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AFA Field Advocacy

- **What** – is Advocacy
- **Who** – should we conduct Advocacy
- **How/When** – is Advocacy conducted

Every Member Participates; Every Member Advocates

Air & Space Forces Association Mission



AFA Mission

- ***Our mission is to promote dominant U.S. Air and Space Forces as the foundation of a strong National Defense; to honor and support our Airmen, Guardians, and their Families; and to remember and respect our enduring Heritage.***
- To accomplish this, we have three mission strategic pillars:
 - **EDUCATE** the public on the critical need for unrivaled aerospace power and promote aerospace and STEM education for a technically superior and professional workforce to ensure national security
 - **ADVOCATE** and **Promote** aerospace power to favorably shape policy and resourcing decisions to guarantee the strongest aerospace forces in the world
 - **SUPPORT** Airmen, Guardians and the families of the Total Air Force and Space Force, including Active Duty, National Guard, Reserve, civilians, families, and members of the Civil Air Patrol

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AFA Field Advocacy



What – is AFA Advocacy

ADVOCATE - Promote aerospace power to favorably shape policy and resourcing decisions to guarantee the strongest aerospace forces in the world

- **Goal:** Provide elected officials with information on the AFA and how the AFA provides a focus on the Top Issues that support our Airmen, Guardians, their families, and our Veterans.
- The AFA's ability to influence policy is only as powerful as the number of people involved. That is why serving as an Involved Leader is not just your advocacy initiative, it's about engaging and encouraging other AFA members to become advocates as well.

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Knowledge and Awareness

- Ensure AFA members are aware of the AFA structure and mission
- Provide awareness of the AFA and the AFA mission areas to Community Members, Influencers, and Elected Officials
 - Neighbors and Associates
 - Service Organizations, Chambers of Commerce, School Boards
 - Defense Contractors, Businesses,
 - Military Affairs organizations, other Associations
 - Local, State, and US Elected Officials
- Be sure to discuss your positive military experiences and resulting benefits – always generates conversation and promotes military service

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Who – should Advocate

- All AFA members should actively promote the AFA mission and AFA Legislative positions ([See https://www.afa.org/advocate/](https://www.afa.org/advocate/))
- Schedule Advocacy as a key topic at Chapter meetings and in newsletters
- Represent the AFA when in Community settings
- Be ready to promulgate your military story and positive experiences to Community influencers and leaders
- Always be prepared to reach out to Local, State, and National Elected Officials

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How to Advocate: In the Community

- Identify Community Influencers and Elected officials
- Learn about the officials' committees, interests, trends, and records
- Attend meetings with Community Influencers and Elected officials
 - Always introduce yourself as an AFA member and an Advocate
 - Develop professional relationships
 - Relay your positive experiences and the benefits of military service
 - Invite Community members and Elected officials to attend Chapter functions
 - Always invite Community members and Elected officials to become members of the AFA

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How to Advocate: Chapter Advocacy



Objective: Promote AFA positions and information with elected officials, community influencers and members through interface with Field members

Meetings with Elected Officials and their Staff:

- Schedule dedicated meetings with the elected official and their staff
- Provide leave behind copies of the AFA Legislative positions
- Discuss AFA positions. Be ready to illustrate the importance of the positions and highlight the impacts for our Air and Space Forces
- Be prepared to conduct follow-up meetings, provide additional information, and address open questions
- Refer the elected official and staff to AFA VP Legislative Affairs for WDC follow-up

Ask: Request the elected official to be aware of AFA positions and their impacts

- Solicit feedback and follow-up plans
- Provide feedback to the Advocacy Committee and the AFA VP Legislative Affairs

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AFA Advocacy Summary



Advocacy is an AFA mission element that requires focus

- Goal: Provide elected officials with information on the AFA and the AFA Top Issues
- Always solicit feedback and forward it to the Advocacy Committee and AFA VP Legislative Affairs
- Review and use the reference material
 - Congressional Tracker
 - Position Papers
 - Advocacy Guidebook
 - Advocacy Training Modules
- For questions and recommendations contact:
 - PAUL HENDRICKS – Advocacy Chair: 469-667-7750, phendricks.Bod@afa.org

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