



Air & Space Forces Association



Advocate to Inspire Military Service Guide



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Advocate to Inspire Military Service (AFA AIMS)

The AIMS mission is to advocate for the U.S. Air & Space Forces by equipping our members and chapters to positively influence those who inspire others to consider service to our nation, and specifically, to inspire youth to military service.

The Environment

Only 23% of youth 17-24 are eligible for military service (without a waiver).



Talent acquisition is becoming harder and more expensive and American youth are increasingly disconnected from the military.

4.2% Unemployment rate in the U.S.
 42% of influencers would recommend military
 36% of young adults (ages 17-35) **do not** comprehend the most basic military fundamentals (i.e., difference between officer and enlisted personnel)
 12% of young adults (ages 17-35) **can** name All DoD Services
 13% of 16-24-year-olds with a parent who served
 10% youth propensity and 1% propensed & qualified
 23% of youth are eligible to enlist w/o a waiver

Academically Qualified, Eligible & Propensed

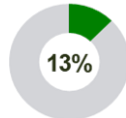
Proportion of Youth with a Parent Who Served

YATS (1995) and Youth Poll (Fall 2022)

Youth ages 16-24



In 1995



In 2022

Self-Reported Knowledge of the Military

DoD Youth Poll (Fall 2022)*

Youth ages 16-21

▲ Military ▲ Active Duty ▲ Reserve ▲ Guard



How likely do you think it is that someone getting out of the Military will have...?

DoD Ad Tracking Recruits Study (Oct-Dec 2022)

Youth ages 16-24 % Responding "Likely/Very Likely"



Inspire 101: How You Can Engage

It can seem daunting to get started and to engage. However, it is quite simple to begin to *Inspire Military Service*, you just need to *AIM* and *Set* an idea in your mind. You can inspire others!

1. AIMS Toolbox – Use Resources to Get Started

- Sometimes your story is a 15-minute speech at the Rotary Club and sometimes it is as simple as a chance encounter in the checkout line at the grocery store. Whatever the opportunity, a little preparation can enable you to tell your story in a way that personalizes your experiences and emphasizes important messages about military service.
- Information on story building www.afa.org/aims/toolbox.



2. Tell Your Story

- Recognize opportunities to tell your story. This can be to friends, relatives, faith community members, and those in your local community.
- Your story can be shared in your community. Look for and set up opportunities, or deliver it on the fly, where and whenever appropriate.
- If you have your story, use it where you feel it will BEST impact those who influence & inspire youth.
- We ask you to influence the “influencers.” *You do not need to be the recruiter.*
- *You can refer potential applicants to recruiters using the AIM HIGH App (in this guide).*
- And at www.afa.org/app/uploads2024/05/My-Air-Force-Story-Examples-v2.pdf



3. Reach Out to Your Local Recruiting Squadron

- You can find contact information for your closest recruiting squadron on the [Chapter-Squadron Locator Map](#) (QR 1), on the AIMS website, and then **opt-in to our AFA map** as well.



- **What can you do to help?**
 - o Let the Recruiting Commander and senior leadership know where you are located.
 - o Ask what needs they have in areas you may be able to help or serve in.
 - o You, as an individual, can assist in ways that can make a difference. Your AFA chapter and individuals may be able to help. You and/or your chapter can opt-in and be recognized in our map. See how on [AFAAIMS](#).

What Does It All Mean?

in·flu·ence - (noun) - the capacity to have an effect on the character, development, or behavior of someone or something, or the effect itself.

Military Influencer – (noun): A military influencer is someone who shapes and supports the military community through advocacy, inspiration, innovation, and collaboration. This term encompasses a wide range of individuals, including leaders, entrepreneurs, content creators, creatives, and brands connected to the military community.

in·spire - (verb) - to spur on; to exert an animating, enlivening, or exalting influence on; to affect [to influence, move, or guide through inspiration].

A Nation of Influencers Who Can Inspire

We are now in a nation where familiarity with what our military is and who serves is decreasing as eligibility also decreases. It is a math problem: Bigger nation, smaller military, fewer bases. We need our veterans to influence and inspire young Americans to join. Committing as a civilian, military active duty, guardsman, or reservist is meaningful service to our nation and communities.

AIMS Message

- **Our goal** is to *advocate to inspire military service*.
- **Everyone can be an influencer**; every person has a story to tell!
- **As personal connections to the military continue to decline**, the level of understanding of military service to the nation follows.
- **Engage in our communities** to inform *influencers*, parents, civic leaders, educators, and business leaders, that most talented and qualified young Americans should consider military service as a meaningful way to serve.
- **Contact Recruiting Squadrons** and see where there are opportunities to help to inspire military service.
- Develop methods that **refer applicants to recruiters!**

Influencers Are Keys to Future Success

Influencers have a significant role when it comes to young people making decisions that include joining the military. Consider how to **connect** with influencers in your local area, such as coaches, clergy, school counselors, youth organizations, or even social media influencers **to make a difference in your area and nation.**

What it Means to Advocate

ad-vo-cate (noun)

- one who supports or promotes the interests of a cause or group
- one who pleads the cause of another
- one who defends or maintains a cause or proposal

ad-vo-cate (verb)

- to support or argue for (a cause, policy, etc.), to plead in favor of,
- to act as advocate for someone or something

Every Member Participates, Every Member Advocates

- **EDUCATE** the public about 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 to include Active Duty, National Guard, Reserve, civilians, and members of the Civil Air Patrol.

The AFA's ability to influence policy and inspire military service is only as powerful as the number of people involved. **But you can make a difference!** That is why engaging is not just your personal advocacy, it's about engaging and encouraging other AFA members by your example.

As an AFA member one of your primary opportunities is to develop a network of people with whom you can share your affinity for AFA and our military. If you can connect as a constituent with your *elected officials*, it is all the better. You will rely on these connections to influence others in diverse settings to develop positive personal relationships that encourage action; to **join AFA** as we *inspire military service*.

- Neighbors and Associates
- Service Organizations, Chambers of Commerce, School Boards
- Defense Contractors and Businesses
- Military Affairs organizations and other Associations
- Local, State, and US Elected Officials

Calls to Action

- **Tell Your Story** – share your military experience with parents, civic groups, etc.
- **Advocate** for the Air Force and the Space Force and inspire military service.
- **Connect with recruiting squadron and** community and Elected Officials.
- **Be an AFA Ambassador** for the Total Force and their families.
- **Support the AFA Mission** – Educate, Advocate, and Support, and *inspire others*.

AFA Advocacy Briefing

- Learn more at AFA [Advocacy Briefing](#).



Key Stakeholder Contributions

Influencers Are Keys to Future Success

Influencers have a significant role when it comes to young people making decisions that include joining the military. Consider how to **connect** with influencers in your local area, such as coaches, clergy, school counselors, youth organizations, or even social media influencers **to make a difference in your area and nation.**

Airmen & Guardians and Their Families

Connect with local communities through visible participation in community activities, volunteer work & speaking opportunities to tell and tell the AF story. Work with Public Affairs to determine safe/effective ways to tell personal stories through social media. Encourage fellow Airmen who are separating to stay on the Total Force team and go to ANG/AFR.

Congress and Other Elected Officials

Understand the significance of recruiting to the AF and support national, state & local programs that support recruiting. Avoid politicizing military service in ways that would alienate potential recruits or influencers.

Veterans

Promote military service by connecting with civic groups, schools, bases, or recruiters who can provide opportunities to *Tell Your Story* for service recognition. Veterans can also talk about the positive impact military service had on their lives, both while in uniform, and after.

Industry/Academia

Support efforts to promote military service as a viable option for talented young Americans. Visibly support serving Guard & Reserve personnel. Vector transitioning students or employees toward exploring service opportunities.



AFA and Recruiting are partnering because AFA has a lot to offer.

Total Force Public Affairs

Prioritize support to recruiting and seek ways to incorporate recruiting presence, messages, or resource links into communication products & outreach events at all levels. Facilitate more engagements that bring Airmen into the community, and more that bring community influencers and young people onto bases where they can interact with Airmen.

News Media

Provide accurate information to stakeholders by going beyond descriptions of recruiting shortfalls & a small number of negative experiences. Ensure to address changes that are opening service opportunities, as well as the experiences of large numbers of Americans who find value & purpose in military service.

Total Force Recruiters

Utilize media blitz plan, marketing tools and other guidance to maximize potential of making a presence in their area of responsibility.

Civic/Community Leaders

Use connections within the community to bolster local recruiting efforts. Advise commanders, Public Affairs, and recruiters on how to improve existing programs, or recommend new ones.

In Service Recruiters

Emphasize the benefits of continuing to serve and the value prior service members bring to the fight, while highlighting career bonuses, education benefits and low-cost insurance benefits.

Inspire Military Service – Tell Your Story

Military members can share their service story as well as those that know others – family members, friends, teachers, and coaches, can all share what they learned from new recruits going to basic training and more – we all can share our story from our perspective!

The approximately 2,400 total force recruiters and staff (Regular AF, ANG, AFR, USSF, & Civilian) assigned to Air Force Recruiting Service stationed across the nation cannot do this alone. This is now a challenge for all veterans and Americans.

This guide is intended to facilitate deliberate communication and engagements in our local communities across the nation. The focus is on *making key influencers of youth aware of the benefits and realities of serving in uniform*, to increase awareness of the challenges of the current recruiting environment, and to encourage other veterans to be more present in their communities by *telling their stories* of service.

All Veterans Can Help – Do You?

- Tell your military story.
- Attend community events and interact with parents, civic leaders, and educators.
- Ask local recruiting squadrons how best to help them and their recruiters.
- Encourage influencers to download the Aim High mobile app to help refer recruits.

Tell Your Story

[Get more info at www.afa.org/AIMS]



My Air or Space Force Story in 30 seconds

I enlisted (or got commissioned through ____ program or joined) in the Air Force in ____ (or ____ years ago) and served for ____ (number of) years.

My favorite part of serving in the Air Force was _____. (Or you can answer this prompt: The Air Force taught me _____.)

My Air or Space Force Story in 2 Minutes

I enlisted (or got commissioned through ____ program or joined) and joined the Air Force in ____ (or ____ years ago).

What motivated me to join the Air Force was the _____.

My job was _____. I served in the Air Force ____ years and had ____ (number) assignments. My favorite assignment was _____ because _____.

My favorite part of serving in the Air Force was _____. The Air Force taught me _____.

Parents, Friends, and Others Story

It is imperative that we work to inspire military service. You now have a family member or friend who is interested in or has already completed basic military training and is engaged in becoming an Airman or Guardian in our Air & Space Forces. You have a story to tell about their experience and others need to hear it!

Today many know little about our Air & Space Forces. Many do not have family or relatives who serve and can tell them about why military service is a viable option for our youth today.

We want to hear your story about your Airman or Guardian. You can use this simple outline to provide a story that will resonate with others. You can also use this simple outline when you are talking with friends, in community groups, and other places where people can learn about the need for and the viability of military service as a 4–6-year opportunity to learn a skill, serve our nation, and build transferable skills for future career opportunities. Some do make the military a career and serve for 20 or more years but most serve a tour and move on. We need your help to make others aware of this great opportunity to serve and benefit.

Parents, Friends, and Others Story

My (son, daughter, family member, friend, ...) enlisted (or got commissioned through the _____ program or joined) and joined the Air Force in _____ (or ____ years ago).
The experience we had in the enlistment process was _____.
What motivated our Airman/Guardian to join the Air Force was _____.
My Airman's or Guardian's job is/was _____.
They have served in the Air or Space Force ____ year(s) and had ____ (number) assignments.
Seems their favorite part of serving in the Air or Space Force was _____.
The Air or Space Force exposure and process taught me _____.

Links to Air & Space Forces Recruiting Information

[Air Force Recruiting Service \(AFRS\)](#)

[AIMS Opt-In Database Explanation](#)

[Air Force – How to Join](#)

[Air Force FAQs](#)

[Space Force – How to Join](#)

[Space Force FAQs](#)

Example of “Tell Your Story”



My Story – Pat Nugent

I joined the Air Force during the turbulent times of the Vietnam War with the intention of becoming a jet engine mechanic. However, the needs of the Air Force led me to be trained as a parachute rigger and to deploy to Vietnam.

Despite my initial plans to be a mechanic being sidelined, a unique opportunity for an overseas assignment in England appeared. This overseas experience broadened my horizons and exposed me to European cultures and perspectives. These experiences helped shape who I am.

The Air Force and my firsthand experiences fueled my passion for photography. This hobby eventually evolved into a new Air Force career path demonstrating how a personal interest can lead to unexpected professional opportunities.

A significant turn came with the selection as the team photographer for the USAF Air Demonstration Team, the "Thunderbirds." This role was both thrilling and demanding, capturing the high-energy performances of one of the most prestigious aerial demonstration teams in the world, documenting the awe-inspiring displays in front of a worldwide audience.

My journey didn't end there as my Air Force career progressed, I transitioned into the role of a photojournalist. From documenting humanitarian missions, covering global events and being at the forefront of history, the story played a role for Department of Defense and Air Force decision makers which also included the public.

My career path may have been unconventional but it's a testament to the transformative power of following one's passions. The Air Force provided fantastic opportunities and training. From military conflicts to the heights of aerial performance, my camera documented the Air Force mission and the people who supported it and enabled the flying to show the value of “Fly, Fight, & Win.”

My Air Force journey reminds me that the most unexpected detours lead to the most remarkable destinations.

*#airforce #usairforce #usaf #aimhigh #flyfightwin #spaceforce #ussf #teamspace #digitalspace
#afa #afa_air_space*



WE ARE ALL AIMS AMBASSADORS

The Air & Space Forces Association (AFA) (www.afa.org) provides teacher recognition and numerous free resources for educators. Partner with AFA, a local chapter, and a Civil Air Patrol squadron. We can help recognize, resource, and connect you to others so you continue to see students excel

Why Educators Matter

Educators are trusted role models who:

- ✓ Engage students daily
- ✓ Introduce concepts and ignite curiosity
- ✓ Influence values, career goals, and lifelong habits
- ✓ Extend their impact to families and communities
 - We want to **empower educators** with resources to inspire interest in **STEM** subjects and future **STEM- related military careers**.



[AFA Education Resources \(https://www.afa.org/educate/\)](https://www.afa.org/educate/)

Open to K–12 educators nationwide:

- **STEM Programs & National Competitions**
 - [CyberPatriot](https://www.uscyberpatriot.org/) - Cyber defense challenge
<https://www.uscyberpatriot.org/>
 - [StellarXplorers](https://www.stellarxplorers.org/) – Space design competition
<https://www.stellarxplorers.org/>
- **Educator Grants** <https://www.afa.org/grants-for-education/#educator>
- \$500 classroom grants
- **Teacher of the Year Awards** <https://www.afa.org/teacher-of-the-year/>
- Chapter, state & national awards
- Cash prizes + free [CAP Aerospace Educator Membership](https://www.gocivilairpatrol.com/programs/aerospace-education/join-as-an-aem)
<https://www.gocivilairpatrol.com/programs/aerospace-education/join-as-an-aem>



[Civil Air Patrol: Free Educator Resources](https://www.gocivilairpatrol.com/programs/aerospace-education/for-educators)

<https://www.gocivilairpatrol.com/programs/aerospace-education/for-educators>

As a long-standing AFA partner, [CAP](https://www.gocivilairpatrol.com/) offers K-12 educators:

- **STEM Kits** (20+ hands-on kits to use & keep)
<https://www.gocivilairpatrol.com/programs/aerospace-education/programs/stem-kits/available-stem-kits>
- **Educational Products** (40+ K–12 print & digital)
https://www.gocivilairpatrol.com/media/cms/Jan_2022_CAPs_Free_K12_Aerospace__S_1CE9C63401DFB.pdf
- **Teacher Orientation Flights** (at local airport)
<https://www.gocivilairpatrol.com/programs/aerospace-education/programs/top-flights>
- **ACE Program** (K–8 aerospace curriculum)
<https://www.gocivilairpatrol.com/programs/aerospace-education/programs/ace>



Let's Collaborate! Together, we can help educators guide students toward futures in **science, technology, engineering, and math**—and beyond.

AFA and Sandboxx Partnership

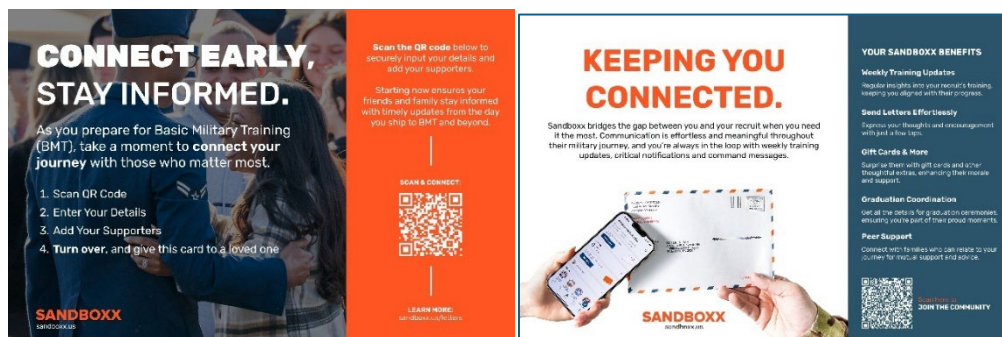
Basic Military Training (BMT) is an intensive eight-week program at Joint Base San Antonio-Lackland which turns recruits into Airmen and Guardians. This is an important period not only for the trainees, but for their supporters: parents, family members, friends and neighbors. During BMT, trainees do not have access to electronic communications and can only receive hard copy mail through their mailroom. **Sandboxx** <https://www.sandboxx.us/> is a commercial service which makes it easy to communicate with trainees by turning messages entered on the *Sandboxx app* into letters sent to the BMT mailroom. AFA and Sandboxx have entered into a partnership (see below) which allows AFA to use the Sandboxx service to provide letters of welcome and congratulations from AFA leadership directly to new trainees at a time when they need encouragement.

Sandboxx also allows AFA to communicate via email with the network of supporters that each trainee designates at in-processing, thus providing AFA a channel for regular updates and messaging direct to people who now have a vested interest in the Air and Space force but may not have any in-depth knowledge of our association or the military. This is exactly the audience we want to influence with the AIMS message, so that they then can become advocates for military service and inspire the next generation of Airmen and Guardians. The AFA-Sandboxx partnership allows AFA to make contact with recruits, family, and supporters of those recruits and provides them an opportunity to learn about and join AFA.

What is Sandboxx?

Sandboxx is a secure digital platform that bridges the gap between families and their loved ones during Basic Military Training (BMT). You can learn all about Sandboxx at <https://www.sandboxx.us/> and use the Sandboxx service by downloading the *Sandbox app* on your mobile device. Through letters, updates, and key information, Sandboxx keeps you in the loop throughout your trainee's journey at JBSA-Lackland, Texas. Sandboxx is proud to partner with the Department of the Air Force (DAF) - including Air Force Recruiting Service and BMT — to enhance communication with families, build public trust, and strengthen ties with hometown America. Weekly training updates, graduation info, and timely command messages ensure you never miss a milestone.

AFA is also partnering with Sandboxx to enable us to better support the AFA AIMS initiative. This partnership enables AFA to communicate directly with trainees through their mailroom and electronically with their support networks, fostering pride, morale, and a deeper understanding of military life. *You can find resources on the AIMS page that talk about Sandboxx and the AFA partnership to share in appropriate forums or to add to your chapter web pages.*



CONNECT EARLY, STAY INFORMED.

As you prepare for Basic Military Training (BMT), take a moment to **connect your journey** with those who matter most.

1. Scan QR Code
2. Enter Your Details
3. Add Your Supporters
4. Turn over, and give this card to a loved one

SANDBOXX
sandboxx.us

KEEPING YOU CONNECTED.

Sandboxx bridges the gap between you and your recruit when you need it the most. Communication is effortless and meaningful throughout their military journey, and you're always in the loop with weekly training updates, critical notifications and command messages.

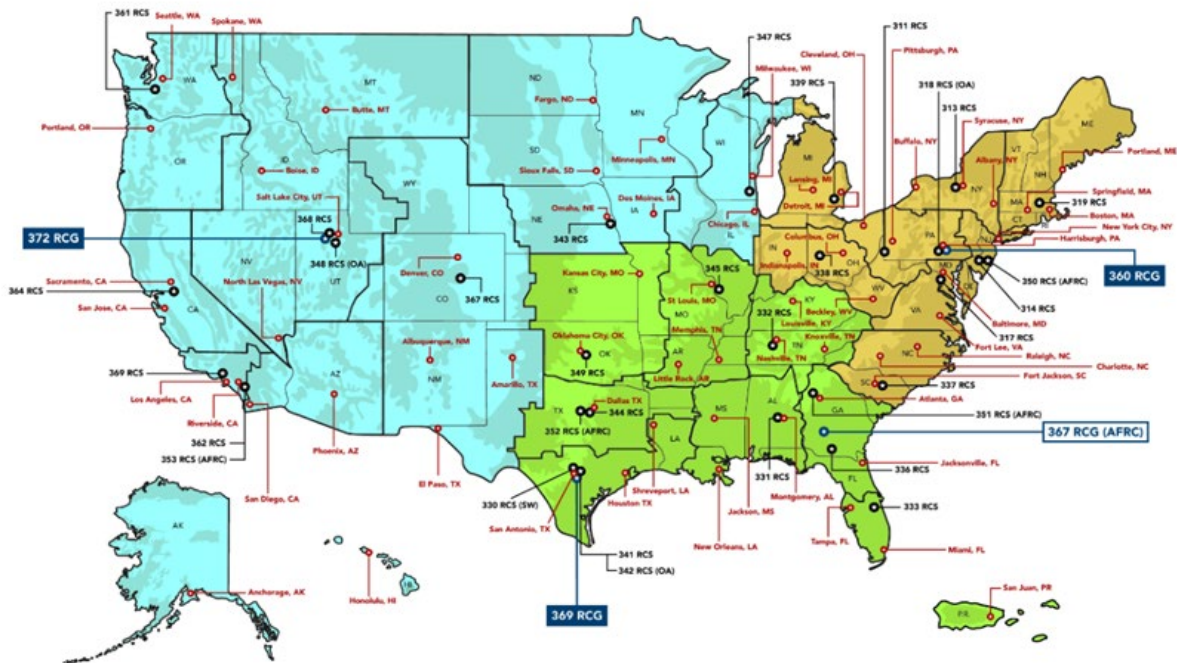
YOUR SANDBOXX BENEFITS

- Weekly Training Updates**
Regular insights into your recruit's training, keeping you abreast with their progress.
- Send Letters Effortlessly**
Express your thoughts and encouragement without a long trip.
- Gift Cards & More**
Surprise them with gift cards and other thoughtful gestures, ensuring their morale and support.
- Graduation Coordination**
Get all the details for graduation ceremonies, ensuring you're part of their proud moments.
- Peer Support**
Connect with families who can relate to your journey for mutual support and advice.

JOIN THE COMMUNITY

Air Force Recruiting Squadron Engagement

The recruiting commander has suggested that AFA members and chapters assist, as able, with influencing & inspiring recruiting efforts for Air & Space Forces accessions.



Contact with Recruiting Squadrons

The [Chapter-Squadron Locator Map](#) (“the Map”) provides contact information to enable chapters and recruiting squadrons to contact each other. Contact information is provided for all Recruiting Squadrons and for those AFA Chapters and Members who have volunteered through the **Opt-In Process**. (See the “Join the Network” link at <https://www.afa.org/aims/>.) The provided contact information is for the squadron commander or the AFA chapter Point of Contact. Members and chapters should make initial contact with the Commander, Senior Enlisted Leader, and/or Marketing Leader and *not contact local recruiters directly until introduced by squadron leadership*. 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. **Seek guidance from squadron leaders.**

Initial Contact

The initial call is important and could be initiated by you or by an recruiting squadron.

Recruiting squadron leadership knows that they may be contacted by AFA chapters seeking to establish a relationship. They also know that AFA chapters and members who have signed on the Map through the Opt-In process should be receptive to a call from them, so you should not be surprised if they contact you. In either case the first call may just be a “get-acquainted” call. AFA and Air Force recruiting can generate success if we work together. Reach out and let the squadron know AFA members and chapters are available and desire to help.

Some General “Get Acquainted” Guidelines

- 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 recruiting territories are large.
- If you have an upcoming event such as a chapter membership or executive council meeting, you may want to invite the squadron representative.

Even if there are no immediate areas identified for assistance, contact has been made at the leadership level and this will set the stage for engagement such as the activities described below.

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 the Squadron/Recruiter Could Use

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

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. You may be able to sponsor or just help with life in the area.
- Suggest ways you can help support the local recruiters.
 - Let them know about local business discounts, help familiarize them with the area.
 - Provide introductions to local resources.
 - Ask questions about what help the recruiter’s families may need.
 - Suggest entertainment, doctors, military friendly businesses, unique attractions both well and lesser known, and so on.

City and Community Events

- Find out what events recruiters are already engaged in in your area.
 - Examples could be Our Country Salutes, CAP Awards and events, others.
- Ask how AFA members can assist the Recruiters by helping or speaking at an event.

Recruiting Events & Engagement

- Ask how you and your team can participate to gain increased awareness of recruiting processes to enhance your advocacy. Then, see how you can provide better support.
- Ask what events you AFA members 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 on the AFA AIMS page (www.afa.org/aims), and able to be downloaded and tailored for your needs.

AFA Event Hosting or Participation

- Share the events you are engaged in that you think recruiters may be interested in.
 - Civil Air Patrol, CyberPatriot, StellarXplorers, 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.).
- Ask about interactions the squadron and local recruiters might like your engagement with.
 - City council, school boards, local businesses, etc.
- Find out what civic organizations AFA member/chapter could provide beneficial introductions for the recruiting team. (Rotary, VFW, PTA, etc.)

Unique Area Engagement

- Share your area one-of-a-kind industry, business, or sightseeing attractions.
- Provide information or introductions to your local congressperson and city officials.
- Generate opportunities with area businesses and activities that are military-centric.

Chapter Meeting Participation (In-person/virtual)

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

Chapter / Squadron Efforts

Individuals and Chapters can work in many ways with recruiting squadrons. Look for more success stories in the AIMS Toolbox as well as in the AFA In Action news on www.afa.org.

Gifts and Funding Considerations: Coordinate with Squadron CCs

Recruiter: Recruiters *can only accept gifts of \$20 or less and not totaling more than \$50 in a year*. Consider this 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 the best ways to provide anything of monetary value.*

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

Larger Gifts: Any AFA or individual gifts over \$20 should be worked with the Air Force recruiting commander on behalf of the Air Force as required. The individual or chapter will need to coordinate with the recruiting squadron commander (CC) and the CC can help coordinate appropriate legal advisor requirements with chapter leadership.

Staying Connected

Social media covers many areas and is a means to reach influencers and youth. The ‘Handles’ for Air Force Recruiting Service for both Air & Space Forces are listed below. We hope this helps you stay connected.

Regular Air Force (AF)

Facebook: @USAirForceRecruiting
 Twitter/X: @USAFRecruiting
 Instagram: @usaf_recruiting
 LinkedIn: @UnitedStatesAirForce
 YouTube: @USAirForceRecruiting
 Snapchat: @usafrecruiting (unable to link)

Air National Guard (ANG)

Facebook: @AirNationalGuardRecruiting
 Twitter: @ANG_Recruiting
 Instagram: @AirNationalGuardRecruiting

Air Force Reserve (AFR)

Facebook: @AirForceReserveRecruiting
 Twitter: @Join_AFRreserve
 Instagram: @AirForceReserveRecruiting

United States Space Force (USSF)

Facebook: @GoSpaceForce
 Twitter: @GoSpaceForce
 Instagram: @GoSpaceForce
 YouTube: @SpaceForceRecruiting

Websites and More

For more information about recruiting and our Air & Space Forces on the web: www.airforce.com

For videos and informational clips: www.YouTube.com

- Watch the **BASIC** series and learn about recruiting and basic training. [[BASIC - Episode 01: First Impressions \(4K\) \(youtube.com\)](#)] and then watch more of the series.
- Listen to remarks from the [AFRS Commander & Command Chief Master Sergeant](#).
- You will be amazed by what you can learn and find out; *be sure to validate all you hear!*

Search in YouTube for *Air Force Recruiting* and you will find information about your *Air and Space Forces*, as well as see what others are saying about both.

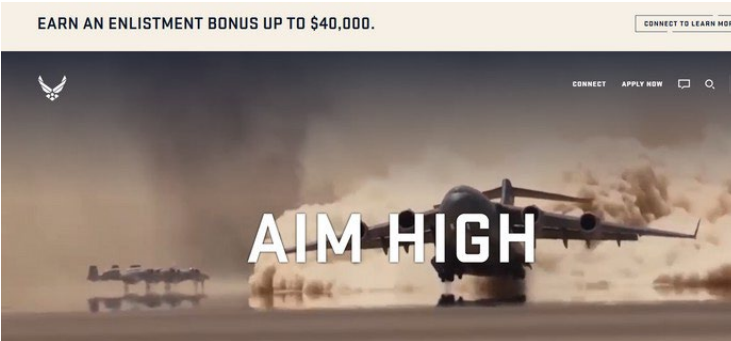
AIM High App

The AIM HIGH App has Frequently Asked Questions, information about military career fields, contains information on *how to contact a recruiter*, *how to refer a candidate to a recruiter*, and more. Use this link on your computer or go to your APP Store and enter “AIM High” and **download the app to your phone**.



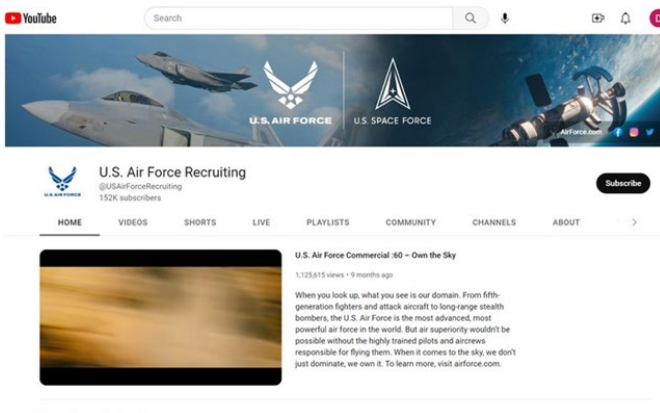
[Aim High App - U.S. Air Force](#)

Resources



[AirForce.com](https://www.airforce.com)

Info on pay, careers, benefits, the different components & more!



YouTube Channel

[U.S. Air Force Recruiting](https://www.youtube.com/user/USAFRecruiting)

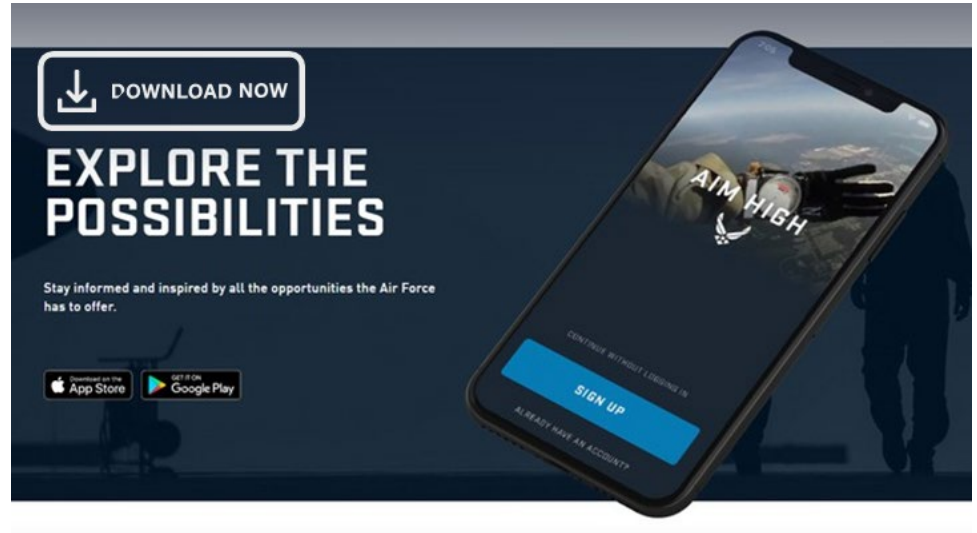
Hosts a variety of Air and Space-themed content that can help educate potential recruits about life in the USAF/USSF and see how our Airmen become leaders, innovators, and warriors every day and embrace some of the most future-forward technology on the planet.



The D.W. Steele Sr. Chapter and 317th Recruiting Squadron marked a significant milestone in their collaboration with a ribbon-cutting ceremony at the squadron's new office in Alexandria, VA.

Aim High App

Potential applicants can explore careers, play games, and keep up with Air Force news. Anyone can refer leads to recruiters through the app.



The Aim High App has information for those who inspire others to military service and are trying to answer questions from moms & dads, friends, business leaders, and even youth.

Wonder about Air Force components, careers & benefits, education & training, lifestyles? The app has FAQs for all of these. You can find answers to those questions and more.

Looking for videos to show family members, friends, and others about Air and Space Forces? The app has videos on Air Force Recruiting from YouTube covering all the components. Videos on Space Force are included as well.

Want to find the nearest recruiter to an interested applicant? You can use the “find” option based on your applicant’s interest whether it is basic enlistment, special warfare, officer, or other.

Looking for links to Air Force, or to San Antonio, Basic Training, education opportunities, for the Space Force, or even fitness, nutrition, and weight info for joining? The app has info on these too!

Our end goal is to eventually refer applicants to recruiters, the app does that!

The AIM High App is a Valuable Resource – Use it!

**HIGH****AIR
FORCE**

Individuals and Chapters in Action



Northeast Texas Chapter meeting with Lt Col Steve Lemaire, 344th Recruiting Squadron Commander and “Spring Thing Recognition and Inspire Event” winner presenting scholarship to student for winning chapter essay contest.

AFRS CMSgt briefs the
Texoma Region
Conference with AIMS
Co-Chair Vance Clarke.
Both headquarters and
local chapter
interchanges help get
the Inspire Military
Service message out!



Tell your teams story by submitting an AFA In Action.

Find more AIMS event and stories by reading AFA In Action!

Go to <https://www.afa.org/afa-in-action/> to read and submit and find others on the AFA AIMS page at www.afa.org/aims.



AIMS Feedback & Incorporation of Lessons Learned

AIMS efforts are works in progress. To improve the AIMS Toolbox, please provide feedback on the material, your work and efforts, and recruiting squadron and recruiter interactions.

If you organize or are involved in an event, share what you did with the AIMS team. Share your ideas and work with others, and lessons learned.

Please provide:

- 1) Type of event
- 2) Number of people needed to run event
- 3) Number of people who attended
- 4) Any costs or resources required
- 5) Desired outcome
- 6) Actual outcome
- 7) Suggestions on how others could improve what you did

A simple word document or email will help us update our toolbox and provide suggestions for others. Please send to AIMS.Communications@afa.org and AIMS.Chair@afa.org.

Please provide input to [AFA In Action](#) to publicize your efforts. AFA In Action has an AIMS category and sharing your efforts will inspire others and show AFA engagement and impact.

Your Engagement Matters

We know you are deeply engaged in other areas in your community: the Air & Space Forces Association, your family, worship, and work, to name a few. All these areas are opportunities to engage and to share your story, tell about what you did, and to let others know that “You” still feel the military, and our Air & Space Forces are viable job opportunities and careers for a select group of qualified volunteers who decide to serve.

Contact AFA AIMS

For additional help, or if you have suggestions, please contact us.

AIMS.Communications@afa.org

