

# AFSA Membership Campaign & Development Guide

*Your Source for Recruiting and Retaining Members  
for The Air Force Sergeants Association*



**OUR FUTURE  
IS IN YOUR HANDS!**

# Preface

You have been charged with taking your Air Force Sergeants Association's (AFSA) vision, goals, and strategies creating a winning membership campaign that builds your collective strength on Capitol Hill. Your division/chapter has to be the best if you're going to capture the competitive edge over military affiliated organizations!

The guidelines contained in this booklet were developed to assist you in making your membership campaign successful and is designed to help you educate others about your professional military "organization of choice," your Air Force Sergeants Association. It contains samples of news releases, base bulletin notices, radio spots, briefings, and other examples of how to let people know about your AFSA. It also contains sample letters, postcards, a telephone script, and a questionnaire, which can all be personalized for your use. By using these and other available campaign materials and rosters, you can welcome new members, retain current members, and bring back those who have let their memberships lapse.

Marketing has always been about personal contact. Marketing today is no different. Making your presence known to the public and using "word of mouth" can work wonders. Companies spend millions of dollars on name recognition. AFSA doesn't have this spending capacity, but we can talk about our organization to others and spread the word—about AFSA—that will help in our name recognition and to brand our outstanding organization.

*Talking to Everybody About AFSA* is the best way to make AFSA grow. When you talk about AFSA, make use of all venues available to you such as commander's calls, socials, etc. You don't need a hard sell, and you don't have to be a salesperson. Our audience is the enlisted family and these people listen to their own. They also know that AFSA is more likely to listen to those with the same commitment, the Air Force.

So, just talk about what AFSA does for the force. Once prospective members hear about what AFSA can do for them, they'll join because of the many benefits and powerful representation on Capitol Hill. And chances are that when you remind current members about what AFSA has done for them lately, they'll continue their membership. AFSA is easy to sell to others because it's about people—about them. All you have to do is talk AFSA.

You must exploit every available avenue to spread the AFSA message. Pass along the bulletins and newsletters that the International Headquarters distributes. Don't reinvent the wheel, use these publications in their entirety to add to your campaign. If you haven't tried some of these communication mediums in previous membership campaigns, now is the time to try them.

If you have questions about the contents of this booklet or would like to discuss your ideas on how to "get the AFSA word out," e-mail AFSA's Member and Field Relations Directorate at [staff@afsahq.org](mailto:staff@afsahq.org) or call them at 1-800-638-0594. The staff will be glad to help you put your thoughts into action.

Extra copies of this book and other membership campaign materials are available to you on AFSA's Web Site at [www.afsahq.org](http://www.afsahq.org).

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# Why Recruit and Retain New Members?

You know that AFSA is the only professional military organization dedicated to representing the Total Air Force Enlisted Corps and Their Families. It is the only Air Force affiliated organization that may lobby on Capitol Hill. Recruiting strengthens your entire organization and it makes AFSA's voice, "The Voice of the Enlisted," stronger and more purposeful. Your efforts make your chapter truly representative of the enlisted family in your community.

Current AFSA members should recruit new members and retain current members because doing so increases AFSA's numbers thus, increasing the power behind our "voice" on Capitol Hill. **AFSA fights for issues like:**

- ★ Restoring full military retirement pay for all military retirees receiving VA service-connected disability compensation. This includes medically retired (Chapter 61) retirees with less than 20 years of service;
- ★ Reducing the earliest Guard and Reserve retirement age from 60 to 55 with the goal of eventually eliminating the "gray area;"
- ★ Providing full, not fractioned, payment of career enlisted flier incentive pay, hazardous duty pay, and other special pays (i.e., eliminate the "1/30" rules) for Guard and Reserve members;
- ★ Repealing the Uniformed Services Former Spouses Protection Act (USFSPA);
- ★ Exempting military retirees who entered service prior to December 7, 1956, from the obligation to make Medicare Part B payments;
- ★ Allowing all service members who initially declined participation in the Veterans' Educational Assistance Program (VEAP) or the Montgomery G.I. Bill (MGIB), an opportunity to enroll in the MGIB, to include Guard and Reserve members with accumulated Title 10 service;
- ★ Increasing the MGIB benefit value to cover the full costs of tuition, books, and fees at an average four-year college or university.

Since 1961, AFSA has been there to protect the quality-of-life awards and benefits our servicemembers were promised when they began serving their country. **AFSA was on Capitol Hill when:**

- ★ Congress attempted to break its military retirement pay promise with tactics like High One, Mandatory Redux participation, and reduction or elimination of Cost-of-Living Adjustments (COLAs). AFSA was able to thwart these efforts to keep your hard-earned military pay in your pocket!
- ★ AFSA's efforts significantly increased the value of the Montgomery G.I. Bill and won full commissary privileges for the Air National Guard and Air Force Reserve Command personnel.
- ★ In December of 2003 when they tried to sneak through charges for DoD-provided pharmaceuticals and, for the first time, charge retired members, their family members, and survivors for medicines they get at military treatment facilities. AFSA initiated a phone campaign and the proposal was withdrawn.

These successes were only achieved because of the strength of our membership numbers. Our future successes rest on these numbers as well. It is also important to keep in mind the benefits and entitlements of our servicemembers and their families that are constantly under scrutiny by our government to find ways to reduce the Federal deficit and balance budgets. Policymakers are always talking about drawing a gain and changing the benefits of the enlisted—like it's some kind of social experiment and they can test it on us.

Therefore, there will always be a need for AFSA and the invaluable service it provides the *Total Air Force Enlisted Corps and Their Families*.

## Why Should Someone Become A Member of AFSA?

AFSA is an organization for the enlisted that offers professional development, career assistance, retired career assistance, and education scholarships. These are all things that through the years AFSA members have deemed important in their lives, careers, and those of their families. AFSA also champions four worthy charities (Airmen Memorial Foundation Fund, Airmen Memorial Building Fund, AFSA Scholarship Fund, and the Auxiliary Furthering Education Grant Fund).

It is also important to become a member because of crucial legislative information a member receives through *SERGEANTS* Magazine (eight issues per year), Capitol Hill Updates, Legislative Bulletins, AFSA's Web site: [www.afsahq.org](http://www.afsahq.org), and the "members only" section of AFSA's web site.

Air Force Active Duty, Air Force Reserve Command, and Air National Guard enlisted personnel, including active, retired, and veteran members should be AFSA members and their family members. Here are just some of the reasons why membership in AFSA is so important:

- ★ Continuing to increase the value of the Montgomery GI Bill, to make higher education more affordable for fellow enlisted members;
- ★ Giving those who declined enrollment in VEAP or the MGIB an enrollment Opportunity;
- ★ Moving up the implementation of the SBP paid-up provision from 2008 to 2005;
- ★ Ensuring full concurrent receipt of military retired pay and veterans disability compensation for all who have earned both;
- ★ Seeking benefit equity and improvements for members of the Air Force Reserve Command and Air National Guard;
- ★ Taking action to stop the Department of Defense's efforts to "economize" military commissaries, thereby jeopardizing your commissary benefits;
- ★ Lobbying to stop the latest Department of Defense benefit-cost-shifting move to increase the cost of pharmaceuticals, which would hurt retirees and their families;
- ★ Expanding opportunities for affordable, quality health and dental care for dependents and retirees;
- ★ Improving and upgrading base housing and dormitories;
- ★ And providing transferability of MGIB benefits to family members, and so much more.

At AFSA, we take care of our own, because if we don't—no one else will. Not only do we defend the entitlements and benefits of servicemembers and their families, AFSA also offers valuable "members only" discount programs. **When recruiting, current AFSA members have the opportunity to offer AFSA's valuable Member Services like:**

- ★ Discount auto insurance through GEICO
- ★ Life, AD&D, Cancer, Group Term Life, Group Health, Long-term Health, Youth Life, and Dental insurance plans provided by Marsh Affinity
- ★ Special savings on auto rentals provided by Enterprise Rent-A-Car, Hertz, and Alamo
- ★ Discounts on eyewear and laser vision provided by SPECS
- ★ On line employment services provided by Orion International
- ★ On line banking through the AFSA Banking Center

- ★ A special AFSA credit card through MBNA bank and *Privacy Assist* identity theft protection
- ★ Scholarship programs
- ★ Discounts on computer systems and accessories through DELL
- ★ *SERGEANTS* Magazine
- ★ Legislative updates and newsletters provided on AFSA's web site or via telephone at AFSA HQ
- ★ Discount travel and vacation packages provided by Carlson Leisure Travel Services

**AFSA chapters all over the world help people in their community everyday through many volunteer efforts including:**

- ★ Clothing and food drives.
- ★ Voter registration assistance.
- ★ Nursing home visitations and activities.
- ★ Veterans' home visits and activities.
- ★ Community beautification like the Vietnam Wall "wash" in Washington, D.C.
- ★ Conduct letter writing campaigns to state, local, and federal leaders on issues that are of interest to veterans, retirees, and all active duty Air Force personnel.
- ★ Donating food, clothing, and cleaning supplies to the victims of natural disasters.
- ★ Opening their homes to those left homeless by natural disasters.

## **Why Is Recruiting & Retention Important to Chapters?**

Chapters are the element of the organization that can have personal contact with current and potential members. Chapters are AFSA's front lines and are in the position to make a difference. Therefore, chapter presidents and membership chairmen must continually remind members of the importance of chapter growth and aggressively seek to recruit and retain members. It is up to them to keep the chapter's motivation high. It's important to let all recruiters know their efforts are appreciated, whether they recruit 1 or 100.

To aid your chapter's recruiting efforts, constantly remind members how their friends can join the association—and why they should. Make sure your members know the answer to the most common questions people ask—How much are dues? Where can applications be obtained, and where are the completed forms sent? What form of payment is accepted and to whom is it payable? All easy questions, but your members need to know the answers!

**When chapters recruit more members it helps the chapters by providing:**

- ★ More volunteers for chapter activities;
- ★ More influence in state and local legislature;
- ★ More support and new ideas for chapters and AFSA;
- ★ More impact for community and charitable programs;
- ★ And, more local publicity because of your group's strength and ability to get things done.

# Quick Recruiting & Retention Tips

Recruiting new members can seem like a daunting task, but you will be amazed at how easy it can be. New members will bring new ideas, new outlooks, and new enthusiasm to your chapter. This will help build your chapter and your AFSA. Here are some ideas to help you in your quest:

- ★ Recruiting is an ongoing effort, not just during a campaign. Always have AFSA and AFSA Auxiliary brochures and applications with you.
- ★ ASK! Share your enthusiasm. Ask everyone you meet, "Are you an AFSA or AFSA Auxiliary member?" You'll be surprised at the number of people you assumed were members, but who are not! You will also be surprised at how many have never been asked.
- ★ Always provide potential recruits with AFSA's Web site: [www.afsahq.org](http://www.afsahq.org).
- ★ Show colleagues and friends the benefits of being an AFSA or AFSA Auxiliary member.
- ★ Invite them to attend a service project first, then to attend a chapter meeting. Keep in contact with them.
- ★ Show them legislative and other resources they will have available as an AFSA or AFSA Auxiliary member.
- ★ Tell them how you've benefited from AFSA or AFSA Auxiliary membership.
- ★ Establish a "buddy system" to pair up a new member with a more experienced member. This mentorship system can deepen the level of connection to the organization.
- ★ Ask the spouses of those you recruit for AFSA membership to become members of the AFSA Auxiliary.
- ★ Make sure you have membership brochures and applications at all chapter programs and events.
- ★ Follow-up with prospective recruits and ask them if they have sent in their application.
- ★ Use an important issue as a talking point when trying to recruit a new member.
- ★ Send an e-mail or hand written note thanking them for considering AFSA or AFSA Auxiliary membership.
- ★ Put up flyers and posters about membership campaigns for your chapter.
- ★ Display banners at events and other places where you can receive permission to do so.
- ★ Try to get local media coverage (newspaper, radio) about your membership campaign.
- ★ Once you begin recruiting new members, remember to get all their vital information, because they will make great volunteers for your chapter. Here are some ideas of what information you will need to call upon these new members:
  - ◆ Name, address, telephone number, cell phone number, and e-mail address;
  - ◆ What the individual expects to gain from becoming a member;
  - ◆ What the individual can contribute to your chapter and the organization in terms of skills and experience;
  - ◆ The individual's ability to attend meetings; and
  - ◆ Information such as hobbies, special skills, availability, and interest in subcommittees.
- ★ DON'T GIVE UP! KEEP TRYING!

# Recruiting—Taking The First Step

All AFSA and Auxiliary field activities are comprised of standing (permanent) or special activities. The Membership Activity is the center of your campaign. Ensuring participation in membership activities is a key step to recruiting success.

Appoint active workers to the Membership Activity. Include all segments of your chapter's membership (AF, AFRC, ANG, active, retired, and veteran), and get as many chapter members involved as possible.

## Consider the following points:

- ★ Who is going to lead the membership campaign? The first rule is: Forget the old ways! The chairman of the Membership Activity should be a "hard charger"—someone who is assertive, knowledgeable and willing to work long hours and has some diplomacy—because if current and potential members are turned off, you may never get them to join.
- ★ Your chairman needs to be able to "sell snow in the Arctic" and get divergent personalities to work together without conflict. And he or she needs to do it all with a smile!
- ★ **Perhaps you have a newcomer who fits this description. Your chairman doesn't have to be a "seasoned" campaigner. Often the spirit and energy of someone new to the organization is the "shot in the arm" your chapter needs to get things going.**
- ★ Form Recruiting teams. Split up assignments according to the talents of the team members. As with all efforts, plan practices, meetings, and drills. Teams can choose their "targets" and their approaches according to their assignments. **REMEMBER: people respond positively when the job being offered them "fits" their own personal motivation.**
- ★ Assertive members should be appointed to serve as key members of your membership team. It is also very important to select team members from all major components of the AFSA membership—AF, AFRC, ANG, active, retired, veteran, and auxiliary members.
- ★ Members of the recruiting team are your chapter's "link" to getting new members involved and trained as active recruiters.
- ★ It is extremely important for the chapter president and activity chairman to share recruiting information from division presidents/coordinators and AFSA Headquarters with all team members. This creates an educated, trained, working group, and brings volunteers into the campaign.
- ★ The Membership Activity should work hand-in-hand with the Public Affairs Office to "get the word out" about your campaign and special activities.

# Taking The Second Step

Set your goals! The Membership Activity is the key force behind these goals. You, as a collective activity, should establish from the outset exactly what your recruitment, retention, and rejoin goals are. If you are an active duty chapter, you already have one goal established—recruit 200 new members every year! This should be a simple task, but you need to convey this to your current members and motivate them in attaining this AFSA membership goal.

Remember, chapters and individuals both need goals. If you don't have a destination, you'll never get there. Develop a written plan that will lead you there. And finally, set up a tracking system to let you know where you stand in relation to your goals.

Goals don't need to be elaborate, just realistic. For example, Microsoft has four basic goals: industry-level growth, lower costs, best technology, and high profits. There's nothing fancy here—just a written, corporate plan for achievement.

Your individual plans and goals can be even simpler. How about getting two more recruits than last year, or one more retention, or ten more total over the full year?

Basic planning and goal setting have made Microsoft a giant of the industry. Shouldn't we be thinking about our destination too? That's the only way we'll get there!

### **Attention Auxiliary! Special Notes on Auxiliary Recruiting:**

- ★ One of the most important elements in a successful Auxiliary membership campaign is developing a close working relationship with the AFSA chapter. The Auxiliary and AFSA chapter presidents should communicate frequently about plans and events. Before beginning your campaign, sit down with your AFSA counterparts and compare membership rosters. Invite spouses or family members to join either AFSA or the Auxiliary.
- ★ Sponsor special events (evenings and weekends are best for working spouses) to attract prospective members. Examples are teas, potluck dinners, card games, bazaars, yard sales, and other events that can be both fun and informative. Develop worthwhile civic and charitable projects that will gain prestige, respect, credibility, and publicity for your Auxiliary Chapter. Find out from base officials, government officials, and other influential leaders what projects they need help with, and then volunteer to help where you can.
- ★ Welcome new members to chapter meetings; put an emphasis on recognizing newcomers. Make them feel welcome! Some chapters have found that a good "Welcome Aboard" package is very effective. Items to include in such a package are current copies of your chapter's newsletter, *SERGEANTS Magazine* (with Auxiliary *VIEWPOINT*), local area information, a list of chapter officials with phone numbers, and your chapter's list of up-coming events.
- ★ Visit your base Family Support Center and local chamber of commerce and ask permission to include information about your chapter in their newcomer's package. If they have a web site, ask if they can include a link to the AFSA Web site ([www.afsahq.org](http://www.afsahq.org)) or to your chapter's web site if your chapter has one. Include names and phone numbers of your chapter president or other officials.
- ★ Get permission to place AFSA and AFSA Auxiliary recruiting materials in commissaries, local grocery stores, chapels and churches, childcare centers, and other areas potential Auxiliary members would normally frequent.
- ★ Develop programs and meetings to attract all segments of your chapter. Find out what your members want by doing a short questionnaire or survey of membership. Make sure to use the information you obtain from the questionnaires or surveys to develop programs.

## **Ask Yourself These Questions ...**

**Where are we now?** What's happening in the chapter? How many new members did we recruit last year? What was our member retention rate? NOTE: A review of the *Membership Campaign Final Results Book* will answer most of these questions. What programs and services are the most popular among our members? What else can we do this year?

**Where do we want to go?** What are our membership marketing goals for the upcoming campaign? How many new members will we add? How can the retention and rejoin rates be improved? In other words, what are our goals and how will we measure success?

**How big is the gap?** Does the gap between where you are and where you want to be appear impossible to cross, or is it an easy jump? What are your deadlines (realistic) for setting up projects, putting them into action, and seeing results?

Now that you have asked the questions, obtained the answers, and documented all of this information—you have the basis of a usable plan. All you have to do is organize the plan and put it in action! Remember to refer to your plan often to ensure that you are on track or to make adjustments as needed.

## **Now You Have a Plan— How Do You Get Started?**

Where to start? With the family! As simple as it sounds, compare the AFSA chapter roster to the Auxiliary roster. If you find spouses who are not members, write or visit them and personally invite them to join.

If you're near a base, obviously you want to recruit on base. You want to leave informational pieces where they will be seen. However, distributing informational pieces is not nearly enough. You need to have activities and be part of the base community.

Start by getting the support of first sergeants, command chiefs, unit and wing commanders, and the base public affairs personnel. Make appointments and visit them; let them know what AFSA is doing to benefit enlisted people and the base community. Talk about local activities and functions as well as AFSA lobbying efforts on the national scale. Keep them "in the loop" concerning your plans and activities throughout the year.

Ask if you can have time to speak about AFSA at staff meetings, squadron meetings, award ceremonies—wherever people gather. The key is letting the base leaders know how involved AFSA is, then asking for their support. You'll do the work, but you will gain their backing.

Don't forget the membership drive! Many chapters plan special activities for their membership drive. Here are some examples that work:

- ★ Conduct a special kick-off dinner, lunch, or breakfast and publicize it.
- ★ Host a guest speaker—perhaps an AFSA or Auxiliary International Officer, public "bigwigs" on base military officials.
- ★ Keep chapter members informed and involved! Give a special briefing to the membership on the campaign, including special rules and recruiting prizes.
- ★ Offer chapter-level incentives for recruiters as they reach specific levels. Cash is always a good choice! (Check the *AFSA Membership Campaign Rules and Procedures Guide* [500024] for Headquarters-level awards and bonuses.)

## **Start With Your Members**

Success breeds success! Active chapters attract more new members than chapters that are less active. Here are some programs that have proven to be successful at getting members involved. Consider what could work for you—then run with it!

- ★ Briefing Airmen Leadership Schools, First Term Airmen Centers, NCO Academies, First Sergeants meetings, Top 3 meetings, E-5/E-6 groups, etc. If they have a forum, try to get in there!
- ★ Assisting casualty assistance programs.

- ★ Conducting retiree benefits seminars.
- ★ Legislative awareness programs, voter registration drives, and letter writing campaigns on issues of the day.
- ★ Participating in base newcomers' orientation briefings.
- ★ Donating food and clothing for needy families, especially during holidays.
- ★ Holding fund-raisers such as bazaars and bake sales.
- ★ Supporting enlisted recognition programs (Airman/NCO/SNCO of the Quarter/Year, etc.)
- ★ Representing your chapter to Veterans Administration Volunteer Services (VAVS) Advisory Boards.
- ★ Working with Air Force Family Support Centers.
- ★ Conducting social functions such as seasonal picnics or holiday balls.
- ★ Participating in base open houses and air shows.

## Marketing AFSA's Image

AFSA's International Headquarters has designed and developed many tools to help you communicate AFSA and the organization's mission and image to potential and current members. It is important for members and field organizations to use these items because they present AFSA as the "professional and unified" organization it is.

First, you may access AFSA's weekly newsletter by going to AFSA's Web site at [www.afsahq.org](http://www.afsahq.org). By doing this you have the latest legislative news from AFSA as well as important news from the USAF, and other sources.

Second, there are many recruiting and campaign tools also available in the "Members Only" section of AFSA's Web site. From AFSA's home page at [www.afsahq.org](http://www.afsahq.org) click on the yellow "Members Only" button, type in your member ID (you may use your SSN because it is in the system, but this is discouraged), click continue, then click on "Recruiting and Retention materials". You will find a wealth of products and information that have been saved as PDFs that are easy to print. If you don't have the Adobe Acrobat Reader program, it is available for download on this page of our site at the bottom of the list. The following PDFs are available for your use:

- ★ AFSA, ANG, AFRC and Auxiliary 10 Reasons Brochures
- ★ AFSA and Auxiliary Membership Applications
- ★ Protect Your Future With AFSA Chapter Card
- ★ What Has AFSA Done For You Lately Brochure
- ★ Member Services Brochure
- ★ AFSA and Auxiliary Proud Member Three Year Renewal Forms
- ★ AFSA and Auxiliary Membership Discount Coupons
- ★ AFSA Fact Sheet and Auxiliary Informational Bulletin
- ★ Membership Campaign Rules

**NOTE:** Check this site regularly as more materials and tools will become available throughout the campaign.

# AFSA Field Membership System

## Overview

This system will provide, to the field, a database of active, terminated and delinquent members. The user can review the data provided by AFSA Headquarters, enter and maintain miscellaneous data and produce printed reports and labels. Additionally the user can create limited and complete export files to be created and used in other applications such as Excel.

## Minimum System Requirements

- Pentium III processor
- 233 MHz
- 128 MB RAM
- Windows XP
- Microsoft Access 2000, 2003 preferred
- Email access
- Printer

## Considerations

1. The initial AFSA Field Membership System will be distributed via an email attachment. The attachment will contain the following files:
  - MS Access AFSA Field Membership System
  - MS Word AFSA Membership System Documentation
  - A data file in comma delimited format.\*The initial attachment is zipped using WinZip.
2. The data file updates will be distributed monthly via an email attachment. The file will be in .txt format.
3. The directory C:\My Documents\AFSAMbr must be created in order to use the export file creation options located on the Special Procedures Menu.

## AFSA Membership Main Menu

The main menu contains four options. See figure 1 below.

1. Master Maintenance
2. Report Menu
3. Special Procedures Menu
4. Exit System

Each of these options will be discussed in this document.



Figure 1

### Master Maintenance Overview

The Master Maintenance window is the heart of the Membership System. See Figure 2. The Master Maintenance window is separated into two sections; Membership Data and Miscellaneous Maintenance Data.

The first section, Membership Data, is the data housed on the main system at AFSA Headquarters. This data is for viewing purposes only. Each time a new data disk is provided it will replenish this portion of the screen with the latest changes. Refer to Appendix A for a list of field definitions.

The second section, Miscellaneous Maintenance Data, can be modified as needed by the user. These are eight miscellaneous fields in this section. The content of these fields is up to the users' discretion. There is also a note field where the user can log certain information about a particular member. This data will remain intact even when new data updates are received.

The miscellaneous labels on this screen can be modified to reflect more descriptive labels. Refer to the Special Procedures Menu section of this document for more information on how to do this.



Figure 2

## Find Record

To find a certain record, using the mouse click on the appropriate search field. For example, if you want to look up by last name click on the last name block. Once this is done click on Find Record. The Find dialog box will appear as shown in Figure 3.

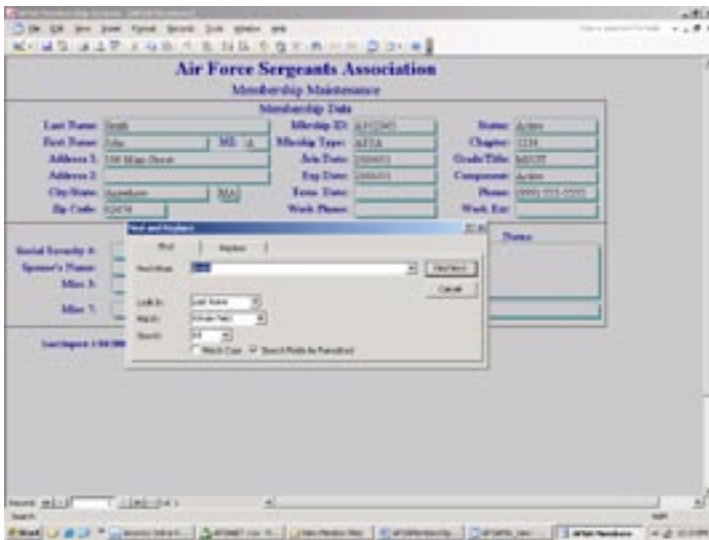


Figure 3

Enter the last name of the person in the block labeled Find What and click Find First. If more than once entry exists, click Find Next and continue through the list until the desired record is found. Click Close to exit the search process.

Once the record is displayed, the user can make changes to the miscellaneous fields, if necessary. Click on the field to be modified. Delete the data that is currently in the field and enter the corrected data. There is no need to press the enter key or the return key. Once the data is entered, it is automatically updated.

## Report Menu

The report menu has several options, with separate sections for AFSA and Auxiliary. See Figure 4. Each report will be produced in preview mode. If a hard copy is required select File from the menu bar and then select Print from the drop down menu. This will send a copy of the report to the printer.



Figure 4

### Master Rosters and Reports

There are several rosters and reports available in the AFSA Field Membership System. The reports were designed for both division and chapter use. Many of the reports require input from the user. See the Figure 5 below for a sample of the Enter Parameter Value box.

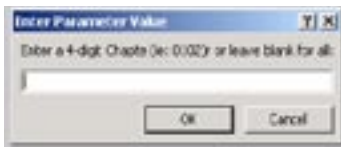


Figure 5

Each time a report is executed, it will be displayed on the monitor screen. To print a hard copy of the report select File | Print. Select the appropriate options based on the printer installed and print the report.

**Master Roster by Last Name:** This option will produce a master roster in last name sequence. The data will differ depending on the options selected by the user.

**Master Roster by Grade/Title:** This option reports and totals by grade/title.

**Master Roster by Component:** This option reports and totals by component.

**Members Expiring:** This option will list members expiring based on the expiration date entered by the user. Note that the date entered is in 'YYYY/MM' format.

**New Members:** This option will list new members based on the join date entered by the user. Note that the date entered is in 'YYYY/MM' format.

**Summary Count Report:** This option will produce a summary report, in chapter sequence, stating the number of active members, delinquent members and terminated members within each chapter.

## Master Labels

There are several label options available in the AFSA Membership System. The label reports were set up to use Avery 5160 3-across labels.

**Chapter/Last Name Sequence:** The labels are produced in chapter/last name sequence.

**Zip Code Sequence:** The labels are produced in zip code sequence.

**Members Expiring:** This option will list members expiring based on the expiration date entered by the user. Note that the date entered is in 'YYYY/MM' format.

## Special Procedures Menu

The Special Procedures Menu contains several special options. See Figure 6, below.



Figure 6

## Import Data

The monthly data file will be received via email as an attachment. The data file name will appear as follows:

- CHP9999.txt – AFSA chapter file.
- CHPX9999.txt – Auxiliary chapter file.
- DIV9999.txt – AFSA division file.
- DIVX9999.txt – Auxiliary division file.

The '9999' will denote '9999' will denote the chapter number or the division number. For example, CHP1075.TXT and DIV0700.TXT will correspond to chapter 1075 and division 07, respectively. Follow the instructions below to import the data file.

1. Copy the data file to the directory of your choice.
2. Click the Import Data button on the Special Procedures Menu. The Import window will appear
3. Change the Look In directory to reflect the directory that contains the data file from step 1. Change the Files of Type to reflect Text Files. Your data file should appear in the white area.

4. Click once on the data file and click Import.
5. The Import Text Wizard window will appear. Delimited should be highlighted. Click Next.
6. The Import Text Wizard window will display again. Comma should be highlighted and Text Qualifier should be “. Click Next.
7. The Import Text Wizard will appear again. Click on In an Existing Table and from the drop down menu to the right select tblImp. Click Next.
8. The Import Text Wizard will appear for the last time. Click Finish.
9. The message ‘Finished importing file.....to tblImp’ will appear. Click OK.
10. The message ‘The import of data completed successfully’ will appear. Click OK.
11. The import of data is complete at this time.

**Important Note:** Each time you receive a new data file it will replace the data that exists in the Membership Data section of the Master Maintenance window. Any miscellaneous data that you have entered will remain intact.

### Edit Miscellaneous Field Labels

Currently the miscellaneous fields are labeled as Misc. 1, Misc. 2, etc. The user can change these labels to be more meaningful to their application. To modify these labels, from the Special Procedures window, click on ‘Edit Misc. Fields’ button. The Misc. Labels window will appear. See figure 7.



Figure 7

Replace Misc 1 with a name that describes your personal data. For example, we may want to use the first miscellaneous field for Social Security Number and the second miscellaneous field for Spouse’s Name. Once the labels are changed, click Close. Return to the Membership Maintenance window to see the changes made. You do not have to rename all labels, only the ones you will be using. You can go back at anytime to change the labels.

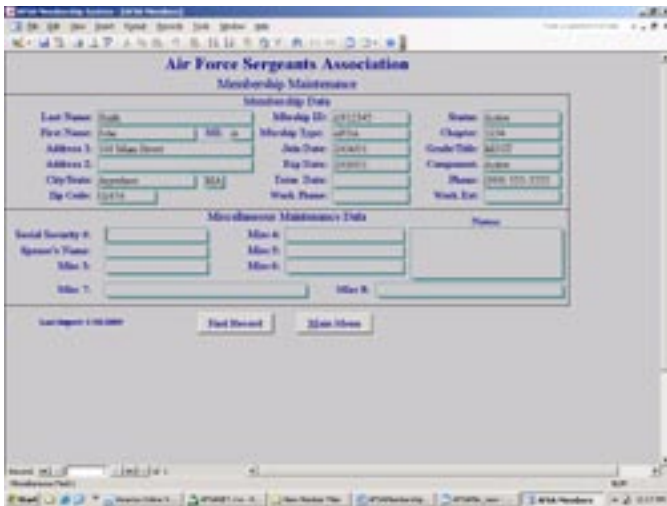


Figure 8

### Delete Records by Termination Date

This option allows the user to delete terminated records. The user will be prompted to enter a termination date in 'YYYY/MM' format. Members with that termination date will be deleted from the system.

### Create Limited Export File

This option will create a comma delimited file to be used in other applications. The file created is C:\My Documents\AFSAMbr\AFBasic.txt. NOTE: Before running this option you must create the directory C:\My Documents\AFSAMbr. The file contains the following fields:

1. Name
2. Address Line 1
3. Address Line 2
4. City
5. State
6. Zip Code
7. Delivery Point
8. Check Digit
9. Membership Type

### Create Full Export File

This option will create a comma delimited file to be used in other applications. The file created is C:\My Documents\AFSAMbr\AFComp.txt. NOTE: Before running this option you must create the directory C:\My Documents\AFSAMbr. The file contains the following fields;

1. Name
2. Address Line 1
3. Address Line 2
4. City
5. State
6. Zip Code
7. Delivery Point

8. Check Digit
9. Home Phone
10. Expiration Date
11. Join Date
12. Grade/Title
13. Component
14. Chapter
15. Membership Type



## Appendix A – Field Definitions

Field Name	Size	Comment
Last Name	20	Last Name
First Name	16	First Name
MI	1	Middle Initial
Address Line 1	24	Address Line 1
Address Line 2	24	Address Line 2
City	18	City
State	2	State
Zip Code	10	Zip Code
Membership ID	9	A unique ID assigned to all members.
Membership Type	1	F – AFSA, X – Auxiliary, A – Airmen. These are the codes used at headquarters. The airmen are coded as 'A' for billing purposes, but are combined with those coded as 'F' for reporting purposes.
Join Date	6	The member joined this date. It is in the format YYYY/MM.
Expiration Date	6	The date the membership expires. It is in the format YYYY/MM.
Termination Date	6	The date the member is terminated. It is in the format YYYY/MM. The member has not paid to renew their membership within the allotted time frame and, thus, is terminated.
Work Phone	10	Appears in the format (999) 999-9999.
Status	1	A – Active, the member is current and all dues are paid. D – Delinquent, the account is 30-60 days beyond the expiration date. A payment for renewal has not been received. T – Terminated, the account is 90-120 days beyond the expiration date. A payment for renewal has not been received. These are the codes used at headquarters.
Chapter	4	Four digit chapter code.
Grade/Title	2	Each member is assigned a 2-digit code corresponding to his or her grade/title. These are the codes used at headquarters. Refer to Appendix B for a full list for codes.
Component	1	This is a one-character code stating the military component. These are the codes used at headquarters. Refer to Appendix B for a full list of military components.
Phone	10	Home phone number.
Work Ext.	10	Work extension.
Misc1 – Misc6	20	These are miscellaneous fields. Each field is 20 characters in size. It is up to the user how these fields should be used.
Misc7 – Misc8	50	These are miscellaneous fields. Each field is 50 characters in size. It is up to the user how these fields should be used.
Notes	256	This free form field can contain up to 256 characters.

**Appendix B - Codes**  
**Grade/Title Codes**

<b>Grade/Title Code</b>	<b>Grade/Title</b>
01	2nd Lieutenant
02	1st Lieutenant
03	Captain
04	Major
05	Lieutenant
06	Colonel
07	Brigadier General
08	Major General
09	Lieutenant
10	General
11	Miss
12	Mrs
13	Ms
14	Mr
20	CW01
21	CW02
22	CW03
23	CW04
30	Sergeant
31	Airmen Basic
32	Airman
33	Airman 1st Class
34	Senior Airman
35	Staff Sergeant
36	Technical
37	Master Sergeant
38	Senior Master
39	Chief Master

**Component**

<b>Component Code</b>	<b>Description</b>
?	Unknown
A	Active
N	Air National
R	Retired
T	Veteran
V	Reserve
W	Widow
X	Other

# Use Your Rosters!

AFSA Headquarters periodically sends four types of rosters to each chapter. These can be invaluable tools in retaining members and bringing back members who have allowed their memberships to expire. Use your rosters to gain recruits, retentions, and rejoins. Develop your own mail and telephone programs to add to your chapter's strength and treasury. (Sample letters and telephone scripts are given later in this guide.)

Distributed monthly, the roster is an up-to-date listing of all assigned members. The roster has a legend printed on the cover page giving a description of each code used. The following is an example of a regular **Membership Roster** listing:

	(b)	(e)	(f)	(c)	
(a) - ACT	ACTIVE			MSGT	
(d) - A0000		0111	8701	9999	
(h) - SMITH, JOHN P					
PSC 1 BOX 2222 MGMC					
ANY AFB MD 29876				(g)	
(i) - (555) 555-1212					

- (a) Current military status;
- (b) Current membership status;
- (c) Military status (if applicable);
- (d) Membership ID number;
- (e) Assigned chapter number;
- (f) Join date - year and month;
- (g) Membership expiration date  
(9999 signifies life membership);
- (h) Name and current address;
- (i) Telephone number (if on record).

AFSA Headquarters also sends a **Terminated Roster** each month. This roster lists the names of chapter members whose membership has expired or been terminated. They used to love you but they don't anymore! Why not? Find out and bring them back. These past members should be an easy "sell." Members

recruited from this category will be counted as recruits.

Tell them about important legislative victories—and battles still to come! Bring them up-to-date on new services and show them recent issues of *SERGEANTS*. Give them copies of current legislative brochures. Then give them an application and offer to send it in for them.

Many times people have left for the simple reason that no one asked them to stay! They may have been unaware of your chapter or its activities. They may have missed the "people touch." Both of which are an important part of AFSA membership. Bringing them back may be your simplest and most rewarding task! We need these AFSA supporters back on our active membership roster.

Every recruit your chapter is able to gain adds to individual, chapter, and division credits for end-of-campaign awards. Additionally, your chapter gets recruiting rebates for every one added. The **Terminated Roster** should play a major role in your recruiting plans! To follow is an example of a **Terminated Roster** listing:

	(b)	(e)	(f)	(c)
(a) - RET ACTIVE				MSGT
(d) - A000000		0111	8701	9999
(h) - JONES, JOHN F				
222 WEST OAK ST				
OAKVILLE		OH	44332	(g)
(i) - (555) 555-1212				

- (a) Current military status  
(OTH-Other for civilian or Auxiliary);
- (b) Membership status at termination;
- (c) Current Military status (if applicable);
- (d) Membership ID Number;
- (e) "X" denotes Auxiliary chapter;
- (f) Chapter number;
- (g) Join date - year and month;
- (h) Expiration date - year and month  
(9999 signifies life membership);
- (i) Name and current address;
- (j) Telephone number (if on record).

The **Malaligned Roster** (for malassigned members) is distributed to chapters every two months. This listing tells you who lives within the boundaries of your chapter. Get them involved! They'll be glad you did and your chapter could gain that member. To follow is an example of a **Malaligned Roster** listing:

	(b)	(e)	(f)	(g)	(c)
(a) - OTH ACTIVE		X0333			MRS
(d) - A000000				8701	9999
(i) - JONES, JOHN F					
222 WEST OAK ST					
OAKVILLE		OH	44332		(h)
(h) 9999					
(j) - (555) 555-1212					

- (a) Current military status  
(OTH - Other for civilian or Auxiliary);
- (b) Membership status;
- (c) Current military status (if applicable);
- (d) Membership ID Number;
- (e) Assigned chapter number;
- (f) Join date - year and month;
- (g) Current expiration date of membership - year and month;
- (h) Name and current address;
- (i) Telephone number (if on record).

Chapters will also receive a copy of the **Members Expiring in Four Months Roster**. This roster tells you whose membership will expire in the next four months. Use this for retention of members.

# Writing Letters to Stay In Touch

## Letter of Welcome (Sample)

Now that you have reviewed your membership rosters and you know where each member stands, start writing letters.

EVERY new member should get a letter of welcome and a telephone invitation to attend their first meeting. You can use this letter as a guide, but remember, you can also send a postcard with a hand-written message to start a new friendship! (Original courtesy of Auxiliary Chapter A1322, North Highlands, CA)

### Your Letterhead

Date:

To:

Dear \_\_\_\_\_,

Hello! Let me introduce myself. I am \_\_\_\_\_, chairman of the Membership Activity for Air Force Sergeants Association Chapter \_\_\_\_\_.

I want to personally welcome you into the Air Force Sergeants Association and Chapter \_\_\_\_\_ at \_\_\_\_\_ Air Force Base.

On the local level, we have a very active chapter, including community affairs events in \_\_\_\_\_ as well as on \_\_\_\_\_ Air Force Base. Our chapter now has \_\_\_\_\_ members, and we are glad you are one of them.

Our chapter meets on the \_\_\_\_\_ of each month, at \_\_\_\_\_, at \_\_\_\_\_. If a holiday falls on our regular meeting day, we will then meet the following week. Don't worry, we'll let you know of any changes well in advance of the meeting date.

Here are a few of our upcoming events:

- 1.
- 2.
- 3.

We hope you will come to our \_\_\_\_\_ meeting, where we'll have \_\_\_\_\_ (speaker/event). If you have any questions, please call me at \_\_\_\_\_. \_\_\_\_\_ is our elected president for the year and his/her phone number is \_\_\_\_\_.

I hope to see you very soon at one of our meetings.

Sincerely and in AFSA friendship,

# Keeping-In-Touch Questionnaire

(Sent with Letter of Welcome)

This is the start of your database. Mail a questionnaire, or ask the questions over the phone or in person. This questionnaire can be modified to meet your chapter's needs. Once you have the information, USE IT! Quite often, people are waiting to be asked to attend or help. (Original courtesy of Auxiliary Chapter A527, Pinellas Park, FL.)

## Member Questionnaire

Date:

To:

AFSA (or AFSA Auxiliary) Chapter \_\_\_\_\_ is a very busy chapter. It takes many members doing many different things to keep it working successfully. To help us continue being the outstanding chapter we are, and to give you the chance to be an active part of your chapter, please take a few minutes to answer the following questions:

1. Would you be interested in attending our noon luncheons?
2. Are you interested in daytime volunteer work?
3. Could you help make items for our annual fund-raiser?
4. Would you need transportation to events? Daytime? Nighttime?
5. If you cannot attend meetings, would you be willing to help write letters to your legislators as needed? (We would keep you informed about the subjects, how to write and to whom your letter should be sent.)
6. Would you be interested in helping serve our monthly "Coffee Hour" \_\_\_\_\_ at the \_\_\_\_\_ on \_\_\_\_\_?
7. What are your hobbies?
8. Could you help with typing or labeling newsletters?
9. Would you care to join our \_\_\_\_\_ (i.e., Kitchen Band or other get-togethers)?
10. Do you have a talent you could share with us such as musical, cooking, speeches, writing, photography, etc.?
11. Would you care to be on one of our chapter's committees (Membership, Legislation, Welfare, Plans and Programs, Fund-raising)?

I've enclosed a stamped, self-addressed envelope for you to return your questionnaire. Thank you for taking the time to answer our questions. Once again, welcome to AFSA!

# Keeping in Touch

## (Thanks for Returning Our Questionnaire)

Always thank your new members for their participation. This is your first step in retaining new members. Keep in touch even if they don't participate in chapter activities.

### Your Letterhead

Date:

To:

Dear \_\_\_\_\_,

It was a pleasure talking with you on the phone last week and welcome you to our local AFSA chapter. I appreciate your answering our questionnaire. It was great to learn \_\_\_\_\_ (i.e. "you enjoy sewing and are willing to assist with making clothes when we dress dolls for the Salvation Army this year.")

Enclosed is a copy of our monthly newsletter to help you become more familiar with our chapter. There is a schedule of coming events listed on the back of the newsletter. I have also included a list of committee activities and the names of committee chairmen.

You will discover we are very involved with the base and the local community and have a variety of activities all year. We feel we have something for everyone. Our monthly meetings will keep you informed of issues affecting military families, both active duty and retired. We also enjoy interesting speakers throughout the year.

Our next meeting will be held on \_\_\_\_\_, in the \_\_\_\_\_ at \_\_\_\_\_, I hope you will be able to attend.

In the meantime, if you should have any questions concerning our local chapter or the AFSA Auxiliary, please feel free to contact me or our Auxiliary President, \_\_\_\_\_. We can be reached at \_\_\_\_\_.

I'm looking forward to meeting you in person at our next chapter meeting.

In AFSA friendship,

Enc: a/s

# Letter of Welcome

## (Members Living a Long Distance from the Chapter)

Let your new member know you care that they have joined. Make them feel important to your chapter. This letter can be modified to meet your chapter's needs. Retaining is easiest when members feel a part of the local chapter. So, remember to keep in touch! (Original courtesy of Auxiliary chapter A452, Dobbins ARB, GA.)

### Your Letterhead

Date:

To:

Dear \_\_\_\_\_,

Welcome to the AFSA Auxiliary Family! I would like to invite you to our next meeting at \_\_\_\_\_, \_\_\_\_\_ AFB, on \_\_\_\_\_ at \_\_\_\_\_. Our business meetings are short and informative, and we have guest speakers several times a year. Some of our speakers give an update on legislative action in Washington, D.C., involving the military, active and retired, while others speak on community projects and how we may become involved. We are working with the \_\_\_\_\_ (list any specifics, for example, Red Cross) and other worthy causes. These meetings are usually very interesting.

Realizing you live quite a long distance from \_\_\_\_\_ AFB (your base), it may not be possible for you to attend all meetings. However, with so many critical issues affecting military families and retirees, I want to extend a personal invitation to you to attend our \_\_\_\_\_ (dinner, special meeting, etc.), on \_\_\_\_\_, at \_\_\_\_\_. If you have any questions or ideas to share to make the AFSA Auxiliary better, please call me. The chapter is only as good as our members make it. Input from everyone is needed.

We also have several social activities with our parent AFSA chapter during the year. Events, such as the Christmas Party, are always lots of fun, and members get better acquainted. Maybe you can join us at one of these special activities. Enclosed is a copy of our newsletter, which lists the events for the next quarter. We hope you can make it to some of these.

If you are in the area, call me and let's get acquainted over a cup of coffee. I'm looking forward to meeting you.

Yours in dedication and service,

Enc: a/s

# Sample Letter (Keeping in Touch)

You made the initial contact. Now, keep it up. You recruited this member. Retention starts on Day One! You can modify this letter to meet your chapter's needs. (Original courtesy of Auxiliary Chapter A972, McConnell AFB, KS.)

## Your Letterhead

Date:

To:

Dear \_\_\_\_\_,

Hello! I just wanted to touch base with you once again to make sure you are receiving our newsletters and your *SERGEANTS* magazine. Remember, Auxiliary members get four issues of *SERGEANTS* each year.

Knowing that you live such a long distance from \_\_\_\_\_AFB (your base), I understand why you have been unable to attend our meetings and functions.

However, with so many critical issues affecting military families and retirees, I want to extend a personal invitation to you to attend our \_\_\_\_\_ (dinner, special meeting, etc.), on \_\_\_\_\_, at \_\_\_\_\_ at \_\_\_\_\_.

Reservations are necessary. There will be \_\_\_\_\_ (i.e. special quests, activities, etc.). You will find more details in our \_\_\_\_\_(date) newsletter.

If you decide to attend and want to stay the night, billeting rooms are available. You may call the office between 8 a.m. and 6:30 p.m. at \_\_\_\_\_ (phone), or let me know and I will be happy to make arrangements for you.

As a reminder, there is a schedule of our monthly meetings and coming events listed in the newsletter. If you have any questions concerning the chapter, just give me a call.

I'm looking forward to meeting you soon.

In AFSA friendship and dedication,

# **Sample Letter**

**(Membership will soon Expire/has Expired)**

It takes less work to retain than to recruit! Send out a version of this letter two months before termination. If a member has not responded and their membership expires, send out another version of this letter and encourage them to rejoin.

## **Your Letterhead**

Date:

To:

Dear \_\_\_\_\_,

I've just reviewed the most recent membership roster for AFSA Chapter \_\_\_\_\_ and I see your membership will soon expire/has expired. I'm writing to urge you to renew your membership. If you would like me to answer any questions about AFSA and the significance of your membership, please let me know.

These are critical times for military families. Movements to cut our already-earned entitlements endanger our security. AFSA needs you to stay in the fight. And you need AFSA to take our common causes to Capitol Hill. Remember, Congress isn't looking out for your interests—AFSA is!

Your membership, both now and in the future, is of the greatest importance to all of us. I've enclosed a membership renewal application and self-addressed, stamped envelope. Return them to me with your payment, and I'll make sure AFSA Headquarters keeps your membership intact.

Yours in AFSA friendship,

Enc: Membership Application  
Plans and Programs Calendar  
Listing of Chapter Officers and Telephone Numbers

# Follow-up Letter

## (Month of Termination)

We don't want to lose this member. Retaining may be as easy as ASKING. Send a new letter and application now. If they don't respond, CALL.

### Your Letterhead

Date:

To:

Dear \_\_\_\_\_,

Are you willing to give up the hard-earned benefits you deserve? What about your VOICE on Capitol Hill?

Several weeks ago, I sent you a letter asking you to renew your AFSA (or Auxiliary) membership, and I still haven't heard from you! Perhaps you have forgotten about your membership and all the benefits that come with being an AFSA member, such as up-to-date information in *SERGEANTS* magazine, access to educational grants and scholarships, life and auto insurance and discounts on eyewear, vacation packages, car rentals, and more.

Or perhaps you've forgotten how AFSA continues to fight and represent the quality-of-life needs for you and your family. You are given a voice on Capitol Hill through AFSA—we are YOUR voice in the halls of Congress! This is too important to let go, so please think about it. Don't let this opportunity pass you by.

Now is the time to send your renewal back to me. Not only are you empowering yourself, but also your fellow enlisted airmen. In case you have misplaced your renewal application, I've enclosed another form, plus an envelope for your use.

I look forward to hearing from you soon. In the meantime, if you have questions about AFSA or your membership, please give me a call at \_\_\_\_\_.

Yours in AFSA friendship,

Enc: a/s

# Follow-up Letter

## (After Termination)

Find out why a member left. Maybe he never felt “connected” to your chapter. You need to know WHY. The personal touch works. Send a hand-written letter with your prepared return postcard.

### Your Letterhead

Date:

To:

Dear \_\_\_\_\_,

We miss you! Our records show you let your AFSA membership expire. Please take time to read this letter, and then complete and return the enclosed postcard. I am \_\_\_\_\_ of AFSA Chapter \_\_\_\_\_, \_\_\_\_\_, and I'd like to know why we are losing you!

Is there a specific reason you did not renew? Please let me know. Maybe it was simply an oversight and didn't realize your membership was expiring.

You are important to AFSA for many reasons. The number one reason is that in Washington, D.C., numbers mean strength. During these times of cutbacks and budget restraints, AFSA needs each and every member to help in our fight to preserve the earned entitlements of enlisted people.

Do you know how important AFSA is to you? The outcome of legislation now before Congress could change your health care, your pay (or retirement) and your career! We will all be affected in the coming months. Remember, Congress isn't looking out for your interests—AFSA is!

Another plus for you are your AFSA services. I've enclosed a brochure briefly explaining the members-only services available with your (AFSA/Auxiliary) membership. Please take a moment to read it. Maybe then you'll decide to complete the enclosed application, and return it with your dues payment to me or to AFSA Headquarters.

Let me remind you that AFSA Chapter \_\_\_\_\_ meets on \_\_\_\_\_ at \_\_\_\_\_, at \_\_\_\_\_. Come join us! We want to meet you and talk about ways to make AFSA even more effective for YOU!

Yours in AFSA friendship,

Enc: a/s

P.S. Enclosed is a special discount coupon for your use.

# Postcard to Accompany Follow-Up Letter

Asking why a member left may be all it takes for him/her to come back. **Make certain there is postage on the card. It has to be easy or no one will respond!**

## Sample Postcard

TO: \_\_\_\_\_

We at AFSA Chapter \_\_\_\_ miss you!

Tell us why you didn't renew your membership. Please complete this card and then drop it in the mail. Your response is important to us.

I dropped my AFSA membership because: \_\_\_\_\_

\_\_\_\_\_

The following is what AFSA can do to get me to renew my AFSA membership : \_\_\_\_\_

\_\_\_\_\_

THANK YOU FOR YOUR HELP

\_\_\_\_\_

Name

\_\_\_\_\_

Chapter

\_\_\_\_\_

Phone

## Working in the Community

A healthy civic spirit is your greatest asset. Encourage your members to participate, as chapter representatives, in social and civic events. In some cases, chapter participation or sponsorship can center around a fund-raising event whereby the chapter will funnel funds back into a worthy cause.

Remember that strictly voluntary participation in civic events is, in itself, meritorious and can bring recognition to your chapter via local media coverage or word of mouth. You can gain a lot by giving a little. In the process, you're helping your recruiting efforts and the community.

## Veterans As Members

One group that should receive a lot of your chapter's recruiting focus is former Air Force enlisted members who separated prior to retirement. Target a special news release to this group in all local newspapers during the campaign. Place AFSA flyers in places you know veterans frequent, such as: VA hospitals, American Legion posts, and VFW halls. Make sure they know they can join AFSA.

# Know Where Your Members Live

Are your members concentrated in close proximity or spread out over a wide area? Is it easy for them to get to your meetings, or is it just too difficult? Solve some of the distance problems and you'll find retentions and past members coming back!

**Living close:** When the name first appears on a roster, contact the person with a phone call and follow up with a letter of welcome. Be sure to include:

- ★ Time, date and place of your meetings;
- ★ Your current newsletter;
- ★ A schedule of upcoming events;
- ★ Information about committees and activities, including names and phone numbers of committee chairpersons;
- ★ A questionnaire asking how they became a member or why they left;
- ★ Names, addresses, and phone numbers of the chapter president and membership chairperson; and
- ★ A self-addressed, stamped envelope for returning the questionnaire.

**Living at a distance:** Send a letter of welcome, make note of the distance and let members (past or present) know how important their membership is to them, to AFSA, and to other Air Force enlisted personnel. Encourage them to contact you anytime they are in the area. Include the following in your letter:

- ★ Names, addresses, and phone numbers of the chapter president and membership chairperson;
- ★ Your current newsletter; and
- ★ Your questionnaire with a self-addressed stamped envelope.

If after a short period of time you haven't heard from them, send another letter. If a special event is coming up, let them know about it, and encourage their attendance. It is especially important that you make sure those members of your chapter who live at a distance are informed about your chapter and AFSA.

## Adding to Retentions

Use the personal touch at meetings. Introduce and recognize those who have renewed their memberships. Thank them! Serve refreshments at the end of your meetings to encourage members to make new friends and build social ties to the chapter. **Talk to all newcomers!**

When "regulars" start missing meetings or functions, call them! Let them know they're missed. **If there has been a misunderstanding, now is the time to resolve it.** Get people involved. If they are involved they will renew their membership.

# Bring'em Back!

"I used to be a member, but I let my membership expire." These people should be your easiest "sell." The most common reason for not rejoining is that old, "I just didn't get around to it!" Make it happen now by helping them get around to it. Complete an application for them so that all they have to do is sign it and pay their dues. You may even want to offer to send the completed application and payment to headquarters for them. Always carry applications so you are prepared to help.

## Current Chapter Members Vs. Potential Members

Chapter presidents have a responsibility to check a chapter's current membership numbers against their potential numbers. If your chapter is located near a base facility, check to see what the total enlisted force is for that base. A great way to do this is by building your own report in the Interactive Demographic Analysis System (IDEAS) provided by the Air Force Personnel Center. Log on to: <http://www.afpc.randolph.af.mil/> then choose "Personnel Statistics - latest Air Force Demographics" from the list of frequently visited pages. This brings you to the IDEAS center where you can build your own report using different variables and print and save the report in an Excel file, plain text file, or html screen file.

If you don't have a base near your chapter, or if the base near your chapter has closed, you might want to call your local chamber of commerce to find out what demographics and/or other statistical data they may have to help you.

Once the potential membership numbers are compared to current chapter numbers, division presidents may want to start a competition between chapters to see who can come closest to their potential membership during a certain membership campaign.

## Talk About It!

Having an active chapter and doing things is not enough if no one knows about it! Publicize your membership campaign, include your meeting time and place, let everyone know about your special food drive, charity project, or whatever else you are doing.

Publicity can be as simple as placing rack and tabletop displays of *SERGEANTS*, Legislative Bulletins, and other AFSA materials at high traffic locations. Base clubs, commissaries, BXs, and hospital waiting rooms are all good places to leave material. Don't forget to get permission first!

This is the electronic age! Get your message on e-mail bulletin boards, and on local cable channels. To follow are some ways to keep your chapter in the news and playing the publicity game are:

- ★ Stay in touch with editors of the base paper and local community paper. Send regular press releases to them by name, not just position.
- ★ Let them know about your community projects or about AFSA's legislative activities.
- ★ Tell them in advance and tell them again, after the fact.
- ★ Flood them with "news" and sooner or later they'll print your "stuff" and call you for more!
- ★ Send photos with your press info. Make them action pictures of people doing volunteer work—the usual "grip and grin" photos won't do the job!
- ★ Stay "in touch" with your local community. If the local shopping mall is doing a "give a child a Christmas" project—be a part of it!

- ★ Play a significant role in the base holiday programs by taking pictures, writing them up, and send them photos and stories. Involvement—that's the key to getting and keeping your chapter in the news.

Publicity is an effective recruiting tool—and a proven retention method. Keep AFSA in the news; make the information available to your members; urge them to be involved.

## Speaking Engagements

Why not? It's one of the best ways for your chapter to gain recognition. Giving a speech gets you more than public recognition. It gives AFSA, and your chapter, credibility.

**Getting ready:** Here are a few things you can do to ensure you're ready to tell a group about AFSA. Also, following this section is a SAMPLE speech you can use at your next speaking engagement:

- ★ Get a copy of the latest AFSA promotional video. The video is a fast-paced production you can use to "finish" your speech—or simply introduce it and let the video speak for you. If you are speaking to AFRC/ANG members, get a copy of the AFRC/ANG promotional video. This video is focused on the issues that are more relevant to them. Make sure your video applies to your audience.
- ★ Call AFSA Headquarters and talk with the staff in the Military and Government Relations Directorate for the latest news from Capitol Hill. They can "make you smart" on pending legislation, AFSA victories, and coming battles.
- ★ Call the Member and Field Relations Directorate with your questions about member benefits and services.
- ★ Check your supply of handouts and order brochures, fact sheets, and other information from Member and Field Relations.
- ★ Know as much as you can about the group you will be speaking to before you give your speech.
- ★ Most importantly, have a supply of *SERGEANTS* magazines to leave for your audience. *SERGEANTS* is the only magazine dedicated solely to Air Force, Air Force Reserve, and Air National Guard members. Plus, it gives your audience something they can take with them that will remind them of AFSA. Use it to your benefit.

**Getting started:** Provide your own written introduction to the person who will be introducing you. Make it simple and straightforward. Then, you introduce AFSA in the same straightforward fashion.

Show the appropriate promotional video, give them copies of *SERGEANTS* Magazine, have them open the magazine and show them the different columns and articles, and be ready to answer questions.

**REMEMBER:** Once you have said what you came to say, STOP! Ask for questions and give your handouts. After you leave the front of the group, stand around to shake hands, talk, and answer questions.

So, your 15 minutes of fame are up! You didn't forget to bring applications forms, did you? You're going to need them.

# Speaking Before A Group

Use this speech or let it be a guideline for your own words at your next speaking engagement. Don't forget to show the AFSA promotional video at the beginning or at the end of your speech.

## Protect Your Future with AFSA

GOOD MORNING/AFTERNOON/EVENING.

MY NAME IS \_\_\_\_\_. THANK YOU FOR ALLOWING ME TIME TO SPEAK WITH YOU TODAY ABOUT THE AIR FORCE SERGEANTS ASSOCIATION. I'VE BEEN A MEMBER FOR \_\_\_\_ YEARS.

I'M VERY PROUD OF AFSA'S HISTORY AND VISION. I'M ALSO PROUD TO BE (HAVE BEEN) AN ENLISTED MEMBER OF THE UNITED STATES AIR FORCE. IN THE NEXT FEW MINUTES, AS I TALK WITH YOU ABOUT AFSA—WHERE WE HAVE BEEN AND WHERE WE ARE GOING—I INVITE YOU TO SHARE THE PRIDE OF OUR ACCOMPLISHMENTS AND GOALS. I BELIEVE THEY ARE THE ACCOMPLISHMENTS AND GOALS OF ALL THE CURRENT AND FORMER ENLISTED MEMBERS OF OUR UNITED STATES AIR FORCE.

(Instructions: At this time or before the speech, hand out AFSA membership applications with the recruiter's and chapter's information filled out.)

AFSA IS A NON-PROFIT ASSOCIATION REPRESENTING THE PROFESSIONAL AND PERSONAL INTERESTS OF ACTIVE DUTY, VETERAN AND RETIRED ENLISTED MEMBERS OF THE AIR FORCE, AIR NATIONAL GUARD AND AIR FORCE RESERVE COMMAND. AFSA REPRESENTS ALL ENLISTED MEMBERS FROM AIRMAN BASIC TO CHIEF MASTER SERGEANT. THROUGH THE AFSA AUXILIARY, WE ALSO REPRESENT THE INTERESTS OF ENLISTED FAMILY MEMBERS.

WHEN IT COMES TO LEGISLATION, AFSA IS ONE OF THE MOST RESPECTED VOICES IN WASHINGTON, D.C., REPRESENTING THE QUALITY-OF-LIFE NEEDS OF MILITARY MEMBERS

AND THEIR FAMILIES. WHEN CONGRESS WANTS AN ACCURATE UNDERSTANDING OF HOW LAWS AND POLICIES AFFECT SERVICEMEMBERS, THEY DO NOT ASK THE GOVERNMENT— THEY GET YOUR HONEST OPINIONS THROUGH YOUR AFSA REPRESENTATIVES. AFSA SERVES AS YOUR VERY EFFECTIVE “VOICE” IN WASHINGTON, D.C.

THIS AMOUNT OF INFLUENCE HAS BEEN A FORCE OVER THE YEARS, BASED ON A SOLID TRACK RECORD OF ACHIEVEMENT. IT IS VERY ACCURATE TO SAY—FROM EDUCATION, TO PAY, TO ALLOWANCES, TO RETIREE TO VETERAN AND SURVIVOR ISSUES, TO FAMILY PROTECTION—AFSA HAS BEEN A CONSTANT FACTOR IN THE ANNUAL NEGOTIATIONS THAT HAVE SHAPED THE ANNUAL DEFENSE AND VETERANS AFFAIRS AUTHORIZATION AND APPROPRIATIONS BILLS.

EACH YEAR, LITERALLY DOZENS OF QUALITY-OF-LIFE LINE ITEMS ARE ADDED TO THE DEFENSE AUTHORIZATION BILL AS A RESULT OF TESTIMONY AND LOBBYING ON YOUR BEHALF. THE FOLLOWING ARE JUST A FEW OF THE CAREER/LIFESTYLE ENHANCEMENTS IN WHICH AFSA HAS PLAYED AN INSTRUMENTAL ROLE:

1. **EDUCATION** – AFSA WAS THERE WORKING WITH CONGRESS AS THE MONTGOMERY GI BILL WAS CREATED AND SHAPED, AND WE HAVE BEEN GREATLY RESPONSIBLE FOR EVERY ENHANCEMENT AND RE-EVALUATION OF THAT IMPORTANT PROGRAM. IT WAS AFSA WHO FOUGHT FOR AND ACHIEVED TWO MGIB ENROLLMENT OPPORTUNITIES FOR THOSE WHO WERE ONCE ENROLLED IN THE VETERANS EDUCATIONAL ASSISTANCE PROGRAM. ADDITIONALLY, AFSA HAS WORKED TO PROTECT AND FUND IMPACT AID TO ENSURE GOVERNMENTAL SUPPORT OF SCHOOL DISTRICTS THAT SUPPORT MILITARY DEPENDENT STUDENTS. RECENTLY, AFSA SUCCESSFULLY PETITIONED CONGRESS TO INCREASE THE PROGRAM DURATION OF THE SELECTED RESERVE MONTGOMERY G.I. BILL FROM 10 TO 14 YEARS.

2. **ACTIVE DUTY PAY** – IN MOST YEARS, WE SUCCESSFULLY CONVINCED CONGRESS TO EXCEED THE MILITARY PAY RAISES THE DEPARTMENT OF DEFENSE PROPOSES. IN FACT, WE CONVINCED CONGRESS TO MANDATE A NEW FORMULA RESULTING IN HIGHER PAY RAISES, AND WE CONTINUE TO WORK WITH CONGRESS ON THAT SCORE. THE RESULT HAS BEEN SIGNIFICANTLY HIGHER PAY RAISES, WHICH TRANSLATE INTO HIGHER RETIREMENT CHECKS WHEN YOUR ACTIVE MILITARY CAREER COMES TO AN END.

3. **HEALTH CARE** – WHEN DOD SWITCHED FROM CHAMPUS TO TRICARE, AFSA WAS THERE WORKING ON THE HILL AND ATTENDING COUNTLESS MEETINGS TO HELP SHAPE THE PROGRAM AND ENHANCE THE HEALTHCARE NETWORK. WE WERE KEY IN THE CREATION OF THE NATIONAL MAILORDER PHARMACY PROGRAM, THE ELIMINATION OF TRICARE PRIME COPAYMENTS FOR ACTIVE DUTY FAMILY MEMBERS AND THE CREATION OF TRICARE PRIME REMOTE. WE CONTINUE TO WORK TOWARD REFINEMENTS OF THESE PROGRAMS IN THE AREAS OF FUNDING, ACCESSIBILITY AND QUALITY. MOST SIGNIFICANT IN RECENT YEARS, AFSA WAS THERE, OFTEN CONSULTED, AND ONE OF THE CLEAR LEADERS IN THE MILITARY COALITION WHEN WE ACHIEVED HISTORIC VICTORY IN THE CREATION OF THE TRICARE-FOR-LIFE AND TRICARE SENIOR PHARMACY BENEFITS. AFSA CONTINUES TO WORK CLOSELY WITH THE DEPARTMENT OF DEFENSE TO EXPRESS YOUR HEALTH CARE VIEWS AND NEEDS.

4. **RETIREMENT** – AFSA WAS A KEY PLAYER IN STOPPING SOURCE TAXES, THE UNFAIR PRACTICE OF MULTIPLE STATES TAXING RETIREMENT INCOME. WE HELPED FIGHT OFF NUMEROUS ATTEMPTS TO DELAY RETIREE COST-OF-LIVING ALLOWANCE (COLA) INCREASES. WE HELPED DEFEAT THE “HIGH ONE” PLAN THAT WOULD HAVE CHANGED THE BASIS FOR DETERMINING RETIREMENT PAY—A PLAN THAT WOULD HAVE COST MANY ENLISTED RETIREES A GREAT PERCENTAGE OF FUTURE RETIREMENT EARNINGS. ADDITIONALLY, WE CONVINCED CONGRESS TO REPEAL THE FINANCIALLY DAMAGING “REDUX” RETIREMENT SYSTEM AS A MANDATORY PROGRAM. AFSA HAS BEEN AN ESSENTIAL AGENT IN THE CREATION OF SPECIAL COMPENSATION FOR THE SEVERELY DISABLED, THE COMBAT-RELATED SPECIAL COMPENSATION AND RECENT GAINS ON THE CONCURRENT RECEIPT BATTLE.

5. **ALLOWANCES AND SPECIAL PAYS** – AFSA HELPED CONVINCED CONGRESS TO CREATE CAREER ENLISTED FLIER INCENTIVE PAY, TO SIGNIFICANTLY INCREASE FOOD AND HOUSING ALLOWANCES, TO PROVIDE SPECIAL PAYS FOR HAZARDOUS DUTY AND TO PRESS

FOR REFORM OF THE BASIC ALLOWANCE FOR HOUSING TO MAKE IT MORE BENEFICIAL AND EQUITABLE FOR ENLISTED MEMBERS. ADDITIONALLY, WE CONTINUE TO FIGHT HARD FOR SPECIAL PAY EQUITY FOR MEMBERS OF THE GUARD AND RESERVE.

**6. GUARD AND RESERVE** – AFSA HAS BEEN A SINGULAR VOICE IN REMINDING CONGRESS AND THE ADMINISTRATION ABOUT THE UNIQUE SACRIFICES AND CHALLENGES OF RESERVE COMPONENT MEMBERS. AFSA WAS THE ONE WHO OBTAINED LEGISLATIVE SPONSORSHIP FOR LOWERING THE GUARD AND RESERVE RETIREMENT AGE. AFSA HAS BEEN THE RECOGNIZED CHAMPION, AMONG ALL OTHER ASSOCIATIONS, FOR THIS IMPORTANT EFFORT ON THE HILL. AFSA HAS BEEN THE LOUDEST VOICE IN THE HALLS OF CONGRESS, CALLING FOR THE SUPPORT OF THE FAMILIES OF THESE MEMBERS, FOR URGING EMPLOYER SUPPORT TAX BREAKS, AND FOR PROVIDING COMPREHENSIVE HEALTH CARE FOR GUARD AND RESERVE MEMBERS. FROM IMPLEMENTATION OF A COST-SHARED DENTAL PLAN, TO VETERANS BENEFITS, TO RETIREMENT POINT CALCULATION IMPROVEMENTS AND EQUITY AFSA HAS ALSO BEEN THERE AS A RECOGNIZED VOICE FOR GUARD AND RESERVE MEMBERS.

**7. COMMISSARIES AND EXCHANGES** – EACH YEAR AFSA HAS TESTIFIED ON AND LOBBIED FOR A FULLY FUNDED, LOW COST NETWORK OF COMMISSARY AND EXCHANGE STORES. WE HAVE FOUGHT OFF ATTEMPTS BY DOD TO IMPOSE A SPECIAL SURCHARGE FOR MILITARY RETIREES. WE HAVE WORKED HARD TO MAINTAIN THESE STORES AS A MILITARY-EARNED AND MILITARY-PATRONIZED BENEFIT—MAJOR UNDERTAKINGS DURING A TIME WHEN DOD IS MAKING DETERMINED MOVES TOWARD OUTSOURCING AND PRIVATIZATION.

**8. HOUSING/MILITARY CONSTRUCTION** – AFSA HAS AN ANNUAL RECORD OF ACHIEVEMENT IN INFLUENCING CONGRESS TO INCREASE FUNDING FOR CONSTRUCTION OF MILITARY FAMILY AND SINGLE MEMBER HOUSING, CHILD DEVELOPMENT CENTERS, FAMILY SUPPORT CENTERS AND FITNESS CENTERS. AFSA WAS INSTRUMENTAL IN GARNERING CONGRESSIONAL APPROVAL OF LARGER SQUARE-FOOTAGE FORMULAS FOR MORE ROOM AND PRIVACY IN AIR FORCE DORMITORIES, THROUGH PROGRAMS LIKE THE ONE-PLUS-ONE DORMITORY STANDARD AND THOSE THAT HAVE FOLLOWED.

**9. VETERANS AFFAIRS** – AS A FEDERALLY CHARTERED VETERANS SERVICE ORGANIZATION, NOBODY HAS WORKED HARDER THAN AFSA IN TRYING TO ENSURE AND ENHANCE FUNDING AND BENEFITS FOR OUR NATION’S VETERANS. IN RECENT YEARS, AFSA HAS HELPED FIGHT OFF NUMEROUS INCREASED USER FEES, THE EXCLUSION OF MILITARY RETIREES FROM THE VA HEALTH CARE SYSTEM AND PROGRAMMED GOVERNMENT CUTS IN FUNDING. AFSA CONTINUES TO CLOSELY MONITOR THE PORTABILITY OF CARE AS VETERANS MOVE FROM ONE REGION TO ANOTHER.

AFSA’S FULL-TIME PRESENCE ON CAPITOL HILL AND REGULAR VISITS TO ITS CHAPTERS AND TO MILITARY BASES HAVE KEPT US ABREAST ON ISSUES OF CRITICAL IMPORTANCE TO YOU. WE WILL CONTINUE TO BE THE RECOGNIZED “VOICE” OF THE ENLISTED IN WORKING TO ENHANCE AND CHANGE LAWS THAT AFFECT ALL OF OUR MEMBERS.

IN ADDITION TO HAVING A STRONG LEGISLATIVE VOICE, AFSA MEMBERS ARE OFFERED

A COMPREHENSIVE BENEFITS AND SERVICES PACKAGE WHICH INCLUDES SERGEANTS MAGAZINE; A VARIETY OF HEALTH AND AUTO INSURANCE PLANS; DISCOUNTS ON EYEGLASSES, CONTACT LENSES AND LASER EYE SURGERY, A VISA AND MASTERCARD PROGRAM; DISCOUNTS ON TRAVEL AND CRUISES; DISCOUNT AUTO INSURANCE, HEALTH, LIFE, AND AD&D INSURANCE PLANS, AND DISCOUNTS ON COMPUTER SYSTEMS. WHEN IT COMES TO GIVING YOU A GREAT RETURN ON YOUR DUES INVESTMENT, NO ONE BEATS AFSA!

ANOTHER MAJOR BENEFIT IS THE AFSA SCHOLARSHIP PROGRAM. WITH THE RESTRUCTURING OF GOVERNMENT, TIGHTENING FINANCIAL AID AND RISING EDUCATIONAL COSTS, THIS VALUABLE PROGRAM PROVIDES AFSA AND AUXILIARY MEMBERS WITH FINANCIAL HELP FOR THEIR CHILDREN'S EDUCATION.

YOUR ENLISTED ASSOCIATION TOOK A BOLD STEP FORWARD IN 1983 BY FOUNDING THE AIRMEN MEMORIAL FOUNDATION (AMF). THIS SEPARATE NON-PROFIT ORGANIZATION IS A MEMBER AGENCY OF INDEPENDENT CHARITIES OF AMERICA FEDERATION. IT IS A PARTICIPANT IN THE COMBINED FEDERAL CAMPAIGN (CFC) AND SPONSORS SEVERAL MAJOR PROGRAMS THAT IMPACT AIR FORCE ENLISTED FAMILIES. "WE TAKE CARE OF OUR OWN" IS MORE THAN A SLOGAN FOR THE AMF; IT IS A FACT THE AMF IS DEDICATED TO THAT PRINCIPLE.

THE AMF SCHOLARSHIP PROGRAM OFFERS AIR FORCE ENLISTED FAMILIES ANOTHER RESOURCE FOR SCHOLARSHIPS. EVERY YEAR, THE AMF AWARDS ITS SCHOLARSHIPS AND THE CHIEF MASTER SERGEANTS OF THE AIR FORCE EDUCATION GRANTS TO ENLISTED DEPENDENTS.

THE AMF ALSO PROVIDES ONE OF THE MOST COMPREHENSIVE SOURCES OF MILITARY RETIREE INFORMATION, THE "AMF RETIREE GUIDE," ON OUR WEB PAGE AT [WWW.AMF.ORG](http://WWW.AMF.ORG). THE GUIDE CONTAINS AN EXTENSIVE AMOUNT OF INFORMATION ON A VARIETY OF TOPICS OF INTEREST NOT JUST FOR RETIREES, BUT TO ALL OF OUR MEMBERS.

THE AMF SCHOLARSHIP RESOURCE NETWORK FINANCIAL AID SEARCH PROGRAM IS PROVIDED AS A COMMUNITY SERVICE TO AIR FORCE FAMILY SUPPORT CENTERS. IT OFFERS APPLICANTS A COMPLETELY AUTOMATED UNDERGRADUATE AND GRADUATE LEVEL COLLEGE FINANCIAL AID SEARCH RESOURCE FOR MILITARY PERSONNEL, THEIR DEPENDENT CHILDREN AND THEIR SPOUSES.

THE AMF EDUCATIONAL PROGRAM WAS DESIGNED TO MAKE EARNING COLLEGE CREDITS EASIER. BY WORKING WITH THE LEADING COLLEGES AND UNIVERSITIES, THE AMF IDENTIFIED ACCREDITED INDEPENDENT STUDY COURSES YOU CAN TAKE ANYWHERE AT ANY TIME. YOU CAN USE TUITION ASSISTANCE OR YOUR G.I. BILL BENEFITS TO HELP PAY THE COST. THE PROGRAM FULFILLS A MAJOR NEED FOR SHIFT WORKERS, PEOPLE WHO OFTEN GO TDY, AND THOSE WHO HAVE ERRATIC SCHEDULES.

AFSA BELIEVES THE UNITED STATES AIR FORCE WOULD NOT BE THE POWER THAT IT IS TODAY WITHOUT THE CONTRIBUTIONS OF THE ENLISTED CORP. THAT IS WHY AFSA

ESTABLISHED THE AIRMEN MEMORIAL MUSEUM (AMM). THE AMM IS DEDICATED TO THE HERITAGE AND ACCOMPLISHMENTS OF ALL AIR FORCE ENLISTED PEOPLE—PAST, PRESENT AND FUTURE. THE MUSEUM IS LOCATED IN THE AIRMEN MEMORIAL BUILDING IN SUITLAND, MARYLAND. THE EXHIBITS INCLUDE ARTIFACTS, PHOTOGRAPHS AND MEMORABILIA

DATING BACK TO THE EARLIEST DAYS OF AMERICAN MILITARY AVIATION. THE MUSEUM ALSO RELEASED THE FIRST COMPREHENSIVE ENLISTED HISTORY, *UNSUNG HEROES*, OF AIRMEN FROM THE BEGINNING OF FLIGHT TO DESERT STORM.

NOW, LET'S QUICKLY RECAP WHAT THE AIR FORCE SERGEANTS ASSOCIATION IS AND WHAT AFSA CAN DO FOR YOU.

FIRST, AFSA MEANS ACTION! AFSA REPRESENTS AIR FORCE, AIR FORCE RESERVE, AND AIR NATIONAL GUARD ENLISTED MEMBERS OF ALL GRADES AND THEIR FAMILIES ON CAPITOL HILL AND AT THE PENTAGON.

SECOND, AFSA OFFERS ITS MEMBERS A COMPREHENSIVE SERVICES PACKAGE THAT SAVES YOU MONEY THROUGH MANY DISCOUNT SERVICES.

FINALLY, THROUGH THE AIRMEN MEMORIAL FOUNDATION, WE OFFER SPECIAL EDUCATION AND INFORMATIONAL PROGRAMS TO IMPROVE YOUR QUALITY OF LIFE WHETHER IN UNIFORM OR AFTER RETIREMENT. THROUGH THE AIRMEN MEMORIAL MUSEUM—THE ONLY INDEPENDENT SOURCE FOR AIR FORCE ENLISTED HISTORY—WE PRESERVE THE UNIQUE HERITAGE OF AIR FORCE ENLISTED SERVICE.

I BRIEFLY MENTIONED SERGEANTS MAGAZINE EARLIER, BUT I WANT TO EMPHASIZE HERE WHAT IT MEANS TO YOU. SURE, DAN RATHER AND PETER JENNINGS MIGHT TELL YOU ABOUT HEALTH CARE PROBLEMS AND STUDIES, BUT SERGEANTS IS THE ONLY SOURCE

FOR DETAILS ON THE CHANGING MILITARY HEALTH CARE SCENE AND HOW IT AFFECTS YOUR FAMILY'S CARE AND YOUR WALLET! WE MAKE CERTAIN YOU HAVE THE "LATEST" ON TRICARE. IN THEORY, *FORBES* MAGAZINE MAY TELL YOU HOW TO PLAN FOR YOUR RETIREMENT, BUT SERGEANTS GIVES YOU PRACTICAL, HOW-TO-DO-IT-ON-YOUR-BUDGET INFORMATION. SERGEANTS IS FOR YOU AND ABOUT YOU.

I'LL BE HAPPY TO STICK AROUND FOR A FEW MINUTES TO MEET WITH YOU AND ANSWER YOUR QUESTIONS. YOU CAN JOIN AFSA NOW BY SUBMITTING YOUR MEMBERSHIP APPLICATION TO ME, OR I CAN ALSO PROVIDE YOU WITH AN APPLICATION FORM THAT YOU CAN MAIL TO AFSA HEADQUARTERS.

AGAIN, THANK YOU FOR HAVING ME HERE TODAY. REMEMBER, THE AIR FORCE SERGEANTS ASSOCIATION LOOKS OUT FOR YOUR BEST INTERESTS. AFSA HAS BEEN WORKING FOR YOU FOR OVER 40 YEARS. JOIN AFSA TODAY AND SHARE THE PRIDE THAT COMES WITH BEING A MEMBER OF THE ONLY PROFESSIONAL ASSOCIATION EXCLUSIVELY REPRESENTING THE ENLISTED MEMBERS OF OUR UNITED STATES AIR FORCE.

# Speaking One-On-One

One-on-one is the most effective recruiting method. You are there to answer questions and present ideas. You can tailor the information specifically to the person with whom you are talking. But, don't forget to also make telephone calls, and use recruiting booths, letters, post cards, flyers, and printed materials. Just get the word out!

## The Telephone is a Tool!

When one-on-one isn't an option, a telephone call is the best one-on-one opportunity for direct interaction with a past member or someone who is ready for renewal.

**Getting ready to call:** Develop a "script" before making your calls. Remember, your script is a guideline—it keeps you focused. But beware, the biggest downfall of any telecommunicator is sounding like you are reading from a script! Make it natural, not canned. In preparing your script:

- ★ Write in conversational language. Don't make it sound like you're reading from a "to whom it may concern" letter!
- ★ Address the person by name.
- ★ Be direct in asking for a membership or renewal.
- ★ Determine the method of payment and when you can expect it. Make arrangements to pick it up, if that's possible.
- ★ If the answer is "No," find out why.
- ★ Limit your call to five minutes.

**Making the call:** When you make the call, answer questions, listen to - and overcome - objections, resolve problems, and offer to contact the chapter president or Headquarters if you cannot answer or resolve all their questions or concerns. Most people will be happy you cared enough to personally call and speak with them.

### When calling:

- ★ Introduce yourself, AFSA, and your chapter.
- ★ It is very important to ask, "Is this a good time for you to speak with me?" If they prefer that you call back, ask for the best time.
- ★ During the conversation, use the person's name often.
- ★ Be familiar with recent accomplishments of the association so you can readily discuss them.
- ★ Ask for the membership or renewal application.
- ★ Get a commitment and restate any agreements.
- ★ Say "Thanks" (and mean it!)
- ★ SMILE. You can "hear" a smile over the phone!

# Sample Telephone Script

## (For Use in Retaining Members Two Weeks After Termination)

Call now and be ready to answer questions or complaints! Phone calls can be an intrusion.

Always ask if this is a good time to talk before going on, and use the person's name often.

Hello, this is \_\_\_\_, from your local Air Force Sergeants Association (or Auxiliary) chapter. Is this a good time to talk with you about your AFSA membership?

Your membership expired about two weeks ago, but we'd certainly like you to continue as a member.

You may not realize, \_\_\_\_\_, but your support is essential. Your membership is important to AFSA and hopefully you feel AFSA is important to you as well.

You're aware of proposals and budget-cut talks in Washington, D.C., right now that could have a devastating effect on your pay, your career, and your earned entitlements. So together, we've got to take a stand.

You know, \_\_\_\_\_, it's up to all of us to make ourselves heard. But if you can't be on Capitol Hill yourself, you need someone to watch out for your concerns. Let's face it, \_\_\_\_\_, Congress isn't watching out for YOUR interests—but AFSA is!

Another thing, \_\_\_\_\_, if you lose your membership, you lose out on AFSA's members-only services. We have benefits and services like group insurances and discounts on travel. \_\_\_\_\_, if you're not aware of all

the services AFSA offers you, come to our next meeting. I'll be more than happy to go over these benefits with you. Quite honestly, \_\_\_\_\_, I don't know of a better value anywhere than your annual (\$25/\$16) membership!

I hope you'll come to our next chapter meeting, \_\_\_\_\_. It's scheduled for \_\_\_\_\_ at \_\_\_\_\_. If you can't make it, I will send you a postage-paid application you can complete and send back to me.

Thanks for talking with me today, \_\_\_\_\_. I hope you've decided to stay with AFSA. In fact, if you want, I can take your charge card information now to charge your dues.

\_\_\_\_\_, we're looking forward to seeing you on \_\_\_\_\_. Goodbye

## Publicity & The News Media

It is very important to meet or call the editors and news directors of the news media located throughout your chapter area. Let them know about your chapter, what it does for the community, and who is eligible to join.

Suggest they do a story on the chapter or several key chapter members who have interesting backgrounds. Inquire about their policies on free public service announcements. Offer to appear as a guest on radio and TV talk shows about veterans' or military issues. Let them know AFSA is a vital national association with clout on Capitol Hill.

Send news releases to these people **by name** during the campaign. Even if they don't use your release today, they could call you as a source later. Just keep sending information! After all, they are always looking for news. Your chapter's news could be the "square filler" they need that day! To follow are some examples of press releases and when you should use them:

## Press Release (Short Version)

Announce the beginning of your membership campaign to the base. Send to the base and local newspapers. Editors usually want short fillers. This may pique their interest to call you and write a more extensive article.

FOR IMMEDIATE RELEASE  
AFSA MEMBERSHIP CAMPAIGN BEGINS  
DATE:  
CONTACT:

Air Force Sergeants Association Chapter \_\_\_\_\_ will kick off its membership campaign \_\_\_\_\_

Chapter President, \_\_\_\_\_ said, "AFSA is the professional association for all Air Force enlisted people. Our theme, Protect Your Future, embodies the spirit of the enlisted force and AFSA as we take on the new millennium."

"The Air Force Sergeants Association is a non-profit association for members of all enlisted grades and maintains a full-time presence on Capitol Hill. In fact, House and Senate committees ask AFSA lobbyists for information, assistance, and testimony when the subject is military people," said \_\_\_\_\_.

For more details, contact \_\_\_\_\_ at \_\_\_\_\_, or call AFSA Headquarters at 800-638-0594 or 301-899-3500.

## Press Release (Long Version)

Announce the beginning of your membership campaign to the base. Send it to the base and local newspapers. If an editor asks for a longer article, send this release, along with a picture of your members doing volunteer work or a picture of the senior enlisted advisor renewing his membership.

FOR IMMEDIATE RELEASE  
AFSA BEGINS MEMBERSHIP DRIVE

DATE:  
CONTACT:

The Air Force Sergeants Association begins its (year)\_\_\_\_\_ membership campaign drive at \_\_\_\_\_ Air Force Base, \_\_\_\_\_.

AFSA is a non-profit, professional association designed for enlisted Air Force, Air National Guard, and Air Force Reserve members of all ranks. The association was originally created to provide a voice for the enlisted community to our national leaders.

"Today, AFSA's voice is strong indeed. AFSA's campaign theme, Envision Your Future, invokes the images of over 50 years of enlisted Air Force people working to make our nation strong and over 40 years of AFSA working to advance the causes of all our enlisted professionals and their families," said \_\_\_\_\_

of AFSA Chapter \_\_\_\_\_. “With its history of successes, AFSA maintains a dynamic presence on Capitol Hill. Its full-time lobbyists are often asked to present testimony to congressional committees on subjects pertaining to the military. In fact, AFSA is recognized and respected on the Hill as the ‘Voice of the Enlisted.’”

In announcing the campaign, AFSA Chapter \_\_\_\_\_ Membership Chairman \_\_\_\_\_ said, “AFSA gives us a chance to have a say in the issues that could affect our careers and lives. When you consider the changes in the military, both in size and in scope, and think about the budget cuts coming out of Washington, D.C., it pays to know what’s going on. AFSA gives us the most up-to-date information as it affects all enlisted people.”

\_\_\_\_\_ further stated, “AFSA members also work at charitable and worthy community projects such as \_\_\_\_\_.” The local AFSA chapter currently has more than \_\_\_\_\_ members.

Membership is open to former and current, active duty and retired enlisted people of all grades of the Air Force and its reserve components. AFSA members get a comprehensive services program in addition to their legislative representation. Members stay informed with the association’s regular publication, *SERGEANTS* Magazine.

Membership in AFSA’s Auxiliary is open to all spouses and family members of those eligible for AFSA membership, including widows or widowers of those individuals. Affiliate membership is open to all supporters of AFSA and the enlisted Air Force. Auxiliary members enjoy the same members-only services as AFSA members, and they receive four special editions of *SERGEANTS* Magazine annually. These editions include features and issues of specific interest to Air Force enlisted families.

For more information, contact \_\_\_\_\_ at \_\_\_\_\_ or call AFSA Headquarters at 1-800-638-0594 or 301-899-3500. You may also visit AFSA’s Web site at [www.afsahq.org](http://www.afsahq.org).

## **Radio Spot (Commercial Radio Station)**

Add drive-time radio announcements to your publicity campaign. You can usually “bargain” on price with your local station. Enter a date or phone number as appropriate.

# **AIR FORCE SERGEANTS ASSOCIATION**

## **AIR FORCE SERGEANTS ASSOCIATION BEGINS MEMBERSHIP CAMPAIGN**

FOR FURTHER INFORMATION CALL:

THE AIR FORCE SERGEANTS ASSOCIATION IS CONDUCTING A WORLDWIDE MEMBERSHIP CAMPAIGN DRIVE BEGINNING \_\_\_\_\_. AFSA PROVIDES A VOICE ON CAPITOL HILL FOR ACTIVE AND RETIRED ENLISTED MEMBERS OF THE AIR FORCE, AIR NATIONAL GUARD, AIR FORCE RESERVE COMMAND, AND THEIR FAMILY MEMBERS. THE AIR FORCE SERGEANTS ASSOCIATION UNDERSTANDS SHARED SACRIFICE, BUT MANY BUDGET CUTS PLACE AN UNFAIR BURDEN ON AIR FORCE ENLISTED PEOPLE.

PROTECT YOUR EARNED ENTITLEMENTS. CALL \_\_\_\_\_ TO SPEAK WITH YOUR LOCAL AFSA REPRESENTATIVE. CONGRESS ISN’T LOOKING OUT FOR YOUR INTERESTS – AFSA IS! CALL \_\_\_\_\_ ABOUT MEMBERSHIP TODAY. ENVISION YOUR FUTURE WITH AFSA! \_\_\_\_\_ IS THE NUMBER TO CALL OR VISIT AFSA ON THE WEB AT [WWW.AFSAHQ.ORG](http://WWW.AFSAHQ.ORG).

## **Radio Spot (On Base or AFRTS Station)**

If you are on or near a base with its own radio station or an AFRTS Station, you can use this release. A key to getting your message on the air is to provide the station staff plenty of time to get your announcements into their schedule.

## **AIR FORCE SERGEANTS ASSOCIATION**

### **AIR FORCE SERGEANTS ASSOCIATION BEGINS MEMBERSHIP CAMPAIGN**

FOR FURTHER INFORMATION CALL:

THE AIR FORCE SERGEANTS ASSOCIATION IS CONDUCTING A WORLDWIDE MEMBERSHIP CAMPAIGN DRIVE BEGINNING \_\_\_\_\_. THE AIR FORCE SERGEANTS ASSOCIATION HAS APPROXIMATELY 130,000 MEMBERS. BY THE END OF THE YEAR, THOUSANDS MORE ARE EXPECTED TO JOIN. AFSA MEMBERSHIP IS OPEN TO ACTIVE DUTY, VETERAN AND RETIRED AIR FORCE, AIR NATIONAL GUARD, AND AIR FORCE RESERVE COMMAND ENLISTED MEMBERS OF ALL GRADES. CONTACT YOUR LOCAL AFSA REPRESENTATIVE BY CALLING \_\_\_\_\_ TO LEARN MORE ABOUT MEMBERSHIP. ENVISION YOUR FUTURE WITH AFSA! \_\_\_\_\_ IS THE NUMBER TO CALL FOR MORE INFORMATION OR VISIT AFSA'S WEB SITE AT [WWW.AFSAHQ.ORG](http://WWW.AFSAHQ.ORG).

## **Television**

Think it's too expensive? The answer is "maybe not." Many public access channels on base and local cable programming could fit your chapter's budget. Sometimes they offer free airtime.

How much television do you watch in a day? Do you know television advertising is affordable? Base channels are easily accessible through public affairs offices. At overseas locations, American Forces Radio and Television Service (AFRTS) stations are always looking to highlight local activities and organizations—for FREE. Local cable channels have sales divisions searching for customers and offering reasonable rates and production of your own ad if you want.

Your local or base station will usually input the information either free or at low cost. All you have to do is take the time to contact the local television station staff. Build a rapport with them. Who knows? They may call on your chapter when they need information or want someone to represent a certain viewpoint on local talk shows. And don't overlook that station sponsored by your local cable company. They do town meetings, infomercials about restaurants and beauty shops, and discussions about nearly every topic. Let them know who you are and what you (and AFSA) do. They may invite you to their studios or send a film crew to your next meeting. Keep in touch! You could end up the talk of the town!

## Notice for Base Bulletins (Fall Campaign Launch)

Use this notice to announce your fall campaign. Simply fill in the blanks and send it off.

Or you can edit the release to better suit your chapter's plans.

*(NOTE: Please publish the following announcement in the next three issues of the base bulletin. Address any questions to \_\_\_\_\_. Thank you for your assistance.)*

### Air Force Sergeants Association

The Air Force Sergeants Association's fall membership campaign will be held from \_\_\_\_\_ through \_\_\_\_\_. AFSA membership is open to all enlisted active duty, veteran and retired Air Force, Air National Guard, and Air Force Reserve Command personnel of all grades. To find how you can join, call \_\_\_\_\_ at \_\_\_\_\_.

## Notice for Base Bulletins (Spring Campaign Launch)

Use this notice to announce your spring campaign. Simply fill in the blanks and send it off.

Or you can edit the release to better suit your chapter's plans.

*(NOTE: Please publish the following announcement in the next three issues of the base bulletin. Address any questions to \_\_\_\_\_. Thank you for your assistance.)*

### Air Force Sergeants Association

The Air Force Sergeants Association's spring membership campaign will be held from \_\_\_\_\_ through \_\_\_\_\_. AFSA membership is open to all enlisted active, veteran and retired Air Force, Air National Guard, and Air Force Reserve Command personnel of all grades. To find how you can join, call \_\_\_\_\_ at \_\_\_\_\_.

## Notice for Base Bulletins (Campaign Update)

Use this notice periodically throughout your membership campaign. The key is to keep AFSA "in their faces."

*(NOTE: Please publish the following announcement in the next three issues of the base bulletin. Address any questions to \_\_\_\_\_. Thank you for your assistance.)*

### Air Force Sergeants Association Represents Enlisted People

Over 135,000 active duty, veteran and retired Air Force, Air National Guard, and Air Force Reserve Command enlisted people of all grades belong to the Air Force Sergeants Association. To learn why, call \_\_\_\_\_ at \_\_\_\_\_.

## Notice for Base Bulletins (General Information)

Keep the publicity game alive! Whether they print your notices or not, send information often. If they have an empty space and your material is there they will use it.

(NOTE: Please publish the following announcement in the next three issues of the base bulletin. Address any questions to \_\_\_\_\_. Thank you for your assistance.)

### ***SERGEANTS* Keeps AFSA Members Informed**

“I read about it in *SERGEANTS*.” And so can you! *SERGEANTS* is regularly published by the Air Force Sergeants Association. This magazine is for and about Air Force enlisted people and their concerns. Get the news with AFSA and *SERGEANTS*. To find out how you can get your copy of *SERGEANTS*, contact \_\_\_\_\_ at \_\_\_\_\_.

### **Using E-mail**

Are you part of the electronic age? Get “plugged in” to your computer! You can do your own message to tell all about your chapter’s activities.

### **E-mail Message**

*(This message is not for transmission over government computers.)*

There are ways to get your message to your congressmen. You can take it there yourself the next time you go, or you can let AFSA do it for you! The Air Force Sergeants Association is on Capitol Hill making sure Air Force enlisted people have a vote. Call \_\_\_\_\_ at \_\_\_\_\_ to find out how you can be a part of the “Voice of the Enlisted.”

Air Force Sergeants Association representatives will be \_\_\_\_\_ at \_\_\_\_\_ on \_\_\_\_\_ with answers about membership activities. You can be there too.

The ONE professional association strictly for Air Force enlisted people is the Air Force Sergeants Association. AFSA keeps a full-time presence on Capitol Hill, publishes *SERGEANTS* magazine and offers many members-only services. Check it out by calling \_\_\_\_\_ at \_\_\_\_\_.

Chapter \_\_\_\_\_ of the Air Force Sergeants Association will hold its regular monthly meeting on \_\_\_\_\_ at \_\_\_\_\_ in \_\_\_\_\_. As an Air Force enlisted person, Guard, Reserve, veteran or retiree enlisted person, you are invited to attend! Call \_\_\_\_\_ at \_\_\_\_\_ for more information.

## Turn on Your Home Page!

Several chapters have their own home pages. Sure, it's an ambitious project, but your chapter might have a computer whiz who can develop one for you. AFSA International Headquarters has a home page on the World Wide Web. The address is <http://www.afsahq.org>.

Add this address to your letterhead. Add it to any correspondence or cards your chapter sends out. If you use an AFSA business card, put AFSA's home page address on it too. The numbers of people "jumping on the net" is growing at an astounding rate. Young families look at a home computer as a priority; retired people learned a little about computers on the job and are becoming a large part of this market; and everyone in-between is logging on. Consider the possibilities of reaching out through this high-tech medium.

The future is here, so get on the net!





