✓
Access to legislative analysis	✓	✓	✓	✓	✓	✓

How to Use the NGAUS Logo

There are different logo file types available. Please use the logo when appropriate and refer to the NGAUS Style Guide for information on how to use the logo. For questions regarding the NGAUS logo please contact membership@ngaus.org.

.jpeg File

This version should be used online or in emails, not on printed materials.

.png File

This is a transparent version of the logo and allows for the logo to be used over colored backgrounds, this can be used for smaller printed versions of the logo.

.tif File

This is a large file type and should be used on printed materials.

.eps File

This should be used for very large printed materials such as banners or when the logo becomes pixelated as any other file type.

Membership Collateral

Please use any of the materials found on the State Association Resources that you feel will aid in the procurement of members to add to our voice on Capitol Hill.

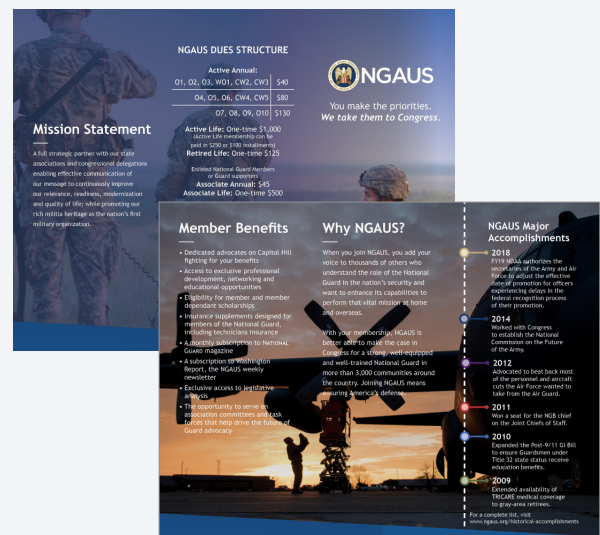
We ask that you do not alter any of the materials with other images or logos. For custom versions of the collateral or professionally printed collateral, please contact membership@ngaus.org.

State Association Resources can be found at www.ngaus.org under the States & Territories tab.

NGAUS Brochure

This brochure has quick information about NGAUS and membership. This piece of collateral is great for a 10,000ft. view of what NGAUS does.

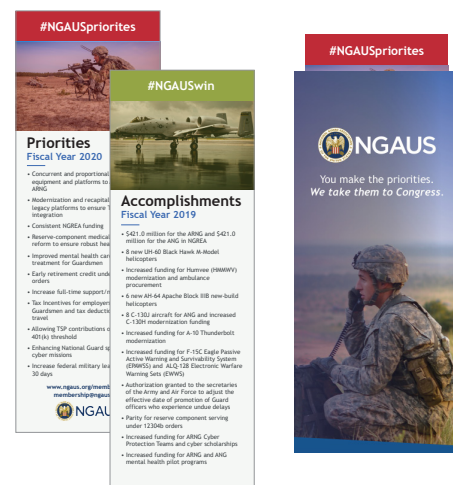
Printer's Specs: Final size 8.5x11" with 1/8" bleed



NGAUS Priorities and Accomplishments Card

This card is an annual overview of the achievements of NGAUS advocacy and upcoming fiscal year priorities. This card is meant to accompany the brochure and can be easily folded into the brochure.

Printer's Specs: Final size 3.25x9.5" with 1/8" bleed



NGAUS Complimentary Registration Flyer

Both an Army and Air version of this flyer are provided and are intended to be given to newly commissioned officers.

Printer's Specs: Final size 8.5x11" with 1/8" bleed



NGAUS Life Member Flyer

This flyer lists NGAUS Life Member benefits and can be used as a handout.

Printer's Specs: Final size 8.5x11" with 1/8" bleed



NGAUS Join Flyer

This flyer is intended to generate awareness about NGAUS and can be used as a handout.

Printer's Specs: Final size 8.5x11" with 1/8" bleed



NGAUS Renewal Postcard

These postcards are available for Army and Air and have enough space to include mailing information and stamp.

Printer's Specs: Final size 6x4" with 1/8" bleed



NGAUS amplifies the voices of more than 45,000 members to advocate for each and every one of the nation's 450,000 Guardsmen and their families. Make sure your voice is heard by continuing your support of our efforts.

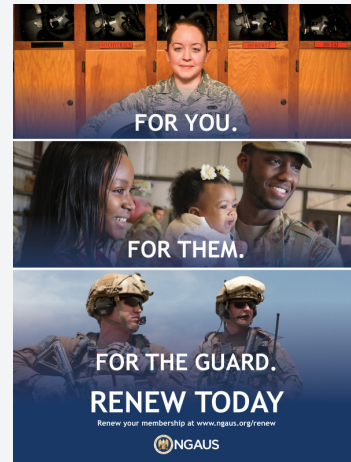
Active Annual	
01, 02, 03, WD1, CW2, CW3	\$40
04, 05, 06, CW4, CW5	\$80
07, 08, 09, 010	\$130
Active Life One-time or Installment	\$1,000

Renew your NGAUS membership today
www.ngaus.org/renew
 202-408-5880

NGAUS Renewal Poster

This poster targets expiring or expired members and can be displayed at events.

Printer's Specs: Final size 18x24" with 1/2" bleed



NGAUS Social Post

Below are examples of post content that can accompany the membership images. We encourage State Associations to repost any NGAUS social media posts.



Social Networks

Facebook @NGAUS1878

Twitter @NGAUS1878

Instagram @ngaus.hq

LinkedIn @National Guard of the
United States

Examples:

Your membership makes it possible for @NGAUS1878 to turn legislative priorities into legislative accomplishments. Join today to make an impact. ngaus.org/join

With advances in technology our Guardsmen should have the updated tools they need to get the job done and its our goal to make that happen. Join @NGAUS1878 today to increase our advocacy wins! ngaus.org/join

Membership support is crucial to turn #NGAUSpriorities into #NGAUSwins. Support @NGAUS1878, support the Guard. ngaus.org/join

Your membership makes it possible for @NGAUS1878 to turn #NGAUSpriorities into #NGAUSwins. You make the priorities. We take them to Congress. ngaus.org/join

Membership Retention

The best way to ensure members will renew with your association is to continue engagement with them beyond the initial interactions that lead to membership. We have included email templates in the online resources that will allow you to reach out to your members throughout the year.

Welcome Email: When a new member joins or even when a member renews, thank them for their support. If members have account pages on your website, ask them to make sure their information is correct. You can also ask some questions to get to know them, this lets you understand who your members are and it also gives insight into what your members might be looking to get from the association.

Onboarding Emails: These can be multiple emails that follow the initial welcome email. These emails are meant to give members information and keep them engaged with the association. You can send a different email every few weeks that touches on different aspects of the association: events, benefits, legislation, how to get involved or volunteer, etc.

Renewal Emails: Reach out to expiring members beginning in October when their membership can count toward the following year. We suggest giving them examples of any accomplishments your association had throughout the year. Members want to know that their dues are going toward something that benefits them.

NGAUS Contact Information

For information about NGAUS or its benefits, please use the below contacts.

communications@ngaus.org

- NATIONAL GUARD Magazine
- Washington Report
- The NGAUS website
- Social Media

membership@ngaus.org

- NGAUS Membership
- Membership Database
- AFBA Scholarship opportunities
- NGAUS Marketing Collateral Customization

advocacy@ngaus.org

- Advocacy
- NGAUS Priorities
- NGAUS Accomplishments
- Resolutions
- Resolutions Database

ita@ngaus.org

- Insurance Trust

ngaus@ngaus.org

- Grantham Scholarship opportunities
- NGAUS events