

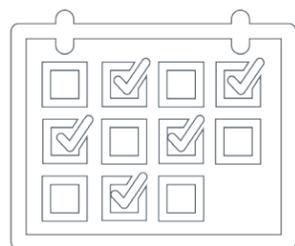
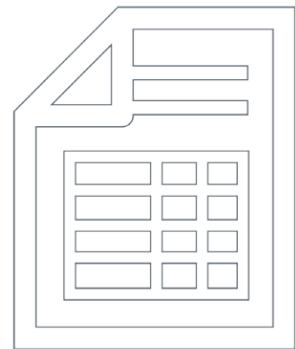


The Ultimate Guide to
**MAINTAINING &
GROWING YOUR
NONPROFIT
DURING PCS**



ARMY SPOUSE

VOICE FOR A SIMPLER PCS



It's no secret that PCSing can throw wrenches in things like your plans, schedules, routines, and work flow. If you, like many other military spouses, have started or work at a nonprofit or small business, how can you maintain balance, keep momentum, and remain involved when your location isn't exactly stable? Whether you'll be working remotely to push your business goals forward, or are just looking to remain involved in a community of interest from afar, there are a few ways to keep in touch and stay engaged.

TAKE YOUR BUSINESS "TO GO"

Connect with a local group that will be an organizational "foundation" even when you PCS. Spouse clubs are great assets, and aligning your business with them lends you great (and sturdy) outreach opportunities to:

- Become a vendor at community events
- Ask them to join mailing lists or share your business info to their communities
- Find and grow a steady pool of volunteers, from which you might find future employees
- If you share common goals, create opportunities to work together

Social media platforms are incredible, mostly free pathways to raise awareness and visibility for your nonprofit. These channels are easily maintainable, super portable tools for connection. Consider building out or joining the following types of pages:

- Personal page
- Local military spouse pages and networks
- Community pages and message boards
- Don't forget to check out business and nonprofit organizations in the civilian community around you

Link up with online networking communities for support, growth and connectivity.

NATIONAL COUNCIL OF NONPROFITS

It's important to not to feel as though you are "going it alone." The [National Council of Nonprofits](#) is a powerful network of State Associations and nonprofits that provides resources, strategies, and best practices for getting your nonprofit off the ground and gaining traction.

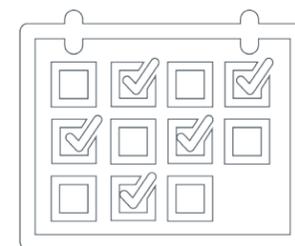
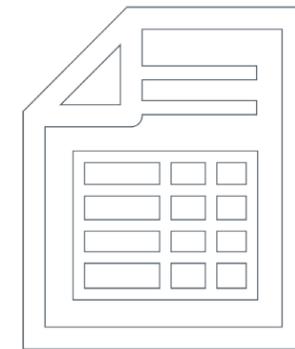
- Gain operational insight for your nonprofit- make sure you're following protocol, building leadership, and staying on top of financial management.
- Keep up with trends and current events of the greater nonprofit community.
- Gain knowledge about the fundraising style of your business.

LEAN IN COMMUNITY

Founded by Facebook Chief Operating Officer Sheryl Sandberg, [Lean In](#) is

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a nonprofit designed to support women in the workforce and beyond reach their individual or organizational goals. You might be on a seemingly different business path than those around you, but it's out of those differences that we usually learn the most.

- Connect online or find a local Lean In Circle for face-to-face interaction and support
- Grow a network of peers that extends far beyond your zip code
- Design your own system of support, find resources, and find out about new opportunities

Reaching out to the local civilian population in your new area is a great way to gain visibility for your work and grab the attention of potential new patrons/clients. Beyond social media, it's worth your while to explore advertising/ brandraising through local media options:

- Newspaper
- News stations
- Radio stations

MWR and other installation agencies can also be helpful tools to use when you arrive on the installation, providing you with info to help you and your nonprofit hit the ground running in your new community. If you're planning to run your business on post, take some time to [brush up](#) on rules and best practices. Similar to spouse clubs, agencies like MWR can also help:

- Put out information about your organization in public forums and listservs.
- Add the organization to the newcomer's brief at info tables
- Gain admission to present/participate at vendor or information fairs

THANKS FOR JOINING US.

Feel free to email us with any questions at pbarron@ausa.org. If we can't help, we'll find someone who will!

Become an AUSA member for additional resources and support. Learn more at ausa.org/membership.