

N Air Force Association Newsline

March 2009

Important Dates

March

27-28 Northwest Region Meeting
Seattle, WA



The Air Force Association mission is to:

Educate the public about the critical role of aerospace power in the defense of our nation

Advocate aerospace power and a strong national defense

Support the United States Air Force, the Air Force Family, and Aerospace Education

Air Force Association

1501 Lee Highway
Arlington, VA 22209-1198
703-247-5800 800-727-3337
FAX: 703-247-5853

ELECTRONIC COMMUNICATIONS

AFA web site www.afa.org

E-Mail addresses:

service@afa.org

fldsvcs@afa.org

Need Help Recruiting New Members?

AFA's "What's in it for Me?" pamphlets were designed by a previous membership committee as a tool for new member recruitment. These were designed for use with the membership applications produced by headquarters. Last year an additional pamphlet was added for chapter use to provide local chapter information to the prospect.

You can find these pamphlets on AFA's website under Library/membership (<http://www.afa.org/members/library.asp#leaflets>). If you would like a quantity of any of these, please contact Laine Martens (lmartens@afa.org).

If you want to customize one of the pamphlets to include your chapter information – we can send you the Word document of the pamphlet so you can add local information and print it yourself as you need it.

Our current membership committee is working on updates to these pamphlets. Once these are done, we'll advertise them in a future issue of *Newsline*. We also have posters and brochure holders available for membership drives. Contact Laine for these also.

Monthly New Member Recruitment Leaders

For the next few months AFA headquarters will send state and region presidents a listing of chapters receiving

recruitment credit for five or more new members during the previous month. Although this information can be retrieved from the monthly membership report, this listing gives a one page overview of the chapters that have recruited at least five new members during the previous month.

Please remember, this listing reports the recruitment credit the chapter will get. It does not count the actual people. If the chapter recruited two students or other ½ price members they will only count as one recruitment credit on the report.

It is hoped the state presidents will forward this report to their chapters and congratulate those chapters listed on the report.

All chapters should check the monthly report each month so they are aware of how many additional members they need to make their quarterly membership goals. And, if they do not agree with the number reported on the monthly report, they should contact jgalbreath@afa.org as soon as possible so we may look into the matter for you.

Recruiting Leaders

AFA Field Leaders aren't unique when it comes to the task of finding and developing leaders for AFA field units. Leaders of volunteer organizations all over the country share the challenge.

Many organizations, including AFA units, rely on mass recruiting. They send out an appeal in a newsletter or e-

mail and hope for the best. But experience shows these only work a very small percentage of the time.

What does work and what virtually all of those that are the most successful agree to is that the best way to recruit people into a leadership role is personal contact. Describe your vision of the organization and its mission. Personalize it. Localize it as much as you can. Show them how their time and talents could contribute to the organization's projects or how they might help create and lead a new project. Be prepared to discuss details, specifically, what you would like them to do, how much time it would take, what resources they have to rely on and so on. Most importantly start the process early enough so that you or someone else on the leadership team can mentor them.

Last month we talked about how approaching potential volunteers with specific tasks has worked well for many organizations. Developing those specifics and using personal contact to interest people in helping you with those projects go hand in hand.

If you have had a success with this approach you would like to share with others, send it to Jim Simpson, jsimpson@afa.org.

AFAVBA's Insurance Programs

Air Force Association **Newsline**

Newsline is published monthly by the Administration Department (ext. 5851) for AFA Field Leaders. Editorial production and printing offices — AFA Headquarters, 1501 Lee Highway, Arlington, VA 22209-1198. Material from *Newsline* may be used without attribution.

Chairman
of the Board Joseph E. Sutter
President Michael M. Dunn
Editor Kathy Snodgrass
Contributors Lynette Cross
Jim Simpson
Jane Symionow
Design Tonya Hall

- Accident Insurance
 - Members are guaranteed acceptance
- Auto & Home Insurance
- Cancer Care Insurance
- Hospital Indemnity Insurance
- Medicare Supplements
- Term Life Insurance Plans for individuals or family
- TRICARE Supplements

Visit www.afavba.org for more details.

Awards for Aerospace Excellence

This is a reminder that nominations for Aerospace Excellence Awards are due no later than May 15th. The Awards for Aerospace Education Excellence were established to recognize sustained excellence in the execution of aerospace education programs. The program is two-tiered: the first tier is the Aerospace Education Achievement Award and the second tier is the Aerospace Education Excellence Award. Both awards are self-nominated. Applications are available at http://www.afa.org/members/awds_aero_ed_excell.pdf.

AFA Aerospace Education Achievement Award Requirements/Selection Criteria

- AFA Chapters who complete the three Aerospace Education Goals under AFA Strategic Plan Theme 1 will receive the Award.
- Theme 1 is: Educate the public about the critical role of aerospace power in the defense of our nation. The three aerospace education goals are:
 - Each chapter must reach the grassroots (non-choir audiences) through at least one outreach program per year, to include contact /speaking opportunities to service clubs, church groups, chambers of commerce, local newspapers-editorial boards, political organizations, etc.
 - Implement the Teacher of the Year recognition program.
 - Participate in at least one aerospace education program per year.

Aerospace Education Excellence Award Requirements/Selection Criteria

- AFA chapters who have met the AE Achievement Award criteria for the current award year are eligible to apply for the Aerospace Education Excellence Award.
- One page narrative submitted by the Chapter explaining why the Chapter's Aerospace Education programs are exceptional.
- Submissions due by the published date for AFA National Award Nominations each year.
- AFA National Awards Committee will select the winners.

Award Allocation

- One chapter in each of the AFA size categories, small, medium, large and extra large will be selected each year to receive the Excellence Award.
- The award consists of a chapter patch.
- The award will be presented at the AFA National Convention.
- Chapter members attending the AFA National Convention will receive an Aerospace Education ribbon to be worn on their convention badge.

Guidelines

- A chapter is not eligible to receive the award for two years in succession in the same chapter size category unless there is no other qualified candidate. At its discretion the Awards Committee may withhold the award in any size category if there is no qualified candidate.
- The narrative award nomination is limited to one page.