

AFA Membership

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Overview

- Iowa & FD Statistics
 - **What isn't working in Fort Dodge**
 - Success
 - Resources
 - Questions
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Iowa Statistics

- **Iowa Chapters**

- **3 Small (20-100 Members)**

- Fort Dodge – new & growing 18.7%
- Other 2 sustaining (1.1% & 0.4%)

- **1 Medium (201-400) – growing 15.5%**

● Jun 07 (CP)	Jun 06	New		
● 773	(32)	758	61	8.0%

- No active duty base

- Fort Dodge: ANG Base, new CAP
- Horner (Des Moines): ANG Base, ISU ROTC, CAP
- Kisling (Sioux City): ANG Base
- Northeast (Waterloo): NO base, new JROTC, new ROTC

Fort Dodge Statistics

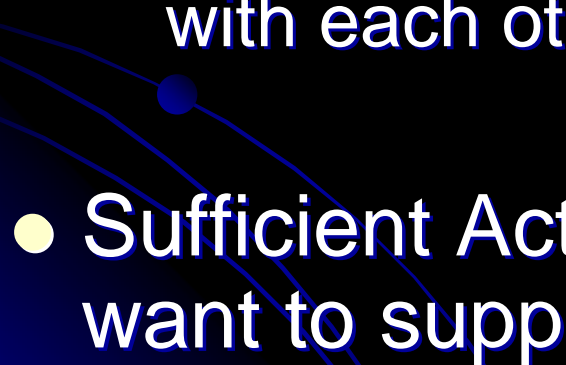
- 73 Members
- 49.26 years – Average age
- Rank
 - 34% (25) Officer
 - 43% (31) Enlisted
 - 23 % (17) Civilian
- Status
 - 36% (26) Currently Serving – 27% (7) officers, 73% (19) enlisted
 - Reflective of 133TS 10% officers, 90% enlisted + Cadets
 - 41% (30) Retired - 60% (18) officers, 40% (12) enlisted
 - 23% (17) Civilian – 9.5% (7) Community Partners, 5% (4) Teachers, 1 - Congressional

Fort Dodge Statistics

● Finances

- \$300 Avg Balance
- \$500 Income (50% Natl Reimbursement, CP, Raffle)
- \$450 Expenses (Sponsored Memberships)
- Fundraisers \$200 raffle – proceeds to donation (cancer)
- Purpose of funds for FD Chapter – Sponsor Memberships (awarded sponsorship due to educate / advocate / support)
 - Event Participation (Veterans Day)
 - Unit Awards (Airmen of Year)
 - Teacher of Year
 - Cadets - CAP

What isn't working in Fort Dodge

- Meetings / Quarterly Programs
 - Same, Small number, committed members
 - possibly due to our membership demographics – age / career / lifestyle
 - Putnam Books – individuals losing association with each other – world wide
 - Sufficient Active Members for what we want to support
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Success

- What is NOT necessarily measurement of success?
 - Finances (although it helps)
 - Participation at Chapter Quarterly Programs
- What is FD considered successful?
 - Community / Programs (making a difference)
 - Maintaining / growing membership
 - Consistently Top 3 in Jack Gross & Storz Awards
 - Recognition by peers and National office

National Recognition

Iowa

- 2007 Special Recognition – State Growth (total membership from June 2006-June 2007)
- 2006 Outstanding State Organization (National)
- 2006 Midwest Region - State of the Year
- 2004 Midwest Region Outstanding State - Iowa

Fort Dodge Chapter

- 2007 Outstanding Small Chapter of the Year (National)
- 2007 Special Recognition Award - Chapter Performance Criteria for minimum new member recruitment standard
- 2007 Community Partner Achievement Award - Silver
- 2006 Outstanding Small Chapter of the Year (National)
- 2006 Midwest Region Chapter of the Year
- 2006 Aerospace Education Council Award for Sustained Performance for Aerospace Education (formerly AEF President's Award) Out of 228 chapter only 33 received
- 2006 Special Recognition Award - Chapter Performance Criteria for minimum new member recruitment standard
- 2006 Community Partner Achievement Award - Silver
- 2005 Aerospace Education Foundation - President's Award
- 2005 Community Partner Achievement Award - Silver
- 2005 Special Recognition Award - Chapter Performance Criteria for minimum new member recruitment standard
- 2004 Midwest Region Outstanding Chapter - Fort Dodge

- 6 Medal of Merit Awards
- 4 Exceptional Service Awards

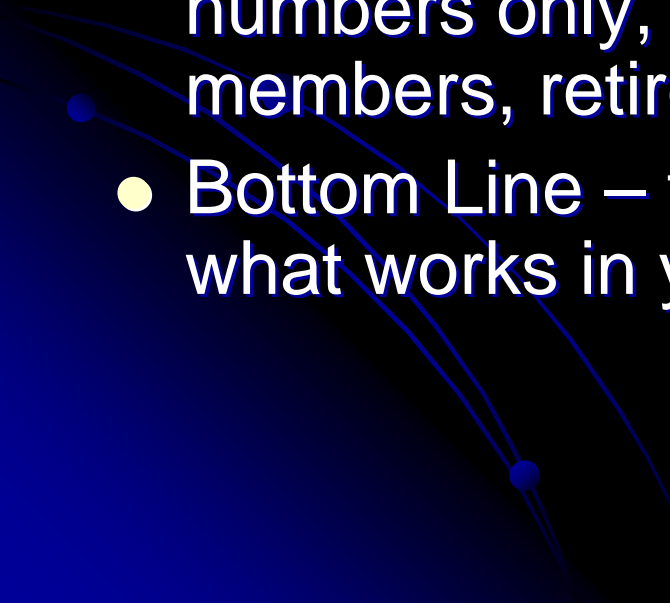
Success (Totality)

- New Chapter 2003 – no history
- Partnerships – common interests as AFA
 - JROTC
 - ROTC
 - CAP
 - FRG
- Active involvement from someone for programs
- Variety of Programs
 - TOY
 - Visions
 - Community Event (Veterans Day)
 - Annual Membership Drive

Success (Totality)

- Magazines (10)
- Sponsor cadets, volunteers, TOY – then get them involved (60% retention)
- Email Newsletters & Info
- Internet – webcam for meetings
- Iowa AFA Coin
- Recognize members and contributions

Success

- Use Programs (try all of them)
 - Use Partnerships
 - Individual members need to find value in membership
 - Takes different kinds of members – active, numbers only, one event, current military members, retirees, etc
 - Bottom Line – try different strategies and find out what works in your chapter
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Resources

- <http://www.afa.org/members/MembershipIdeas.asp>
- The Membership Transaction by Region Presidents
- DRAFT Marketing Plan to Grow Membership - Proposed by Elizabeth McLaughlin (July 2006)
- AFA MEMBERSHIP ACTION PLAN
- AFA Chapter Membership Guide
- *Bowling Alone*, written in 2000 by Dr. Robert Putnam, Harvard Economics Professor.
- *Better Together*, by Dr. Robert Putnam
- Justin Faiferlick justin.faiferlick@mchsi.com

Questions

