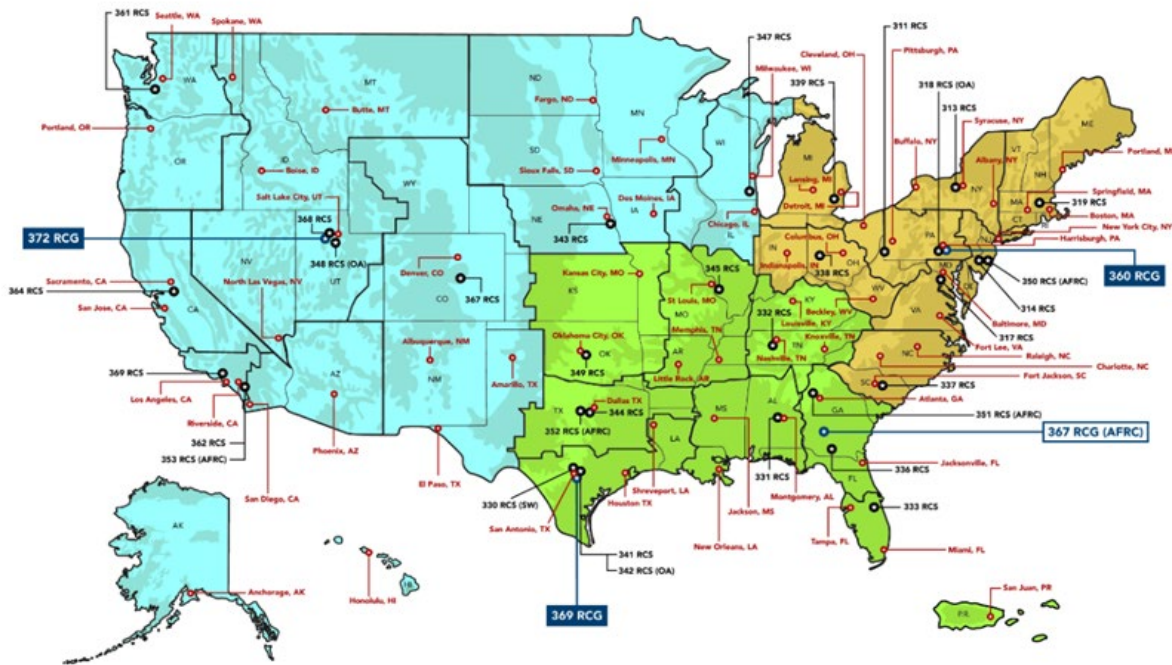


Air Force Recruiting Squadron Engagement

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



Contact with AFRS Squadrons

The Chapter-Squadron Locator Map provides contact information for recruiting squadrons. This information is taken from the [AFRS locator page](#) and is usually the email and phone number of the squadron commander. Recommend members and chapters use this information to contact the Commander, Senior Enlisted Leader, and/or Marketing Leader as initial points of contact.

We strongly recommend not contacting local recruiters directly until contact has been 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. **Seek guidance from squadron leaders.**

Initial Contact

The initial call is important and could be initiated by you or by an AFRS squadron. The AFRS Commander is telling his squadrons to expect contact from AFA members and chapters. He explained the engagement initiative so they should not be surprised. You may also receive a call from a squadron if you volunteer through the Opt-In process and your contact information is listed on the Chapter-Squadron locator map. In either case the first call may just be a “get-acquainted” call. AFA and AFRS can generate success if we work together. Reach out and let the squadron know AFA members and chapters are available and desire to help.

- 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 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.

AFRS Recruiting Events & Engagement

- Ask how you and your team can participate to gain increased awareness of recruiting processes and efforts. See what you can learn and then provide better support.
- Ask what 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 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, 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.).
- 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.

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. 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 AFRS/CC 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 AFRS/JA (Judge Advocate) requirements with chapter leadership.

Links to Air & Space Forces Recruiting Information

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

[Air Force – How to Join](#)

[Space Force – How to Join](#)

[AIMS Opt-In Database Explanation](#)

[Air Force FAQs](#)

[Space Force FAQs](#)