



AIMS TOOLBOX

This document is intended to provide some ideas that may be helpful in telling the Air & Space Forces story. Use any or all of it, and feel free to improve it. Please contact the POC with updates and suggestions.

Topic/Title: Reasons to Join the Air Force

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Reasons to Join the AF: Opportunity - Community – Purpose

- Service is an unbeatable value proposition (chance to be part of something bigger)
- Education
- Training/Learn a skill
- Pay off student debt
- Benefits inc. medical, dental, vision
- Travel (see the world!)
- Job Security
- Part Time/Full Time options
- Defend our way of life
- Doing stuff that matters that you can't do anywhere else
- Being part of a team

Recruiting Fast Facts

- Today, just 23% of American youth are qualified to serve without a waiver, while just 10% say they would be interested in military service.
- Most Americans don't actually know anyone in the military today.
- AFRS has approximately 2,400 Total Force recruiters to cover the nation.
- WEAR (We Are All Recruiters) Program and RAP (Recruiters Assistance Program) are active and need support from commanders & Airmen.

Influencers: Expanding Your Outreach

- Influencers have a major role when it comes to young people making decisions that include potentially joining the military. Consider how to connect with influencers in your local area, such as coaches, clergy, school counselors, youth organizations, or even potential social media influencers with connections to your area.