

CGC MACKINAW



U.S. COAST GUARD TOP 10 VIDEOS OF THE YEAR

COMPETITION PLAYBOOK



2026



THE TOP 10 IS BACK

For nearly a decade, the Coast Guard Top 10 showcased the missions, courage, and skill of Coast Guard crews serving around the world. This year, Coast Guard Mutual Assistance is bringing the tradition back.

The 2026 Coast Guard Top 10 Video of the Year Competition highlights 10 compelling operations, rescues, patrols, and training missions captured between Coast Guard Day 2025 and Coast Guard Day 2026.

Anyone can participate: Watch. Share. Vote.

TIMELINE

JUL 20	Official Announcement
JUL 21 - 25	Videos #10 - #6 (Daily)
JUL 27 - 31	Videos #5 - #1 (Daily)
AUG 4	Coast Guard Day & Annual Campaign Kickoff
AUG 5	People's Choice Winner Announced

EXECUTIVE SUMMARY

The Coast Guard Top 10 Video of the Year competition is a countdown to Coast Guard Day that celebrates the reach, capability, and impact of the United States Coast Guard, while recognizing the people behind the mission.

The campaign celebrates the extraordinary missions of the U.S. Coast Guard while inspiring support for the Coast Guard members and families who make those missions possible. Over two weeks, CGMA will release 10 short-form videos highlighting some of the most compelling Coast Guard operations of the past year, from polar icebreaking and counter-drug interdictions to heavy-weather rescue training, riverine operations, and lifesaving missions offshore.

This year's competition is built for today's audiences, using short-form video, social engagement, and companion stories to reach people where they are. That creates multiple ways for people to discover, watch, share, and engage with the Coast Guard.

More than a video competition, the Top 10 is designed to connect the American public with the men and women behind the missions and garner support for Coast Guard members and their families.

Fans can vote by liking, commenting, and sharing their favorite videos. They can also support a specific video through a donation. Every \$1 donated to a specific video adds five votes to that video's total.

The Top 10 celebrates the missions of the U.S. Coast Guard.
CGMA stands behind the people who make them possible.



MISSION OBJECTIVES

CELEBRATE COAST GUARD EXCELLENCE

Highlight the missions, capabilities, and professionalism of the U.S. Coast Guard through compelling operational storytelling.

SHOWCASE REMARKABLE MISSIONS

Feature some of the most memorable Coast Guard operations, rescues, patrols, and training events from the Service's 235th year.

HONOR THE PEOPLE BEHIND THE MISSION

Recognize the crews, units, and Coast Guard members whose dedication makes every mission possible.

INVITE PUBLIC PARTICIPATION

Encourage audiences to watch, vote, share, and celebrate their favorite Coast Guard stories.

PROVIDE DEEPER CONTEXT

Pair each featured video with a story on MyCGMA.org that explores the mission and its significance.

STRENGTHEN CONNECTIONS

Create opportunities for Coast Guard members, families, veterans, supporters, and the public to engage with the service in a meaningful way.

SUPPORT COAST GUARD FAMILIES

Offer viewers the opportunity to support Coast Guard Mutual Assistance and the Coast Guard families it serves.



TOP 10 VIDEOS

#10 GREAT LAKES ICEBREAKING

Coast Guard Cutters MACKINAW and NEAH BAY broke through heavy ice to save lives, open shipping channels, and keep commerce moving across the Great Lakes.

#9 FORCE FROM ABOVE

HITRON reached its 1,000th interdiction, using precision airborne tactics to stop suspected drug-smuggling vessels far offshore.

#8 ADVANCED HELICOPTER RESCUE SCHOOL

Coast Guard aircrews train in heavy surf, along cliffs, inside caves, and in other unforgiving environments to prepare for the most difficult rescues they may ever face.

#7 NATIONAL MOTOR LIFEBOAT SCHOOL

Surfmen train in the Graveyard of the Pacific, learning to drive 47-foot motor lifeboats through breaking surf, violent currents, and unforgiving seas.

#6 USCGC STONE

During a record-setting patrol, Stone conducted 15 interdictions and helped remove tens of thousands of pounds of illicit narcotics from the Eastern Pacific.



USCGC MUNRO

OF 2026

#5

USCGC POLAR STAR

To celebrate the 50th Anniversary of America's only heavy icebreaker, the crew of POLAR STAR opened a path through Antarctic ice, supported McMurdo Station, and freed an Australian cruise ship trapped in pack ice.

#4

OPERATION RIVER WALL

High-speed boats, shallow water, night patrols, and deployable specialized forces brought Coast Guard maritime law enforcement expertise to the Rio Grande.

#3

CAPE HATTERAS PET RESCUE

In a daring mission, an Air Station Elizabeth City crew rescued two people, one frantic dog, and one remarkably unbothered cat 65 miles offshore.

#2

SHADOW FLEET INTERDICTIONS

Coast Guard cutter crews and deployable specialized forces worked with joint and interagency partners to identify, track, board, and inspect sanctioned or stateless vessels around the globe.

#1

USCGC MUNRO

During a 119-day patrol, Munro seized more than 20,000 pounds of cocaine and operated across multiple high-profile maritime security missions.



HOW TO PARTICIPATE

WATCH.

Watch every video.

SHARE.

Amplify across social and internal channels.

VOTE.

Like, comment, share or donate.

Channels

Contest Assets & Top 10 Central: www.mycgma.org/Top-10-Videos

Donation Link: <https://secure.qgiv.com/for/2cgd/>

Newsletter Sign Up: <https://mycgma.org/sign-up-for-cgmas-newsletter/>

Social Media:



HOW VOTING WORKS

Fans can vote in two ways.

Vote with engagement. Each like, comment, and share counts toward a video's total.

Vote with a donation. When making a donation, supporters can select one of the Top 10 videos from the designated menu. Every \$1 donated to a specific video adds five votes to that video's total.

CGMA'S SUPPORTING ROLE

Coast Guard Mutual Assistance is the official relief society of the U.S. Coast Guard.

Founded by and for members of the Coast Guard community, CGMA has been Helping Our Own for more than 100 years. Today, more than 600 volunteers serve at over 140 locations around the world. They are active duty members, reservists, civilian employees, retirees, Auxiliary members, and family members who are committed to supporting the Coast Guard community. That's why our mission is "Helping Our Own."



FREQUENTLY ASKED QUESTIONS

How were the Top 10 videos selected?

CGMA selected 10 compelling videos from Coast Guard, Department of Homeland Security and Department of War content published between Coast Guard Day 2025 and Coast Guard Day 2026. Selections considered mission significance, visual storytelling, historical importance, public interest, and the breadth of Coast Guard operations.

How does voting work?

Fans can vote through social engagement or a designated donation. Each like, comment, and share counts toward a video's total. Each eligible designated donation adds five votes to the selected video.

Does the size of the donation affect the number of votes?

Fans can vote by liking, commenting, and sharing their favorite videos, or by making a designated donation. Every \$1 donated to a specific video adds five votes to that video's total.

Can units and partners share the videos?

Yes. Commands, public affairs offices, CGMA Representatives, flotillas, Coast Guard-affiliated organizations, veteran groups, and other partners are encouraged to share the videos and drive participation.

Can partners edit the videos?

Partners should use videos provided by CGMA and should not alter the videos without approval.

When will the winner be announced?

The People's Choice Video of the Year will be announced Aug. 5.

Where can audiences watch and vote?

All 10 videos will be available through CGMA social channels and the campaign hub on MyCGMA.org.

Can I vote more than once?

Yes. Fans are encouraged to support multiple videos and may vote for all their favorites.

Do I have to donate to vote?

No. Anyone can vote by liking, commenting on, and sharing videos. Donations provide an additional way to support Coast Guard families and contribute votes.

Where do donations go?

Donations support Coast Guard Mutual Assistance programs that assist Coast Guard members and their families.

CONTACT

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This is the Power of Us.
This is the U.S. Coast Guard.

This is Helping Our Own:

mycgma.org/get-help

[Thank you for supporting the men and women behind the mission.](#)

