



THE OneSource CONNECTION



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Visit www.militaryonesource.com User ID: **Military**; Password: **OneSource** or Call **1-800-342-9647**

Greetings from Military OneSource

We are proud to announce the premier edition of the OneSource Connection, a monthly newsletter filled with updates, announcements, and general information about Military OneSource services.

Military OneSource is a private service designed to be easily accessed from anywhere at anytime. The program is an extension of family readiness services providing support to families who are geographically dispersed throughout the country.

One of the most challenging parts of any military support program is making sure Soldiers and their families know about the service, so they can benefit from all the resources and use them effectively. As a partner, your tireless efforts in getting the word out have had an enormous impact in the ongoing commitment to increase the support network provided to Soldiers and their families. Thanks to all of you and your endless dedication, perseverance, and enthusiasm for the program, Military OneSource has been embraced by the military community. The service is dedicated to serving Soldiers and families everyday. Together we will continue to make an important difference in the lives of the military community. We salute you for being an integral part in improving the quality of life for Soldiers and their families.

Transition to Military OneSource

In August 2003, Soldiers and family members were introduced to Army OneSource, the branch-specific OneSource program for the Army. In February 2005, the Department of Defense launched a single brand name called Military OneSource for all branch-specific OneSource programs. Army OneSource is part of Military OneSource. The Army OneSource phone numbers and website will remain active indefinitely. Merging the branch programs will result in an increase in the programs efficiency, making them more available for all Active, Guard, and Reserve members and their families, especially those geographically dispersed without immediate access to installations.

|| Your input is valued. Do you have questions, comments, suggestions, or ideas? Are you interested in submitting a news story? Please contact Opal Moore-Harris, Military OneSource Program Manager, by email, opal.moore.harris@militaryonesource.com. We are eager to hear from you!

Utilization

Since the program was introduced in August 2003, Soldiers and family members have made over 150,000 contacts to Military OneSource. The Army is shooting for an annual utilization rate of 15%. So far utilization for telephone contact, online use, and non-medical counseling is 11.5% for FY05, so we still have a way to go. Guard and Reserve Soldiers and their families make up approximately 28% of all use for the Army, so let's keep getting the word out.

Take Advantage of no-cost Non-Medical Counseling!

Remember to tell everyone that Military OneSource offers no-cost private in-person counseling in local areas in US and Puerto Rico. Call 1-800-342-9647 and speak to a consultant today!



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New Marketing Materials

To manage the transition from individual service brands, to the Military OneSource brand, OSD has produced new marketing materials, which have been widely disseminated. The new Military OneSource marketing materials have a sleek, polished, and stylish appearance. The new materials include a Senior Enlisted Advisor Poster endorsed by the Sergeant Major of the Army, Military OneSource Logo Posters, Letters from Home DVDs, Brochures, Wallet Cards, Magnets, Postcards, Outdoor Banner(s), and animated Web Banners (available electronically).

Marketing Kits

In June 2005 Military OneSource disseminated 537 marketing kits to Guard and Reserve Family Service Centers, which included the new aforementioned Military OneSource marketing materials. Additional marketing materials can be ordered over the telephone, or by email. Call the Account Service Team at 877-201- 4253 or contact them by email at accserv@militaryonesource.com.

Best Practices in Marketing

Army-specific marketing for the Military OneSource service is conducted locally via a network of family program personnel at Army Community Service (ACS) offices and through Guard and Reserve family program offices. In 2004, an initial analysis of active component installations that had high utilization was completed. The results of the analysis identified common practices, which led to effective marketing plan. Best practices from installations demonstrating successful marketing and implementation strategies:

- ✦ integrate marketing AOS into every briefing and interaction that dealt with Soldiers or family members
- ✦ identify a creative and energetic POC to market the program and communicate with local family program personnel and commanders
- ✦ exploit novel approaches to reaching Soldiers and their family members
- ✦ continually conduct steady ongoing marketing after the initial implementation phase of the program.

What will make marketing successful for your community is to tailor the best practices for your population.



Posters



Wallet Cards



Magnets



Brochures

Ordering Marketing Material

Additional promotional materials can be ordered over the telephone, or by email. Call the Account Service Team at **877-201-4253** or contact them by email at accserv@militaryonesource.com.

Schedule a Briefing or Display

To coordinate Military OneSource site visits, briefings to large groups or a display, contact Mr. Robert Brandsford at 617-270-8468 or via email at Robert.brandsford@militaryonesource.com.

Additions to the Website

TurboTax Web © is now offered through Military OneSource at no cost to Active, Guard, and Reserve members and their families. TurboTax Web © will allow users to quickly file state and local taxes through simple a step-by step process. The comprehensive tax filing program will be released in two phases. Phase One was launched 11 July 2005 for tax season 2004. Phase One will end 15 Oct 2005. Phase Two will be launched in January 2006 for tax season 2005.

The Military OneSource Single Soldier Bulletin is now available. The bulletin board will permit military participants to post a message to share thoughts, ideas and view what others are saying.