

## **[BASIC RAB RECRUITMENT EMAIL SCRIPT]**

**Subject:** Partner with the U.S. Navy, Advocate for Calverton Community

**ATTN:** [when no specific name insert specialized interest group (see pg 2)] [insert specific name]

Restoration Advisory Board (RAB) members have two unique roles. They provide advice to Navy decision makers and they act as a liaison group to disseminate information to and solicit concerns from the community.

The core role of a RAB member is to become educated on the often highly technical aspects of the planning, investigation, and risk management decisions and actions of the U.S. Navy's ongoing Environmental Restoration Program (ERP) taking place at **[insert location]** site, now. The RAB is not a decision-making board, but a valuable resource to ensure local knowledge, issues, and concerns are considered and incorporated, where appropriate, into the Navy's planning and execution of the ERP at **[insert location]**. RAB members are responsible for performing this role by:

- Serve as volunteers and expected to attend all RAB meetings
- Provide community input on local issues related to ERP at **[insert location]**
- Be available to the community to facilitate the exchange of information and/or concerns
- Expect to devote at least 10 to 12 hours per year to support the RAB

Although anyone within the community may apply to become a RAB member, you are receiving this letter because you have been identified as someone who has a vested interest in the environment and is an influencer within the **[insert location]** community. The Navy would like to partner with you, in support of the community, to ensure ERP at **[insert location]** restoration goals and objectives, of both the Navy and community, are being met. If you are interested please fill out the attached application (**and survey**), and email to **EMAIL**.

I will also follow up with a phone call in a few days to conduct a community survey. Even if you do not wish to apply, your responses to this 10-question survey will be invaluable to help the Navy to understand how to best keep the community informed. If you rather, call me Monday through Thursday between 8 a.m. to 3 p.m. at 757-953-4063 or email me personally at [jennifer.m.zingalie.civ@mail.mil](mailto:jennifer.m.zingalie.civ@mail.mil).

Thank you for taking the time to consider becoming a **[insert location]** RAB member. To learn more about the **[insert location]** go to **WEBSITE**

Very Respectfully -

Jennifer M. Zingalie, MBA, APR+M  
Public Affairs Specialist, Environmental Programs  
Navy and Marine Corps Public Health Center, Portsmouth VA  
620 John Paul Jones Circle  
Portsmouth, VA 23708

[Attach RAB flyer, RAB survey]

## **SPECIALIZED INTEREST GROUPS INSERTS**

### **Education**

**ATTN Science and Environmental Teachers, STEM, Specialized school clubs:** Here is an opportunity to connect students to real-world environmental actions along with their classroom learning. As a Restoration Advisory Board (RAB) member for **[insert location]**, you can share what you are learning with your class and present your classrooms ideas to U.S. Navy leadership. Students can gain an understanding of active citizenship and environmental stewardship.

### **Groups**

**ATTN Community Organization members, and leaders:** The U.S. Navy has identified your organization as one focused on specific community needs that serves as a gateway to voice opinions. Additionally, many community service organizations require volunteer assistance in some capacity. Becoming a Restoration Advisory Board (RAB) member for **[insert location]** is one way you can further help address the needs and concerns of both the community and your organization. You can also help shape the Navy's Communication plan by responding to a survey. See below.

### **Government/Specific Committees (i.e. agricultural)**

**ATTN Community Leaders and Committees:** As a leader within the community your responsibilities are diverse, as are the needs of the Calverton. One of the ways to help address these diverse needs is through membership on the Calverton Restoration Advisory Board (RAB) for **[insert location]** Here you can be a part of the strong voices helping shape the future of this site. You can also help shape the Navy's Communication plan by responding to a survey. See below.

## **BECOME A MEMBER, TAKE THE SURVEY (or both)**

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**Become a Member:** Restoration Advisory Board (RAB) members have two unique roles: (1) They provide advice to Navy decision makers and (2) they act as a liaison group to disseminate information to and solicit concerns from the community. Although anyone within the community may apply to become a RAB member, you are receiving this letter because you have been identified as an influencer and someone who has a vested interest in the **[insert location]** community. The Navy would like to partner with you, in support of the community, to ensure ERP **[insert location]** restoration goals and objectives, of both the Navy and community, are being met. Please see the attachment for more information or here are some responsibilities of RAB members:

- Serve as volunteers and expected to attend all RAB meetings
- Provide community input on local issues related to the Navy's restorations activities at the **[insert location]**
- Be available to the community to facilitate the exchange of information and/or concerns
- Expect to devote at least 10 to 12 hours per year to support the RAB

If you are interested please fill out the application found at this link: **LINK**

**Take the Survey** Even if you do not wish to apply, please take our 12-question survey. This survey will take approximately 20-30 minutes and will be used to develop a Community Involvement Plan. Your responses are invaluable as they help the Navy understand how best to keep the community informed on this issue as well as where the community prefers to receive their information. To take the survey Email me at ([jennifer.m.zingalie.civ@mail.mil](mailto:jennifer.m.zingalie.civ@mail.mil)) or call me (757-953-4063) to set up an appointment. Survey appointments are available Monday through Thursday between the hours of 8 a.m. to 3 p.m.

Thank you for taking the time to consider becoming a **[insert location]** RAB member, taking the survey or both. To learn more about the ERP **[insert location]** go to **LINK**

V/r,

Jennifer M. Zingalie, MBA, APR +M  
Public Affairs Specialist, Environmental Programs  
Navy and Marine Corps Public Health Center, Portsmouth VA  
Ph. 757-953-4063  
[Jennifer.m.zingalie.civ@mail.mil](mailto:Jennifer.m.zingalie.civ@mail.mil)

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