

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: 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 serve. Serving as a civilian, military member 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 on 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 and being *involved* 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 and inspire others in diverse settings to develop positive personal relationships that inspire 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 AFRS Squadron and** with 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](#).

