

# COMMANDER'S STRATEGIC COMMUNICATIONS TOOLKIT 2025-2028



Please reach out to Colorado National Guard Public Affairs for assistance with command messages, civic engagement, media relations, social media, event coverage, and other communication matters.

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## Commander's Intent

Communication is every leader's responsibility, but it is also a team effort.

This Commander's Strategic Communications Toolkit is a roadmap for concentrating our communications efforts on building advocacy for the CONG that is vital to the present and future readiness of our force. Every CONG member is also a recruiter. By sharing stories about National Guard experiences and conveying its opportunities and benefits, we will attract new members to our force.

This toolkit is a quick reference containing talking points and a communications goal along with objectives, strategies, tactics and messages that you and your team can use at the unit level to support CONG priorities and lines of effort while engaging key audiences.

### Overarching Talking Points

- Our 5,500 Citizen-Soldiers and Citizen-Airmen are Always Ready, Always There to serve our communities, state and nation.
- Our dedicated warriors stand trained and ready to answer our state and nation's call 24/7, 365.
- We deploy to support the joint force and allies during domestic and overseas operations and training.
- We are the first military responder during domestic emergencies, supporting the state of Colorado and local jurisdictions to help save lives, reduce suffering, and mitigate property damage.
- Through the National Guard State Partnership Program, we conduct military-to-military exchanges in support of strategic enduring relationships and defense security objectives.
- To increase public awareness, understanding, trust, and support of our state and federal missions, we actively engage with our communities.
- We engage in community partnerships to expand support to our people and our communities.
- We are an organization of professionals who are multipliers for Colorado's employers and workforce.
- We build and sustain warfighting readiness to support global military operations while defending the homeland in an increasingly complex threat environment.
- We secure and assess force structure to ensure that it aligns with national defense priorities and is relevant to Colorado.

## Communication Goal

Promote shared understanding and public support by strengthening awareness of CONG Soldiers, Airmen and civilians while informing key audiences that we are Always Ready, Always There—now and into the future.

### Communication Objectives

**Objective 1:** Share the stories of our people, in their own words, with each other and our community

**Objective 2:** Internal and external communications address at least one of the CONG's three priorities—people, warfighting readiness, and innovation/modernization—so that we speak with one voice

**Objective 3:** Inform key internal and external audiences about how the CONG is serving our communities, state and nation

**Objective 4:** Increase our reach to build public trust and support from partners to create an expanding and more engaged community committed to the success of the CONG

## Tactics

Tactics commanders can use to communicate priorities for all four communication strategies outlined in the CONG Strategic Communications plan:

### Strategy 1: Integrate and synchronize internal communications

- Communicate CONG priorities to CONG members
- Foster an environment to encourage CONG members to provide feedback
- Promote Lines of Effort initiatives to encourage CONG members to participate in them

### Strategy 2: Engage our organization to tell our collective story

- Tell PA about story ideas regarding initiatives, operational ideas, best practices, cutting-edge capabilities, innovation, and modernization
- Share stories from military, civilian, and family life with PA
- Find ways to highlight your CONG members and their missions

### **Strategy 3: Engage our community**

- Educate CONG members on the opportunities available in the community and how that can benefit their development
- Participate in community outreach events and encourage CONG members to do the same
- Coordinate with PA about unit training that the media and community members can observe

### **Strategy 4: Increase and improve our online presence**

- Communicate with PA about any relevant unit events that support CONG priorities
- Coordinate with PA to ensure your unit's website and social media accounts are compliant with policy
- Encourage the use of collaboration features and tags on social media platforms to cross-promote content and increase engagement

## **Key Messages**

### **People:**

- We invest in our most valuable asset, our people.
- We foster a professional and respectful workplace for all.
- We are a cohesive organization where everyone is welcomed, valued, respected and heard.
- We are proud of the dedication, courage and service of our CONG members, who are Always Ready, Always There.
- We are focused on ways to ensure the readiness and resilience of our CONG members, civilians, and our families since they are the foundation of our force.
- Our people have an equal opportunity to apply their unique talents and maximize their potential.
- Recognizing our members' achievements reinforces a culture of excellence, fosters unity, and ensures that every CONG member feels valued, supported and integral to our mission's success.
- By investing in development and retention programs, we support our members' growth and ensure they feel valued throughout their careers.
- We are the organization of choice by supporting and

caring for our CONG members, civilians, and our families.

- We honor the lives of our fallen and pay tribute to our heroes and their Gold Star families who have sacrificed in defense of freedom.
- Families are the heart of our force, providing the support and resilience that strengthen our service members and the entire CONG community.

### **Warfighting Readiness:**

- We exemplify the Warrior Ethos and prepare our forces for the demands of Great Power Conflict through advanced training, enhanced resilience, and adaptive strategies to protect our state, nation and allies.
- We remain ready to respond to domestic emergencies, fight our nation's wars, and protect the homeland.
- We demonstrate high standards in readiness so that we are prepared to answer the call of our community, state and nation.
- We recruit and retain talent to build and maintain ready teams to meet our many missions.
- We leverage civilian occupations and skill sets within our unique force to improve readiness.
- We prioritize rigorous, realistic training to enhance our lethality and prepare our forces for the complexities of modern warfare.
- We build mutually beneficial partnerships that contribute to the readiness of our people.
- We take advantage of training and integration opportunities between the services and within our force.
- We cultivate a culture of resilience, ensuring that each member is physically and mentally prepared for the challenges ahead.
- We achieve readiness with support from our families, employers, community, and each other.

## ***Innovation and Modernization:***

- We need a force modernized for the future.
  - We campaign for high-tech capabilities including weapons systems, modern facilities, land, and future force structures for our people to continue to execute all state and federal missions.
  - We value and support boldness, initiative and innovation among our members.
  - We prioritize aggressive modernization across our force to achieve dominance in the multi-domain environment and ensure readiness for emerging and complex threats. We maintain interoperability with the Joint Force by delivering the combat capabilities needed for any conflict, anywhere, anytime, through long-term strategies and targeted investments.
- We maintain interoperability with the Joint Force by delivering the combat capabilities needed for any conflict, anywhere, anytime, through long-term strategies and targeted investments.
  - We foster a culture of innovation and continuous learning across all levels, ensuring every member of our force is equipped to succeed in a Joint All Domain Operational Environment.
  - We modernize and maintain existing facilities to ensure they meet the needs of our Soldiers, Airmen and civilians, providing resilient, energy-efficient spaces that reflect the quality and professionalism of our organization.



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Access the Colorado National Guard  
Strategic Plan



Access the Colorado National Guard  
Strategic Communications Plan

*The Colorado National Guard has three priorities as part of all lines of effort:*

- **People**
- **Warfighting Readiness**
- **Modernization and Innovation**

