



# AIR FORCE RECRUITING SQUADRON ENGAGEMENT FOR AIR & SPACE FORCES MEMBERS AND CHAPTERS

AFRS expressed desire to generate engagement with AFA members and chapters to enhance recruiting efforts for Air & Space Forces accessions. Suggested interaction and engagement items are listed below.

## Feedback for Working Group / Incorporation of Lessons Learned

In order to share successes and share missteps, request you write up you interactions and send to [AIMS.Communications@afa.org](mailto:AIMS.Communications@afa.org) and [AIMS.Chair@afa.org](mailto:AIMS.Chair@afa.org) so we can accumulate suggestions and avoidances.

Recommend following: 1) Type event, 2) Number of people, 3) cost, 4) Desired outcome, 5) Actual outcome, 7) Suggestions for others to improve. A simple word document or if easier, and email to us will help us update our “toolbox” as well as to provide suggestions to others.

We also recommend you send in ‘AFA in Action’ stories to share your work. Sharing our ‘Advocate to Inspire Military Service (AIMS)’ efforts will inspire others and show the impact AFA is having within local communities.

## Contact with AFRS Squadrons

Recommend members and chapters contact the Commander, Senior Enlisted Leader, and/or Marketing Leader as initial points of contact. (Lists are being made available and can be found at <https://www.recruiting.af.mil/About-Us/Groups-Squadrons/> now)

It is strongly recommended that AFA members/chapters not contact local recruiters directly except in rare circumstances until contact is made with AFRS Squadron leaders and appropriate operational interactions are established. Recruiters are busy running their business – finding eligible applicants desiring an opportunity to serve in the Air & Space Forces. Their ability to call, meet, and be available for you is limited. Gain guidance from squadron leaders.

## Interchange Suggestions

### Initial Contact

- Make initial contact with Air Force Recruiting Squadron Commander, Senior Enlisted Leader, and Marketing Manager.
- Share your contact information, your position, and the levels of effort you can provide.

- Gain awareness of the recruiting squadron's area of responsibility, their areas of concern or challenges, and areas where you can assist. Keep in mind, *many of their territories are very large.*

## Community awareness and support

- Share your community involvement and where you may know city, school, or other leaders who could help in recruiting efforts.

## Ask what specific help Squadron/Recruiter is desired!

- Do not assume what help is beneficial to the squadron and the recruiters. ASK
- See where the recruiting squadrons may want your help. They may need introductions to a school official to discuss program access or support. They may need help from a city official who can help with specific programs or other access.

## Recruiter Assistance & Support

- Recruiters can be far away from typical military support and bases. For many, it could be the first time in their career they are without commissaries, fitness centers, base support opportunities, etc.
- How can you support the local recruiters?
  - Let them know about local business discounts, help familiarize them with the area? Provide introductions to local resources?
- What help can the recruiter's family use? How can we help?
  - Medical doctor recommendations? Local area military friendly businesses? Entertainment suggestions? Unique area attractions both well-known and lesser known?

## City and Community Events

- What events are recruiters already engaged in in your area?
  - Our Country Salutes? CAP Awards and events? Others?
- Can AFA members help the Recruiters by being a guest speaker at an event?

## Monetary Considerations: Coordinate with Squadron CCs!

**Recruiter:** Recruiters can only accept gifts of \$20 or less and not totaling more than \$50 in a year. This should be considered if you are offering anything to a recruiter, like free membership, etc. We have an obligation to help them with the ethical issues required of them. Work with squadron leadership on best ways to provide any funding.

**Events:** When paying for events, ensure they are AFA or individual funded. Be cautious and work with the recruiter or squadron leadership to ensure best way to cover costs.

**Large Gifts:** Any large gifts or one-time gifts can be worked with the AFRS/CC on behalf of the Air Force. The chapter will need to coordinate with the recruiting squadron commander (CC) and the CC can help coordinate appropriate AFRS/JA (Judge Advocate) requirements with chapter leadership.

## AFRS Recruiting Events & Engagement

- What events could you participate in to educate yourself/chapter on recruiting processes and efforts?
- Are there events you could brief at with recruiters present to express AFA and its' role in becoming AFA Advocates to Inspire Military Service (AFAAIMS)?
  - Briefing materials, etc. are being developed and will be placed on the AFA Advocate, AIMS page, and able to be downloaded and tailored for your presentation. Videos, etc. will also be available.

## AFA event hosting or participation

- What events are you engaged in that you think recruiters may be interested in?
  - Civil Air Patrol, CyberPatriot, StellarXplorer, JROTC, ROTC, STEM activities, school programs (*Veteran's Day, etc.*), and AFA hosted events (*Community Partner events, awards ceremonies, chapter/state and other meetings, etc.*)
- What areas of engagement might squadron and local recruiters like you to consider engaging? (*City council, school boards, local businesses, etc.*)
- What civic organizations could AFA member/chapter provide introductions that the recruiting team feels would be beneficial? (*Rotary, City Council, PTA, etc.*)

## Unique area engagement

- Does your area have any areas of special emphasis?
- Is there a local congressperson you are engaged with regularly?
- Businesses and activities that are military-centric and unique?

## Chapter Meeting Participation (In-person/virtual)

- Invite leadership and local recruiters to chapter meetings.
- Consider targeting areas of recruiting interest up front to minimize time recruiter needs to stay.
- Ask about membership, but remember it is voluntary.