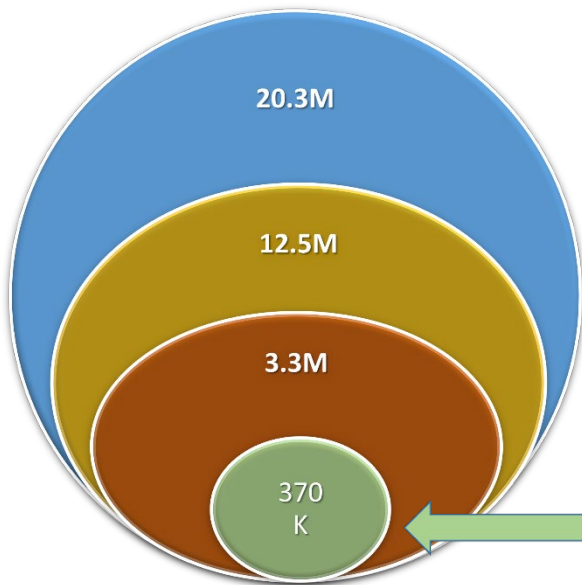


Advocate to Inspire Military Service (AFA AIMS)

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

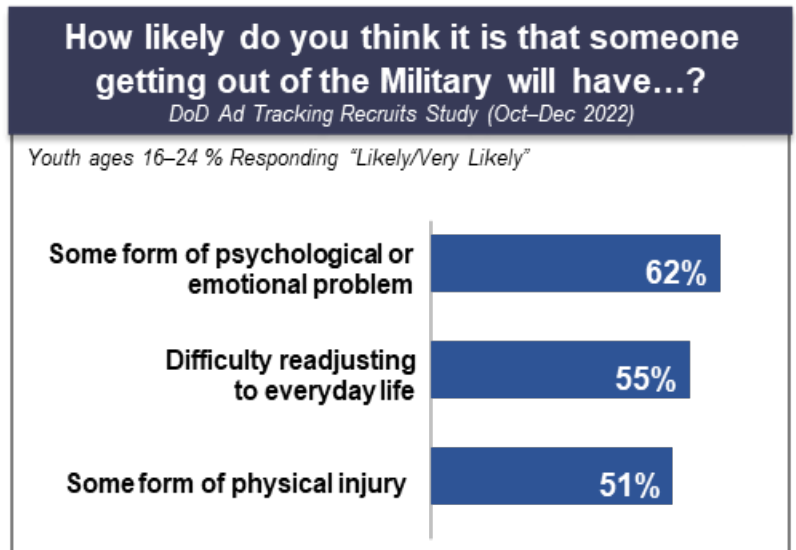
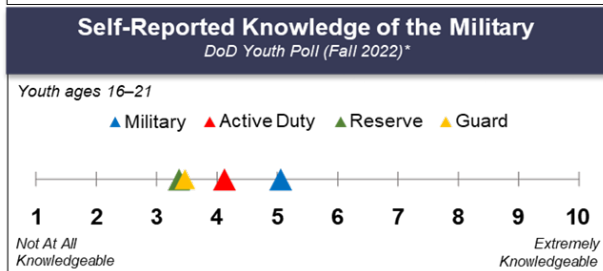
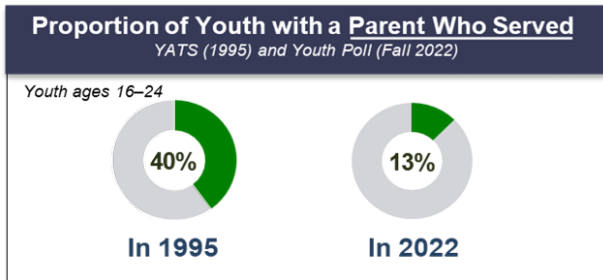
Only 23% of youth 17-24 are eligible for military service; and only 9% are aware of or interested in serving in military service.



Talent acquisition is becoming harder and more expensive and American youth are increasingly disconnected from and less trusting of military

- 3.5% Unemployment rate in the U.S.
- 46% of influencers would recommend military
- 39% of young adults (ages 17-35) **do not** comprehend the most basic military fundamentals (i.e. ranks, officer/enlisted, standards & requirements)
- 11% of young adults (ages 17-35) **can** name All DoD Active Duty Services
- 13% of 16-24-year-olds with a parent who served
- 9% youth propensity and 2% propensed & qualified
- 23% of youth are eligible to enlist w/o a waiver

Academically Qualified, Eligible & Propensed



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 building your story is below, and in the [AIMS Toolbox](#).



2. Tell Your Story

- Recognize opportunities to tell your story. This can be to friends, relatives, worship 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).*



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, or the [AFRS Group/Squadron map](#) (QR 2), and **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 them how you can help and what needs they have in areas you may be able to help or serve in.
 - o You, as an individual, can help in ways that can make a difference. Your AFA Chapter and team may be able to help. You and/or your chapter can opt-in and be recognized in our map. See how on [AFA AIMS](#).