

# SPONSOR'S GUIDEBOOK



THE FIRST STEP  
TOWARDS BECOMING  
"A GOOD SPONSOR"

## **QUALITY is the HALLMARK OF SUCCESS**

### **OBJECTIVE:**

- ◆ *Ensure newcomers feel like members of “Team Hurlburt” before arrival.*
- ◆ *Ensure newcomers and their families have a positive first impression.*
- ◆ *Ensure newcomers are made mission ready in an efficient and effective manner.*

### **STRATEGY:**

- ◆ *Provide proactive assistance to newcomers and their families.*
- ◆ *Pave the way for a smooth transition from losing to gaining installations.*

### **TACTICS:**

- ◆ *Assess the needs of the newcomer and family.*
- ◆ *Tailor the service and be responsive to the customer.*
- ◆ *Do the job right the first time.*

### **EFFECTS OF GOOD SPONSORSHIP:**

- ◆ *Eases transition*
- ◆ *Reduces culture shock*
- ◆ *Increases productivity*
- ◆ *Cultivates unit cohesiveness*
- ◆ *Improves morale*

**“Committed to Sponsor Excellence”**

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***Sponsorship is a continuous process of providing information and assistance to relocating personnel and their family members from the time they receive their new duty assignment until they are settled in their new community.***

# A MESSAGE FROM THE WING COMMANDER



DEPARTMENT OF THE AIR FORCE  
1ST SPECIAL OPERATIONS WING (AFSOC)  
HURLBURT FIELD FLORIDA

APR 17 2014

MEMORANDUM FOR NEWCOMERS

FROM: 1 SOW/CC

SUBJECT: Welcome Letter

Congratulations on your assignment to Hurlburt Field!

You are joining a prestigious group of quiet professionals. Hurlburt Field is home of the Air Commandos and your selection to join this elite group of warriors is a remarkable accomplishment. Whether you are assigned to the 1st Special Operations Wing, Headquarters Air Force Special Operations Command, or one of the associate organizations, I trust you will find this tour both challenging and enjoyable.

Soon, your sponsor will contact you to assist with newcomer's information. In addition, the base INTRO office (850-884-4464 or DSN 579-4464) and Airman & Family Readiness Center staff (850-884-5441 or DSN 579-5441) are standing by to assist you and your family.

The Commando Inn 24-hour Reception Center, Bldg 90509, (850-884-6245/7115) is ready to welcome you upon arrival. The staff will assist you with temporary lodging, and help you get settled into the base. To get acquainted with your new home, I encourage you to visit [www.myhurlburt.com](http://www.myhurlburt.com) and <http://www.militaryinstallations.dod.mil>.

Again, welcome to Team Hurlburt.

  
WILLIAM P. WEST, Colonel, USAF  
Commander

*Any Time...Any Place*

## **A NOTE FROM YOUR Airman and Family Readiness Center Director**

*Congratulations on your selection as sponsor for a new military or civilian member (and perhaps a family) coming to Hurlburt Field. Your role as a Sponsor is an extremely important one. . We only get one chance to make a good first impression, and the way you sponsor is it!*

*As you approach this important task, ask yourself, what you would want your sponsor to do for you? Keeping that in mind, ask your newcomer what they want and need: then provide it, if you can. If you cannot, refer them to someone who can help them.*

*This booklet lists many resources and was designed to help you be the best sponsor you can be. You will need to take Sponsorship training at: <http://aaps.militaryonesource.mil/esat> and if you would like more information, you can attend a Sponsorship Training class at the A&FRC.*

*Hurlburt Field has made a commitment to quality sponsorship and you are the key element in that commitment. I am relying on you to help your newcomer feel welcome, get settled quickly, and develop a positive attitude toward Hurlburt Field, your squadron, and the Air Force mission. Believe me; it will pay us all dividends in mission success!*

*Debby Lundblad  
Chief, A&FRC  
850-884-6798  
DSN – 579-6798  
[Debra.lundblad@us.af.mil](mailto:Debra.lundblad@us.af.mil)*

## MAKING INITIAL CONTACT *(The Telephone Call)*

Make two-way personal contact with the newcomer within two duty days of your assignment as a sponsor. If the newcomer is unable to receive your call, leave a message. If you don't hear back within 2-3 working days, call again. When you speak to the newcomer, here are a few tips on how to accomplish your goal the first time. Sometimes e-mail is the only way to communicate and this is acceptable when you are unable to make contact by phone.

- Be honest; constructive and positive.
- Introduce yourself by making the newcomer feel welcomed.
- It isn't enough to say, "Let me know what you need." Be PROACTIVE! The needs of each newcomer and family will be different. Find out their needs and tailor your assistance to respond to them.
- Confirm data about the newcomer (name, rank, work and home mailing addresses, work and home telephone, fax, e-mail, accompanied/unaccompanied, etc.).
- Ask for the information needed to complete the Newcomer Needs Assessment (page 6-8) and try to get as much information as possible. If the newcomer doesn't already have a copy, be prepared to send a copy via fax, e-mail, etc.
- Ask the newcomer to keep you informed of any changes in plans.
- Provide the following information to the newcomer:
  - Your name/rank; work and home addresses, phone numbers and fax numbers
  - Supervisor's name, telephone and fax numbers, and e-mail address
  - First sergeant's name, telephone and fax numbers, and e-mail address
  - Unit commander's name, telephone and fax numbers, and e-mail address
  - Command Support Staff telephone and fax numbers, and e-mail address
- Encourage the newcomer to visit their local Airman and Family Readiness Center (A&FRC) for outbound information and the times and dates of outbound briefings. A wealth of up-to-date information about the gaining installation and local community is available through the Military Installations website: [www.militaryinstallations.dod.mil](http://www.militaryinstallations.dod.mil) or [www.hurlburt.af.mil](http://www.hurlburt.af.mil). Additional relocation information is also available at [www.militaryonesource.com](http://www.militaryonesource.com).

**Materials for the sponsor package are available to pick up at the  
Airman & Family Readiness Center**

***Remember, as a sponsor you are the Commander's Ambassador...  
make sure our new team member gets a positive first impression!***

# NEWCOMER NEEDS ASSESSMENT

## NEWCOMER RESPONSIBILITIES

As an incoming Hurlburt Field member, you are responsible for providing an adequate amount of information to assist us to ensure you have a smooth transition to your new duty station. You are responsible for keeping your sponsor informed about your exact itinerary and relocation needs.

Your sponsor will be contacting you shortly, if not already, to request the information on the Newcomer Needs Assessment from you. Your sponsor is responsible for assisting you during your relocation. Therefore, please provide the information to your sponsor as soon as possible (via FAX, telephone, mail, e-mail—whichever best meets your needs).

Advise your sponsor of your departure plans. Any subsequent changes must be coordinated with your gaining unit/sponsor immediately. If you have delays or problems en-route, contact your gaining base and/or your sponsor.

The sponsorship program is designed to efficiently provide your gaining unit with mission ready personnel. Your active and timely involvement is critical. Please document your sponsor's effort, both good and bad, as you will be asked to provide feedback upon your arrival.

***THE FOLLOWING NEWCOMER NEEDS ASSESSMENT IS PROVIDED FOR YOUR BENEFIT. PLEASE COMPLETE IT IMMEDIATELY, EMAIL OR MAIL IT TO YOUR SPONSOR, AND HELP THEM MAKE YOUR MOVE A PLEASANT EXPERIENCE.***

*Welcome to Hurlburt Field!*

**Don't forget to visit your local Airman and Family Readiness Center and also review the relocation websites:**

<http://www.myhurlburt.com/afrc.php>

[www.militaryinstallations.dod.mil](http://www.militaryinstallations.dod.mil)

<http://www.militaryonesource.com>

**They contain valuable information on Hurlburt Field and the local community.**

## **NEWCOMER NEEDS ASSESSMENT**

Principal Purpose: To record information necessary to assist relocating personnel and their family members.

Disclosure is Voluntary: Failure to provide the necessary data will not result in the individual(s) being denied service.

1. **Newcomer's Rank/Name:** \_\_\_\_\_

2. **Current Mailing Address:** \_\_\_\_\_

3. **E-mail address:** \_\_\_\_\_

4. Home Phone: \_\_\_\_\_

5. DSN Duty Phone: \_\_\_\_\_

6. Base/Unit from which you are departing: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

7. Departure date: \_\_\_\_\_

8. Anticipated arrival date in local area: \_\_\_\_\_

9. PCS plans:

a. Mode of transportation: \_\_\_\_\_

b. Itinerary (dates and locations): \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

c. If taking **leave en-route**, what are your leave addresses, telephone numbers and email address?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

10. Family Members:

a. Family Member Information:

<u>NAME</u>	<u>RELATIONSHIP</u>	<u>AGE</u>	<u>GRADE</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

b. Are they accompanying you to the new duty station? YES NO

c. If not accompanying you, where will they reside?

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

d. Is spouse military or civilian? \_\_\_\_\_

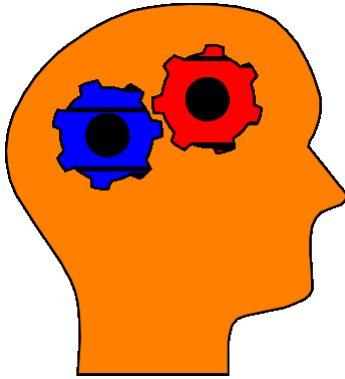
e. Is **child care** needed upon arrival? YES NO+

f. Do you wish for information about **area schools**? (circle one) Public Private Parochial





# SPONSOR'S WELCOME LETTER TIPS & HINTS



1. Be sincere and friendly
2. Make recommendations
3. Keep a positive tone
4. Put yourself in his/her place and provide the information you would need and want
5. Don't overdose on letter writing—tailor it to what the newcomer needs to know
6. Use personal tone—write as if you were sending a letter to a friend

**BE SURE TO INCLUDE YOUR NAME, ADDRESS, AND PHONE NUMBER!**

## **1. Congratulate the newcomer on his/her assignment to your installation. Tell him/her who you are.**

*(EXAMPLE: Welcome to your new assignment at Hurlburt Field. It is currently one of the (most requested, most interesting, etc.) installations in the Air Force. I've been appointed as your sponsor and point of contact until you have in-processed and settled in. I'm here to provide you with information and assistance to ensure you have a smooth transition from (his/her base) to Hurlburt Field.)*

## **2. Include your duty, home, and fax telephone numbers as well as your e-mail address, if available. Also include your current residential address.**

*The first order of business is to let you know where you can reach me during the next few (months/weeks).*

*YOUR NAME & RANK:*

*ORGANIZATION NAME:*

*DUTY SECTION:*

*DUTY PHONE (DSN/COMMERCIAL):*

*HOME PHONE:*

*E-MAIL ADDRESS (if available):*

*FAX (if available):*

## **3. Tell the newcomer a little about yourself.**

*(EXAMPLE: I've been in the Air Force for (years) and stationed at Hurlburt Field for (months/years). NOTE: If you are married, you're encouraged to give your spouse's name and the names and ages of any children you have living with you.)*

## **4. Tell the newcomer a little about the base and area.**

## **5. Ask for any information required on the Newcomer/Sponsor Contact Sheet that you hadn't obtained during your initial contact.**

*(EXAMPLE: Since we talked on (date/day), I was able to find out the information you wanted regarding \_\_\_\_\_ . Be sure to provide me with the information on the Newcomer Needs Assessment I've enclosed. And keep me informed of any changes in your plans.)*

## **6. Suggest the newcomer contact their local A&FRC for relocation information and assistance. If you want, you can call your A&FRC and get a staff member's name at the newcomer's current base and include it in the letter.**

*(EXAMPLE: I recommend you contact your A&FRC soon. The A&FRC conducts programs on how to prepare*

for your move. The A&FRC can help you (and your family) by answering questions, providing information, preparing travel maps, and much more—just ask!

The A&FRC should also be your first stop when you arrive —the center offers all types of services such as employment assistance, volunteer opportunities, and financial counseling. You can find answers to just about any question you can think to ask.)

**5. Arrange a general post office box.**

*(EXAMPLE: With a copy of your orders, I can arrange a general delivery P.O. box for you prior to your arrival.)*

**6. Provide vehicle registration information.**

**7. Ask the newcomer if there are any questions or special concerns that need your assistance. Offer to send additional information. Make sure you follow-up with the request.**

**8. Mention permanent housing and utilities.**

**a. If the newcomer is married:**

*Remember to go to the housing office at your base with a copy of your orders and fill out an advance housing request application, if you're eligible for on-base housing. If you do not have access to a housing office, let me know and I'll assist you with the process through our base housing office.*

**b. If newcomer is single:**

*(EXAMPLE: Contact me or the first sergeant to secure a dorm room for you.)*

**9. If the newcomer has children needing child care:**

*(EXAMPLE: We have three CDC's on base. We also have family child care--authorized child care in on-base quarters and off-base.)*

\*\*All Air Force families with PCS orders are eligible to participate in the Childcare for PCS program. Certificates are issued by the A&FRC to the active duty member or spouse on PCS orders. Contact your local A&FRC for more information. Certificates are good for **free child care** (20 hours of care per child) within 60 days after PCS arrival. *NOTE:* Child care will be provided only in licensed Family Child Care homes.

**10. Tell newcomer about both base and unit in-processing procedures.**

**a. Base in-processing**

**b. Unit in-processing**

**11. Conclusion.**

## **SPONSORSHIP**

**Your responsibilities as a sponsor are official duties.** You are the most important link in the Hurlburt Field sponsorship program. You have an opportunity to make an important contribution to someone's perception of this Wing and of the Air Force by being as helpful as possible during this important transition.

Once appointed as a sponsor, you should make the first two-way personal contact with the newcomer within three duty days. Establishing immediate contact with the newcomer is a critical step in the sponsorship process.

This sponsor checklist is provided for your convenience and to assist you with your sponsorship responsibilities. You should complete it in phases and upon completion of your sponsorship duties, keep it handy for future reference. Once the newcomer arrives, he or she is given the opportunity to rate your performance as well as the overall sponsorship program. If there are ever any questions regarding your actions as a sponsor, you have a ready reference as to what happened and when.

It is highly recommended that you complete all applicable items in full—a single check mark is not sufficient. Attaching all records of communication (i.e., faxes, E-mails, letters, etc.), will help you stay abreast of the newcomer's needs.

In case you have specific questions about your sponsorship responsibilities, contact your unit INTRO monitor.

Unit INTRO monitor's name: \_\_\_\_\_  
Office symbol: \_\_\_\_\_  
Telephone: \_\_\_\_\_  
Fax: \_\_\_\_\_  
E-mail: \_\_\_\_\_

If your job/duties interfere with your ability to fulfill your sponsorship duties, or if you encounter problems getting information/support which interferes with your ability to perform your sponsorship duties, contact your supervisor, unit INTRO Monitor, first sergeant, or commander for assistance.

### **SPONSOR CHECKLIST**

(To be completed by sponsor)

#### **PHASE I: ADMINISTRATIVE ISSUES**

1. Date notified of selection as sponsor? \_\_\_\_\_
2. Date sponsor made two-way communication with newcomer? \_\_\_\_\_
3. Did Unit INTRO Monitor make you aware of e-SAT training and the additional sponsorship training conducted by the A&FRC? YES    NO
4. Did you complete sponsorship training within the past year? YES    NO  
If yes, what date did you attend: \_\_\_\_\_



- |  |     |    |
|--|-----|----|
| 10. Did you assist newcomer with in-processing at the Welcome center?  | YES | NO |
| 11. Did you make sure the newcomer checked in with base housing prior to renting or buying a house?  | YES | NO |
| 12. Did you inform newcomer about the Family Services Loan Locker where temporary household items can be obtained while waiting for his/her household goods to arrive?               | YES | NO |
| 13. Did you contact the Personal Property Section at 884-6051 for status on newcomer's household goods shipment?   | YES | NO |
| 14. If newcomer's spouse is non-military and looking for a job, did you encourage him/her to contact the A&FRC for assistance with his/her job search, resumes, cover letters, etc.? | YES | NO |
| 15. Did you encourage newcomers and their spouse to sign up for the Welcome Spouse Orientation and Base tour?  | YES | NO |
| 16. If newcomer had a family member with a special need, did you instruct the newcomer to contact the A&FRC EFMP-FS Coordinator?   | YES | NO |
| 17. Did you follow-up with phone calls or visits to see if the newcomer and their family had any additional need for assistance?   | YES | NO |

Date Sponsor Duties Completed: \_\_\_\_\_

## WHAT YOU NEED TO DO

**Don't despair if this is your first time as a sponsor; there's plenty of help available.** Very likely, the person you are sponsoring is quite capable of handling their move without too much assistance, and will only require a basic orientation to their new surroundings.

**Keep in mind that being a sponsor is being a friend.** To understand your basic responsibility as a sponsor, simply think of the kind of help you would want if you were making a move.

**Be an active, responsive sponsor.** Ignoring a problem doesn't make it go away, and it could have a devastating effect upon the person or family you are sponsoring. If you don't know how to respond to a particular issue, get help from your supervisor, first sergeant, commander, or the A&FRC.

**The "3 Cs" of effective sponsorship are:** *Communication* (providing information that is accurate, essential, and timely); *Concern* (portraying a positive attitude and being helpful); and *Creativity* (adding a little ingenuity, i.e., sending pictures of work center with personnel "hard" at work & "hard" at play).

## TIPS TO "MEETING THE NEED"

Quality customer service is the hallmark of a successful organization, and good sponsorship is quality customer service. Below are some pointers about being responsive and making the newcomer feel like an important part of your team.

- \* **Listen**--many times a newcomer can reduce stress associated with a move by merely talking to someone "already there" who cares.
- \* **Determine the need and meet it**--sometimes newcomers don't know what they need, so when they answer "nothing," try asking some detailed questions, but don't go overboard either.
- \* **Be a sponsor to the entire inbound family**--ask questions about the newcomer's family and their background. Get spouses or children involved by speaking and writing to them, or invite your family members to do so.
- \* **If you miss a call, always call back the same day**—tell the newcomer who to call if you are going TDY or will otherwise be unavailable for a period of time.
- \* **Be open and honest, but stay positive**--let the newcomer form his or her own impressions about the unit, installation, and local area.
- \* **If you can't respond to your newcomer's needs, get some help**--your supervisor, first sergeant, and A&FRC staff is ready to help you.

Remember, no one expects you to be a relocation expert. You can get expert assistance by contacting the A&FRC at 884-5441 or visiting Bldg 90213 for additional information.

## **SPONSOR PACKAGE**

A sponsor package ensures that the newcomer and his/her family have information on their new duty station and surrounding area. A sponsor package can be obtained by going to the A&FRC in Bldg 90213. As a minimum, ensure the sponsor package contains the following:

- A personal memorandum/letter from you that conveys a warm welcome and describes the organization and how the individual fits in. Send only original letters.
- A welcome letter from the Installation Commander (can be picked up from the A&FRC)
- A welcome memorandum/letter from the unit commander (this may be sent under separate cover at the commander's discretion)
- Maps of the base and local area (can be picked up from the A&FRC)
- Information requested by the newcomer (local/base newspaper, job ads, kennel listing, real estate or rental information, special education/medical information, school information, etc.)

## **WHERE TO GET SOME ANSWERS**

Whether it's the first or 15th time you are serving as a sponsor, you're not going to have all the answers. Here are some places to go for help:

- \* **A&FRC:** The first place to go for answers from trained relocation experts; wide array of family support programs; spouse job search assistance; school information; Air Force Aid for emergency financial assistance and much more. Visit [www.myhurlburt.com/afrc.php](http://www.myhurlburt.com/afrc.php)
- \* **Family Services:** Household loaner items for temporary housing needs. Visit [www.myhurlburt.com/afrc.php](http://www.myhurlburt.com/afrc.php)
- \* **Housing Office:** Provides information on community housing (i.e., apartment rentals, houses for rent or purchase), military family housing (waiting lists, waiting times, and dormitory policies). Visit Bldg 90371 or call 884-7505
- \* **Lodging:** Temporary lodging reservations and pet policies. Lodging Reservations 884-7115
- \* **Unit CSS or Intro Monitor:** Commander's welcome letter, sign-in policies, and unit-level Sponsorship Program.
- \* **Postal Service Center:** Obtain a temporary forwarding address. For General Delivery  
Rank & Name  
437 Tully Street Unit #1000  
Hurlburt Field, FL 32544
- \* **Child Development Center:** Information on child care vacancies, policies, and home day care providers. Visit [www.myhurlburt.com](http://www.myhurlburt.com)
- \* **Traffic Management Office (TMO):** Information on shipment/delivery of hold baggage/household goods, and POV shipment/pickup points. Call 884-6051
- \* **Security Forces:** Information on vehicle registration/insurance and state driving laws. Call 884-7114



# **NO-NOTICE OR SHORT-NOTICE ASSIGNMENTS (60 Days or Less Notification)**

1. Overview: These assignments cause the most challenges for units. By the nature of their situation, these personnel demand special attention.
2. Definitions:
  - a. No-Notice Assignment: A newcomer arriving on base without the Military Personnel Flight (MPF)/unit receiving an initial allocation notice/sponsorship RIP.
  - b. Short-Notice Assignment: An initial allocation notice/sponsorship RIP with a report-no-later-than-date of 60 days or less.
3. When a short-notice assignment/diversion action appears on Transaction Requests (TRs) or via message, the Base INTRO Manager or Relocations Assistance Manager contacts the gaining unit immediately for a sponsor to be appointed within 24 hours.
4. Sponsor:
  - a. Contacts newcomer and provides assistance.
    - (1) Short-Notice Assignments: With leave or TDY en-route common to PCSing personnel, the newcomer may already be ready to depart from their losing unit; therefore, rapid two-way personal contact is critical (within 1-2 duty days). This may preclude the normal sequence of events and require interim contact to obtain critical information, such as, arrival date/time, transportation means, required lodging arrangements, pet/child care needs, and leave address/telephone number.
    - (2) No-notice Arrivals: Units will contact the newcomer immediately upon notification of arrival and assign a sponsor. Sponsor will assess needs and proceed with the applicable portions of the sponsor checklist.
  - b. Provides feedback, if necessary to the supervisor and unit INTRO monitor.
  - c. Greets newcomer and assists with settling-in process.
  - d. Assists newcomer with in-processing.
  - e. Orients newcomer to unit.
  - f. Orients newcomer and family members to base and community.
6. Inform supervisor of actions taken and brief on issues still requiring attention.
7. Supervisor reviews actions with sponsor to insure all needs are addressed in a timely manner. Supervisor should encourage newcomer to take spouse to Newcomers Orientation.

## USEFUL TELEPHONE NUMBERS

Lodging Office (Commando Inn) .....	884-7115
Base Post Office .....	884-7699
Legal Office .....	884-7281
Air Force Aid .....	884-5441
Finance Customer Service .....	884-4110
Clinic Appointment Line .....	881-1020
Airman & Family Readiness Center Services .....	884-5441
*EFMP-FS Coordinator	
*School Liaison Officer	
*Financial Assistance	
*Spouse Employment	
*Family Services Loan Locker	
*Relocation Assistance	
Housing Office .....	884-7505
Child Development Center (Main) .....	884-6664
Family Child Care .....	884-4300
Youth Center .....	884-6355
Military Personnel Section Customer Service .....	884-5280
Civilian Personnel .....	884-5219
NAF Employment Office .....	884-6464
Traffic Management Office .....	884-6051
Navarre Chamber of Commerce .....	850-939-3267
Ft Walton Chamber of Commerce .....	850-244-8191

*Compliments of Airman & Family Readiness Center  
220 Lukasik Ave, Bldg 90213  
Hurlburt Field, FL 32544  
850-884-5441    FAX 850-884-2600*

