

Sample Press Release #1

AFA: It's Time to Take Another Look

In the face of continuing defense budget cuts and more force "reshaping," what can you do to protect your own interests and make sure the United States doesn't return to the days of hollow military forces?

The answer is simple: add your voice to the nearly 150,000 voices in the Air Force Association. When it comes to fighting the good fight on Capitol Hill, educating the public on the need for a strong national defense, and getting the media to pay attention, numbers matter.

When an AFA representative asks you to sign on the dotted line and join for the first time or renew, can you really afford to say no?

Are you willing to give up your clout in Congress? AFA works for all members of the Air Force family — military and civil service, active and retired, officer and enlisted, Guard and Reserve, cadet and Civil Air Patrol.

Are you willing to go without one of the world's foremost publications on defense and aerospace subjects — **AIR FORCE Magazine**? Twelve times a year, you will miss coverage of all aspects of Air Force operations, equipment, and people, including the authoritative Air Force Almanac issue.

If that's not enough, think about the last time you or someone you know was honored? Nine times out of ten, it is the Air Force Association that sponsors the award, from the 12 Outstanding Airmen of the Year, to the Team of the Year, the top crew awards, and a host of locally sponsored chapter awards designed to recognize the achievements of Air Force people.

It's all too easy for the public to forget the importance of superior air power in securing and preserving peace. Joining AFA gives you a chance to make sure your local community understands the need for a well-trained, well-equipped U.S. military. The local chapter, _____, sponsors a number of programs, like _____.

As a member of AFA, you are also eligible for reduced rate life insurance, a low-rate credit card, a health insurance supplement, and many other benefits, including a résumé writing/critique service, and discounts on rental cars.

AFA needs you, and you need AFA. It's that simple.

For More Information, Contact

Name

Day/Evening telephone number.

Sample Press Release #2

AFA Begins Drive for New Members

_____, AFB, (state), (date) _
The Air Force Association, a national, nonprofit organization that fights for better benefits for Air Force people and supports a strong national defense posture, will conduct its annual membership drive at _____ Air Force Base, beginning _____.

According to Membership Drive Chairman _____, AFA's effectiveness in support of Air Force needs is directly related to the size of its national membership. All active duty, Reserve, Guard and USAF civilian personnel are urged to join AFA.

"Membership in the Association is open to all Air Force people," _____ said, "and AFA is the only organization that represents the entire Air Force family." The Association has long been regarded as the Air Force's professional society and, through its Advisory Councils, "hears the needs of Air Force people, takes positions on those needs, and fights for them," _____ said.

The Air Force Association is also in a unique position to help the Air Force since it has over 250 chapter

organizations located in all 50 states and at many overseas locations. These chapters provide a civilian-military forum for building support for Air Force needs that exists through no other organization. In this area, AFA members are encouraged to join the _____ chapter, and membership dues, only \$36 for one year and \$90 for three years, include affiliation with the chapter.

AFA members enjoy many varied benefits including a subscription to the highly regarded AIR FORCE Magazine, eligibility for several low-cost group insurance programs, résumé preparation and critique, an AFA Mastercard, car rental, as well as numerous opportunities to work with all elements of the Air Force family and community leaders to solve problems and effect change.

The drive will continue through _____.

For More Information, Contact:
Name _____
Day/Evening Telephone Numbers _____