



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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Date: 4/26/2024

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.



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Topic/Title: Reasons to Join the Air Force Number 2
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Three Pillars of Service

Pillar 1: The "Unfair Advantage" (Career & Skillset)

You have a lot of options for your first 'real' job. But most entry-level roles won't give you \$100,000 worth of technical training on day one. In the Air Force or Space Force, we don't just 'train' you; we give you an unfair advantage in the global economy.

You'll be mastering the same AI, cyber-security, and orbital mechanics that Silicon Valley is desperate for. While your peers are paying for degrees and certifications, we're paying you to earn them. Through programs like AF COOL, you'll walk away with industry-standard credentials—like PMP or CISSP—on our dime. You aren't just building a resume; you're building a legacy of expertise.

Pillar 2: The "Total Package" (Life & Liberty)

Let's talk about the 'hidden' costs of being an adult in 2026. Most people your age are stressed about healthcare, rent, and student loans. We take that off the table.

- **Zero-Debt Living:** We offer college loan repayment to wipe out what you already owe, plus the GI Bill to pay for your future Master's degree.
- **Full Coverage:** You get \$0-deductible healthcare, dental, and vision. That is thousands of dollars back in your pocket every year.
- **Global Perspective:** We aren't just offering 'travel.' We're offering you a chance to live and work in places most people only see on a screen. You'll develop a global mindset that will make you a leader in any field you choose later in life.

Pillar 3: The "Mission" (Purpose & Community)

Deep down, most people want to be part of something bigger than themselves. In the Air Force or Space Force, you are at the center of Great Power Competition. You aren't just sitting behind a desk; you are defending the very systems—GPS, secure communications, and global trade—that the world relies on.

You'll be part of an elite team where people actually have your back. It's a community of 'silent professionals' who do things that can't be done anywhere else. If you want to look back in 20 years and know that you were at the tip of the spear during the most important era in our nation's history, this is where you belong."

The Call to Action



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The reality is that only 23% of your peers even qualify to be here. It's a high bar, but that's why it matters. You don't have to sign your life away forever—you can serve full-time or part-time in the Guard or Reserve. But I can tell you this: the version of you that comes out of basic training and your first tech school will be miles ahead of where you are today.

Are you ready to see if you have what it takes? Let's get you in front of a recruiter to see which path fits your talent."

Tips for the Conversation:

- Listen First: Ask them, *"If money wasn't an issue, what would you want to be an expert in?"* Then, map their answer to an AFSC (Job code).
- Address the 'Influencer': If their parents are there, pivot to the Safety and ROI points.
- Use the WEAR/RAP Programs: If you are an active Airman or Guardian, mention that you can actually get non-chargeable leave to help them through the process if they are serious.