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By **Steve Fisher** | Jul 24, 2008 | [\(6\)](#) Comments

# The Power of e-Mail - An Interview with Trish Forant of eMailOurMilitary.com

Trish Forant knows the military. eMail Our Military's founder is a military wife, the daughter of a veteran and an avid troop supporter. Wanting to make a difference after 9/11 Trish, who was working as a IT Instructor, decided she needed to do something more to help make a difference. When she learned the DoD cancelled "any service member mail" due to the threat of anthrax, she created eMail Our Military to keep supporting the troops in an innovative and safe way.

I was able to spend some time with her recently and here is a transcript of our interview:

**Steve:** How does eMail Our Military (eMoM) support our troops?

**Trish:** Service members register with us to receive morale support via email, mail and care packages.

They are then matched with civilians who have registered to provide that support.

In addition to having the ability to correspond with a military service member "or several" on a one-on-one basis, eMail Our Military also runs seasonal and year round support projects to keep folks motivated and having fun, all while supporting our troops.

**Steve:** eMail Our Military (eMoM) was created in 2001 as a response to the DoD's cancellation of the "Any Service Member" and "Operation Dear Abby" mail programs. How has it evolved over the last 7 years?

**Trish:** We started as a grassroots online group with a handful of supporters in the U.S. Now, we're a charitable military support organization with thousands of military and civilian members worldwide. We work with some of the best and brightest people and companies to get support to our troops. We're proud to say we were one of the 1st organizations to step in and help provide morale support to our troops immediately after 9/11 and we've led the way for organizations like the DoD's AmericaSupportsYou.mil to follow.

**Steve:** What would you like to see happen over the next 7 years for eMail Our Military?

**Trish:** I'd like to see eMail Our Military (eMoM) continue to focus on innovate ways to support our troops. We currently have community relations leaders in several states but I'd like to see that expand to include all 50 states. I'd like for us to continue to be a leader in new media and help more of our service members embrace this technology. I'd absolutely like to see eMail Our Military become one of the most successful non-profit military support groups.

**Steve:** I see that you also have an online store, does this help raise money for projects and support the site to keep it running?

**Trish:** Yes, though we are in the process of moving away from that particular venue to focus on other areas we believe will be more successful. We want to do try to be as self-sustaining as possible. Though we rely on member support, we understand that not everyone has the ability to contribute. We want to ensure that even when times are tough weøll be able to maintain the level of support our troops have come to expect from us.

**Steve:** What other things do you do to offset your costs? Are you a non-profit?

**Trish:** Some of the things we do to help offset costs are run specific campaigns, like our postage patriots, that cover the shipping charges for our care packages. Campaigns like that target exactly where we need help and allow us to get the job done efficiently. Weøve filed for non-profit status and are happy to say that itø's pending. Weøre really excited about that dream coming to fruition.

**Steve:** How long have you been a Network Solutions customer?

**Trish:** 11 Years now

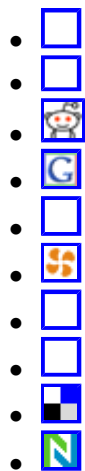
**Steve:** I sometimes like to close an interview with a øDo This Listø. So for you, what are the top five things you have learned building a small business/non-profit on the web?

**Trish:** In no particular order,

- No matter how big your business gets, remain community oriented.
- Social Media/New Media works in a big way. Include it in your business.
- Listen to your audience.
- Donø judge a person by their online profile.
- Donø be afraid to ask for what you want.

If you would like to learn more about Trish and what she is doing, head to [eMailOurMilitary.com](http://eMailOurMilitary.com) and check it out.

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Tags: [eMailOurMilitary.com](http://eMailOurMilitary.com), [entrepreneur](#), [Trish Forant](#)

## 6 Responses to “The Power of e-Mail - An Interview with Trish

## Forant of eMailOurMilitary.com”

1. [JP Micek](#) Says:

[August 12th, 2008 at 9:09 pm](#)

This little interview added such BIG insight into the founding and passion of the eMail Our Military movement. For instance, never knew eMoM was started because the Department of Defense cancelled “Any Service Member” and “Operation Dear Abby” mail programs. Mail and contact from home is so important to our troops when they’re overseas. Great job Trish!

2. [Vicky H](#) Says:

[August 12th, 2008 at 10:23 pm](#)

I am so proud of Trish and all that she’s doing! She is providing a very valuable service that is keeping family’s communicating, strong, and loved ones connected.

She’s doing such a fine job, my hope is that other companies will take interest as you have, and both increase awareness that this wonderful service is available as well as encourage company’s to contribute services, software, ect. to the cause.

We’ve all felt loneliness at times in our lives and it’s one of the worst feelings I have ever felt.

Congratulations Trish and Thank you Network Solutions for being a great support for a great cause.

3. [Aruni](#) Says:

[August 12th, 2008 at 11:29 pm](#)

All I have to say is Trish is amazing! She does such great things and is a master of the social media world. What a great interview!!

Aruni

4. [Nancy Sutherland](#) Says:

[August 13th, 2008 at 11:51 am](#)

I met Trish on twitter and we have collaborated for Operation Soldier Care project that ends on August 18. I has been such a pleasure to get to know Trish by working with her on this non-profit campaign that has grown from a small project to a much larger one, mostly due to her ability to promote it on the internet using social media. We have also attracted many businesses who have offered to donate prizes for the top five contributors, making it an exciting contest now! To join in visit Trish’s Email Our Military blog-<http://emailourmilitary.blogspot.com/2008/08/giving-back-to-those-who-give-so-much.html>

5. [Phillip](#) Says:

[August 14th, 2008 at 5:21 pm](#)

I have only two words: Trish ROCKS.

6. [Trish](#) Says:

[August 16th, 2008 at 4:30 pm](#)

What nice responses! Thanks again.

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