



Naval Submarine League **Sub Clubs**

The NSL offers support and ideas to interested parties in forming organizations dedicated to supporting crews and their families. Currently, there are 15 Sub Clubs supporting 18 out of 67 U.S. submarines in operation.

Intense effort is being made by the NSL to encourage the formation of more Sub Clubs: The NSL Sub Club Guide is continuously updated and contains resources and ideas to promote this effort to interested parties; multiple informational Zoom sessions have been well attended with current Sub Club leadership sharing their experiences.

Some examples of activities that Sub Clubs participate in include: care packages for the crew, holiday cards and ornaments, and arranging namesake visits.

Please send an email to outreach@navalsubleague.org if you are interested or have questions.

Please see reverse for American Submariner article about Sub Clubs.



outreach@navalsubleague.org

Sub Clubs Help Today's Submariners to Thrive

Naval Submarine League Connects Subvets with Current Submarines and Their Crews

THOUGH your own days of punching holes in the ocean may be behind you, as a proud submarine veteran, you don't need to end your direct association with your beloved boats. The Naval Submarine League (NSL) is on a mission to support active-duty submarines in a variety of ways—and you can help! Their growing "Sub Club" program allows subvets like you the opportunity to connect in a very real way with the latest generation of the Submarine Force.

What's a Sub Club? It's a local group formed to offer real-world support to a specific American submarine, her crew, and their families. Typically, representatives of the Clubs build meaningful public relationships with their affiliated boats, and the Clubs themselves tend to be located where there's a connection to the sub's namesake city, state, or honored American. The NSL tries to encourage membership in or near the boat's homeport, setting up volunteers as local liaisons to the sub and her crew.

Why such Clubs? The idea is to show the boats recognition and gratitude, so their crews know how much their efforts and sacrifices are appreciated by the general public. Support for these submarine men and women and their families can take the form of close connection with Family Readiness Groups,

command leadership (the CO, XO, and COB), Command Sponsor Programs, Ombudsmen, Work and Family Life groups and more—all to help fulfill the needs and wants of the crew. This also fosters stronger community relationships, educating the public about the importance of submarines to our Navy and their undersea realm to national security.

Spreading the word about Sub Club activity is achieved through dedicated websites, newsletters, podcasts, and of course, in this day and age, social media. Communications with the sub, crew and families is thus direct and effective.

But Sub Clubs go far beyond mere communication. Fun activities are organized, such as sending crews to visit their namesake cities or states, sponsoring their attendance at sporting events, presenting sailors with state-specific gifts of honor, even contributing history or artifacts to museums.

Several USSVI bases are already working with the NSL on this unique cause. In addition, Navy League councils which have already "adopted" submarines are being encouraged to join the Sub Club effort too.

Though there's room and desire for much growth, happily there have already been some



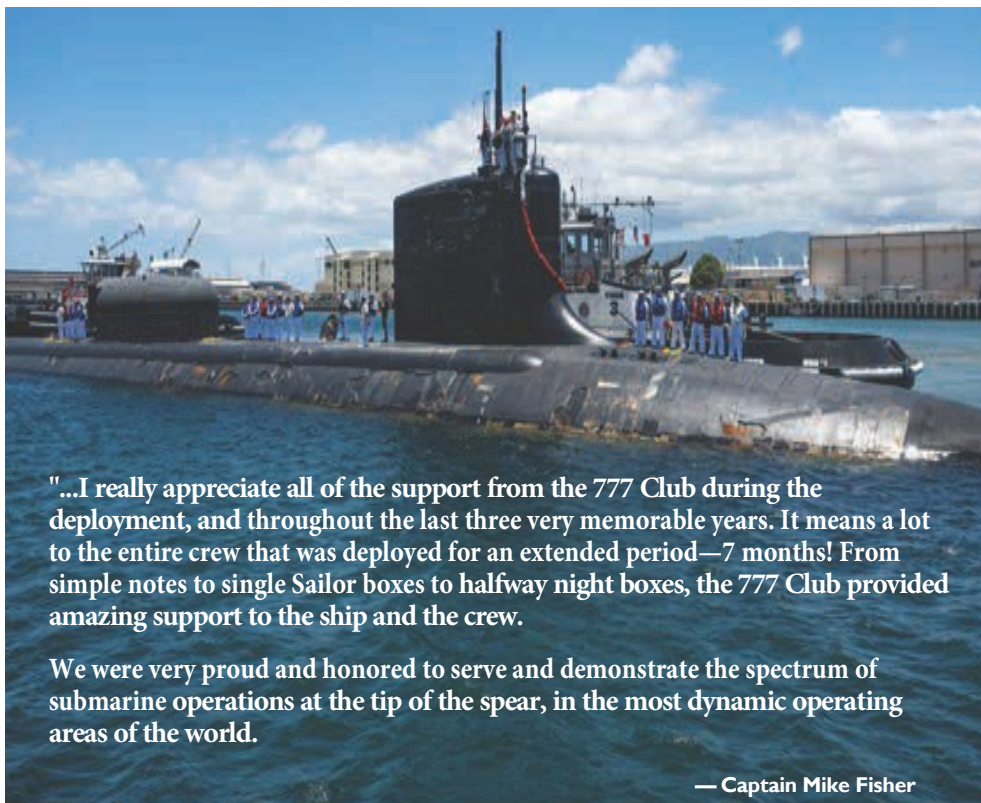
Colorado's support for their efforts in defense of our nation and appreciation for their sacrifice.

satisfying Sub Club success stories. The USS *Colorado* (SSN 788) Submarine Association has provided dedicated support to their namesake boat, boosting crew morale and enhancing local public awareness, while ssn777club.org has actually backed multiple boats, including *North Carolina* (SSN 777), *Asheville* (SSN 758), and *Charlotte* (SSN 766), keeping their supporters engaged through regular newsletters. Further, the ussmontanacommittee.us Sub Club has transitioned from the submarine's original Commissioning Committee, bringing continued support to its namesake boat (SSN 794) as well.

Sub Club membership generally consists of civilian or crew parent volunteers, but can also involve civic or business organizations wishing to support the boat. Anyone can participate, of course, and over time, meaningful connections are made between this elite branch of the military and its adopting community—relationships that are personal, fun and always rewarding. Each Club determines its own unique culture, one which distinctly aligns with the boat it represents. What's important to the crew is identified, public awareness is increased, and traditions become established.

Want to form a Sub Club? So far, only twelve have been established, supporting sixteen of the nearly seventy U.S. boats currently in active service. Clearly, there's much work still to do to make sure every boat eventually enjoys the special backing of a dedicated Sub Club. If you're interested in forming one—or simply supporting an existing Sub Club—please contact outreach@navalsubleague.org today.

Get involved. Create or join a Sub Club near you.



"...I really appreciate all of the support from the 777 Club during the deployment, and throughout the last three very memorable years. It means a lot to the entire crew that was deployed for an extended period—7 months! From simple notes to single Sailor boxes to halfway night boxes, the 777 Club provided amazing support to the ship and the crew.

We were very proud and honored to serve and demonstrate the spectrum of submarine operations at the tip of the spear, in the most dynamic operating areas of the world.

— Captain Mike Fisher