



Vandenberg Space Force Base

Raising morale to infinity and beyond: How Vandenberg Space Force Base boosts engagement with govDelivery

3x

growth to subscriber list
in the first year

50% - 500%

increase in attendance
at events

5,000

social media followers using
drip campaigns

6 months

Received innovation award six
months after implementation

OVERVIEW

Vandenberg Space Force Base houses more than 4,000 service members but many were unaware of the many community-building events available to them. In an effort to reach service members, their families, and the surrounding community, the base's public affairs office leveraged govDelivery to promote social opportunities to improve morale.

SITUATION | BRINGING A BASE TOGETHER

Vandenberg Space Force Base in Santa Barbara, California, gets attention for its amazing and unique mission, so it's easy to forget that the base is home to nearly 4,000 service members and their families, along with serving as a hub for the surrounding community. Wyatt Smalling, the base's marketing director, works to promote programs, events, and opportunities at the base that improve morale, promote readiness, and bring the members of this unique community together.

The issue was not the number of events taking place. Vandenberg offered its community a wealth of social opportunities — everything from a library and a gym to an annual car show to fantasy football — but the public affairs newsletter would only get sent to those with a .mil email address. Veterans, spouses, family members, and the surrounding town were left in the dark.

SOLUTION | TURNING TOWARD GOVDELIVERY

Smalling turned to govDelivery for email and texting support. Initially focused on building its subscriber list, the base set a goal to reach key audiences, including on-base personnel, off-base veterans, and their families. The team's efforts to increase subscriptions through diverse campaigns have boosted awareness of events, programs, and resources.

RESULTS | A BASE IN SYNCHRONOUS ORBIT

The impact of this enhanced engagement has been profound. Events now bring together airmen, guardians, their families, and foreign nationals, fostering a stronger sense of community. For many, these activities provide a safe and controlled environment to unwind, reducing the need to seek entertainment off-base. Additionally, increased interaction between units through shared events has boosted morale and camaraderie, creating a more connected and vibrant base culture.

MUST HAVE SOLUTION

govDelivery

“There’s a lot of things we offer on the base that people don’t really know about. But now because of govDelivery we can reach them.”

Wyatt Smalling, Marketing Director, SLD 30 Force Support Squadron