

# NAVY MESSAGE MAP

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“Why the Navy NOW”



A M E R I C A ' S  
**NAVY**®



# NAVY MESSAGE MAP

A message map is a tool to help ensure that key messages related to an important topic are delivered effectively and consistently. The following message map was developed to communicate why a Navy career is an ideal solution to the current economic and employment uncertainties caused by COVID-19. If you would like help developing a message map to address another issue or topic, please contact [navyfieldmarketing@gmail.com](mailto:navyfieldmarketing@gmail.com).

## Now more than ever, a Navy enlistment is one of the best investments a new graduate can make.

### THE ECONOMY

- The economy has shifted dramatically and is at a 10-year low
- Unemployment is at record levels and job prospects are uncertain
- Access to traditional higher education is uncertain as well
- Recent graduates are anxious about the future and looking for a stable path to personal and professional success

### LACK OF AWARENESS

- Centennials do not consider a military career because they don't know anyone who has served
- In past times of crisis America has looked to the military for a way forward
- I want recent graduates to understand that a Navy career can provide them that way forward

### NAVY ADVANTAGE

- More than 60 career fields in leading-edge areas such as nuclear engineering, IT, cryptology and healthcare
- Enlistment bonuses up to \$40,000, best-in-class training, accelerated promotion, and re-signing bonuses up to \$100,000
- Lifetime benefits: education, healthcare, home loans, & insurance
- Preparation for whatever the future holds

### LEARN MORE

- Explore Navy life on YouTube, Twitch, Instagram, Snapchat, Navy.com or other popular digital platforms
- Reach out to a local recruiter to better understand the range of opportunities the Navy provides
- Join the Sailors across the world who are transforming their lives and careers, while serving an essential role

