

January 2024

Global Household Goods Contract (GHC) Communication Toolkit Distribution Letter

Dear Defense Personal Property Program (DP3) Enterprise,

We know customers view your personal property teams as vital communication sources and are therefore asking for your help in educating customers on the phase-in of shipments under GHC.

The following products and distribution suggestions are available for all DOD personnel conducting communication efforts. Please share this toolkit with your local installation Public Affairs teams and Relocation Assistance Program Managers at the Military and Family Support Centers, so they can distribute via their communication channels as well.

You can access the materials via the USTRANSCOM website at www.ustranscom.mil/dp3/ghgc.cfm.

GHC Communication Toolkit Products

- **Program Overview** – Features a summary about GHC and explanations for how key changes will impact future moves. Use when delivering briefings/presentations, hosting informational events, creating communication products, etc.
- **Program Overview PowerPoint Presentation Slide** – For use during team meetings, Commander Calls, counseling sessions, relocation assistance/educational events, etc. See the notes section in the document for talking points to use during a presentation.
- **Frequently Asked Questions** – Use when conducting counseling sessions, hosting informational events, answering inquiries, etc.
- **Fact Sheets** – These documents can be printed and posted as flyers in common areas or handed out during counseling sessions, relocation assistance/educational events, briefings/presentations, and informational events. You may also share virtually via emails to customers.
 1. GHC Fact Sheet – explains the purpose, timeline, and benefits of GHC.
 2. Scheduling a GHC Shipment Fact Sheet – details the activities to be performed using the two new online systems – MilMove and HomeSafe Connect.
- **Promotional Card** – This colorful product features a QR Code for the GHC Information web page on the Military OneSource website. It's designed to print front and back and cut to make four postcard-sized handouts. You can leave stacks of these cards in common areas and hand out during counseling sessions, meetings, and events.
- **Promotional Bulletins** – This document offers a variety of short news updates about GHC. Share with local DOD Public Affairs teams and other organizations for inclusion in installation or unit newsletters, bulletins, announcement pages, emails, or other publications.

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Other Ways to Share

In addition to the distribution ideas listed above, we offer the following ways to reach customers.

- **Informational Booths:** Hosting an informational booth at your local installation is a great way to speak one-on-one with future moving customers and share communication materials. Many organizations set up tables outside of heavy traffic areas like your local exchange, commissary, food court, library, etc. You can also sponsor a booth during an installation-wide event or festival for families. This is an excellent way to drum up excitement for the new program and ensure future customers are informed about GHC before their next PCS. Don't forget to bring a fun treat like a candy bowl or give-away item to thank visitors for stopping by your booth.
- **Social Media Posts:** United States Transportation Command (USTRANSCOM) will be sharing social media posts about the GHC phase-in on its Facebook and Twitter pages. Please follow USTRANSCOM's posts and request that your installation's Public Affairs social media channels reshare those posts for broader distribution.

We greatly appreciate your assistance in communicating this important change to our personal property program customers. If you have any questions or concerns, please contact our team at transcom.scott.tcj9.mbx.ppcf@mail.mil.

Thank you,

The Defense Personal Property Management Office