

# SDI

SUSAN DAVIS  
INTERNATIONAL



## Employer Support of the Guard and Reserve

### Overview

For nearly a decade, Susan Davis International (SDI) has worked closely with the Defense Personnel and Family Support Center's Employer Support of the Guard and Reserve (ESGR) to promote and produce the Secretary of Defense Freedom Awards. During this time, SDI significantly raised awareness of and participation in the ESGR's Secretary of Defense Employer Support Freedom Awards, our nation's highest honor for employers who demonstrate support for their employees in the National Guard and Reserve.

### Challenge

When SDI was first retained by ESGR, the organization had only a modest ability to generate media coverage and a limited stakeholder engagement strategy. During our long-term engagement, SDI worked with D.C. staff and committee leaders across the country in every facet of the design, strategic planning, communications strategy, and execution of the annual Freedom Awards ceremony, which began as a black-tie celebration that SDI helped shape into a sought-after D.C. event. The annual cycle of promoting the award began with a 10-week nomination season, followed by a segmented five-month announcement period of nomination results, semi-finalists, finalists, and recipients of the awards. SDI consistently secured coverage in local, regional, national, military, and trade media, and advised relevant organizations and communicated with relevant members of Congress who assisted in promoting the award in their communities.

### Results

Early in the engagement, SDI grew the signature event to a 500-person affair that featured high-profile television personalities and a professionally produced program booklet. Additionally, SDI's comprehensive media outreach campaigns resulted in hundreds of millions of media impressions and approximately 100 media interviews each year. As SDI has consistently demonstrated successful results, ESGR charged SDI with additional responsibilities to include a new website, 40th anniversary branding, a national research survey, multi-language PSAs, alumni outreach, collateral materials, digital newsletter content and design, social media content development, and social media platforms management.



**SU COMPROMISO NO TIENE LÍMITES TAMPOCO EL NUESTRO**

Nuestros héroes de la Guardia y la Reserva regresan a la fuerza de trabajo con una fuerte ética profesional, destrezas de liderazgo y habilidades especializadas. Tenga en cuenta los talentos que un miembro de la Guardia o la Reserva puede traer a su organización. Ya sea que sirvamos a nuestro país o que apoyemos a aquellos que lo hacen...  
**Todos servimos.**

ESGR DESARROLLA Y PROMUEVE UNA CULTURA EN LA CUAL TODOS LOS EMPLEADORES AMERICANOS **APOYAN Y VALORAN EL SERVICIO MILITAR DE SUS EMPLEADOS.**

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