

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 that allow them to tell their AF story. Work with Public Affairs to determine safe/effective ways to tell their 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.

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.

