

Keys to Success in Running an AFA Membership Drive on an AF Installation

- #1 Gain the support of the installation commander
- #2 Plan the drive to de-conflict with major base activities
- #3 Find a senior ranking officer/NCO to run the drive
- #4 Have a plan to generate volunteer support and work hard to find volunteer POCs in every unit—at the squadron level
- #5 Have a plan to gather, train, and communicate (email) with unit POCs—builds strong support at grassroots level. Offer an incentive for top producers
- #6 Get wing, group, squadron, and tenant commanders and civilian directors on board
- #7 Get installation commander support to use base webpage to advertise drive and link to local chapter and national
- #8 Have an effective communication effort—base/local paper, base/local TV, email, base webpage, marquees, and signs
- #9 Work with national to ensure adequate promotional materials
- #10 Plan kickoff and appreciation events—guest speaker, kudos, appreciation certificate, letters, and gifts. **THANK THE VOLUNTEERS**—chapter now has contacts throughout base