



## Step Three: Creating a Month-to-Month Plan

### Where to start?!?

*“Efforts and courage are not enough without purpose and direction.”  
- John F. Kennedy*

Up until now, most Units have simply hosted an Open House once a year and participated in a couple of parades or community events in the hopes that they will gain members. But recruiting, like any activity, needs to be thought-out and planned in order to truly bring in the members you are expecting.

We have compiled a list of suggested activities for each Unit to consider for every month of the year. As something catches your eye, write it down. If another idea pops into your head, write that down. At the end of the 12 months of suggestions, you will be compiling those thoughts and ideas into a preliminary schedule of activities for the entire year. You will then build upon the baseline by focusing on the needed contacts, details and exact dates to make them happen.

Most organizations and community events (such as Air Shows and EAA Fly-Ins) are posted well in advance so do some research on their websites for dates and how to apply to secure a booth space. The bigger the event, the earlier they plan, so it's best to reach out to those events and organizations as soon as you decide you want to participate.

Look at Community Calendars, local school events, parades and places where your Unit can hold recruiting events. Start making contacts now before you get too busy and forget or the events fill up.

Get everything together into a calendar, start pulling materials/pictures/personnel for the events, and notify your PAO so he/she can help advertise as the event dates get closer.



## January

***Send out a Press Release to local media outlets*** (see example)

Work with your PAO to get the word out to your community about your Unit. Be sure to always include meeting and contact information.

***Create an internal contest for your Unit***

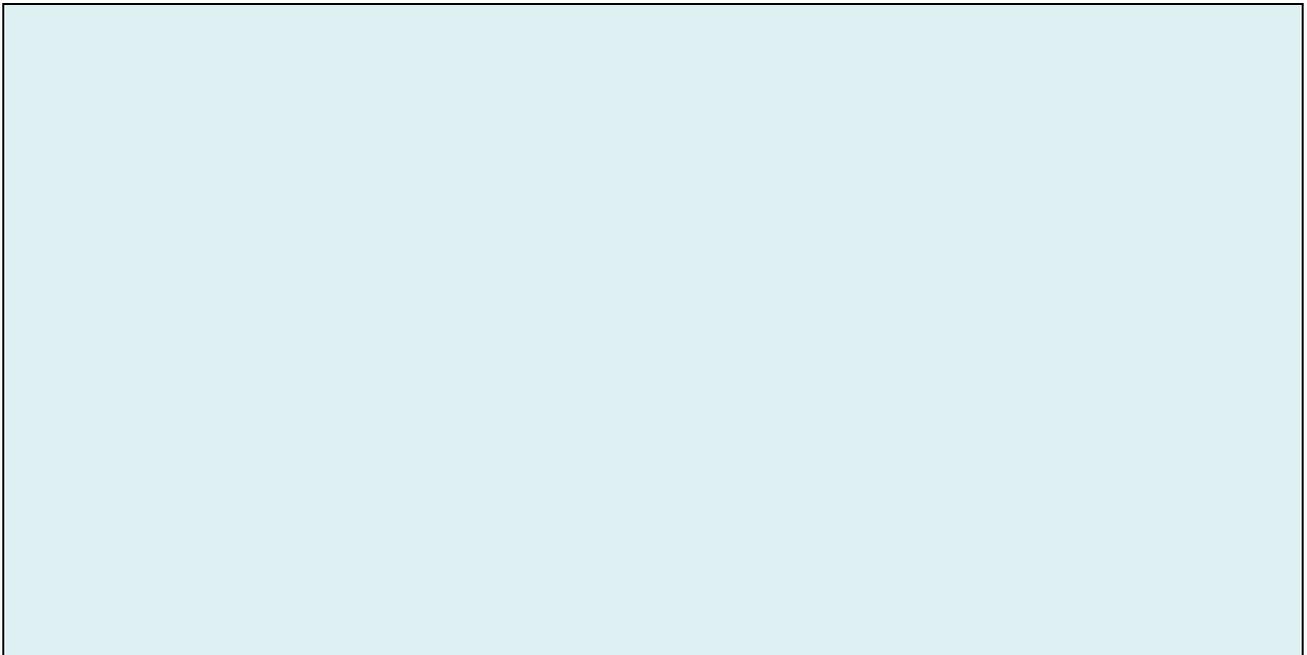
Everyone likes a contest and when you give your members a reason to actively recruit, they will make it a personal goal.

For Cadets: To receive the Recruiter ribbon, require that they not only have to bring a new cadet into the Unit, but they must also help the new cadet successfully achieve their Curry before their receive credit for the new recruit.

For Seniors: The Recruiter Ribbon is less of an incentive for the adult members so you can create a little competition with a monthly rank posting of who has recruited the most people that month. Post the totals on your Unit's Facebook page, in a newsletter or just in a simple email to members of the Unit.

***Register your Unit for Wreaths Across America***

While primarily thought of as a fundraising tool, having your Unit actively involved in Wreaths Across America can also help you recruit new members. Contact local businesses, VFW halls and American Legions - let them know about CAP and this wonderful event. Register at: [www.wreathscrossamerica.org](http://www.wreathscrossamerica.org)





## January – Sample General Press Release

Air Force

Print News Today

Air Force news from around the world

### Civil Air Patrol recruiting new members

Commentary by Capt. Gail Harper  
Edwards AFB Composite Squadron 84

8/19/2014 - EDWARDS AIR FORCE BASE, Calif. - Today, Civil Air Patrol is over 72 years old, growing stronger each and every day. This is due to enthusiastic individuals willing to carry on the mission's core values: integrity, volunteerism, excellence and respect.

The CAP owes gratitude to the 1930s' legendary New Jersey aviation advocate, Gill Robb Wilson, who visualized general aviation as a potential supplement for United States Military operations. With the help of New York Mayor Fiorello La Guardia, the Civil Air Patrol was formed Dec. 1, 1941, just six days before the United States entered World War II.

Today, CAP is an auxiliary of the U.S. Air Force and is currently known for its three main missions: aerospace education, cadet programs and emergency services.

During WW II, CAP flew 24 million miles and found 172 submarines, attacking 57, hitting 10 and sinking two. By the end of the war, 64 CAP members were killed in the line of duty. After the war, the nation thanked and recognized CAP's value to its local and national agencies.

President Harry Truman signed Public Law 476, July 1, 1946, enabling the Civil Air Patrol as a charitable, nonprofit organization. On May 26, 1948, Congress passed Law 557 permanently establishing Civil Air Patrol as an auxiliary of the United States Air Force.

Today, Civil Air Patrol has a national count of more than 34,000 volunteer adults, senior members mentoring cadets and young adults.

The organization has broadened the horizons of many young students and adults through its cadet programs, which include aerospace education, leadership, character development and physical fitness. The organization provides unlimited opportunities and experiences for interested new members and its legacy paves the way for successful years in the future.

Presently, Edwards AFB CAP Composite Squadron 84 of the California Wing has an advantage over other CAP squadrons in the area because of its unique historical, aerospace education and experiences. The Edwards AFB flightline offers a lifetime of aeronautical testing and training. Our squadron has had the privilege to fly aboard the C-17 cargo aircraft and the KC-135 refueling tanker, as well as observing a midair refueling mission with the B-2 Stealth Bomber. Flightline tours, including NASA and Global Hawk are other opportunities on Edwards, which have been appreciated by current members.

Individuals interested in joining the Civil Air Patrol may attend a Squadron 84 weekly meeting, which are held Tuesdays from 6 p.m. to 8 p.m. We are located at 1518 Forbes Ave., bldg. 1850.

For more information, contact Maj. Brian Bauer, CAP squadron commander at (505) 980-1496; or email [bauerb.cap@gmail.com](mailto:bauerb.cap@gmail.com).



Leaders of Civil Air Patrol Squadron 84 perform routine uniform checks during a weekly meeting on Edwards Air Force Base. Individuals interested in joining the Civil Air Patrol may attend a Squadron 84 weekly meeting, which are held Tuesdays from 6 p.m. to 8 p.m. at 1518 Forbes Ave., bldg. 1850. (U.S. Air Force photo by Rebecca Amber)



## February

### ***Start a new trend in your community: "The History of Civil Air Patrol" month!***

If you have members from the community that have been a part of CAP for years, find old pictures of when they joined, interview them asking them why they joined and why they are still a part of CAP and share that with your community. People relate much better when its someone they know (or a prominent member from their community) and shows how involvement in CAP is a worth-while thing to do.

### ***Pick a date and starting planning an Open House for March***

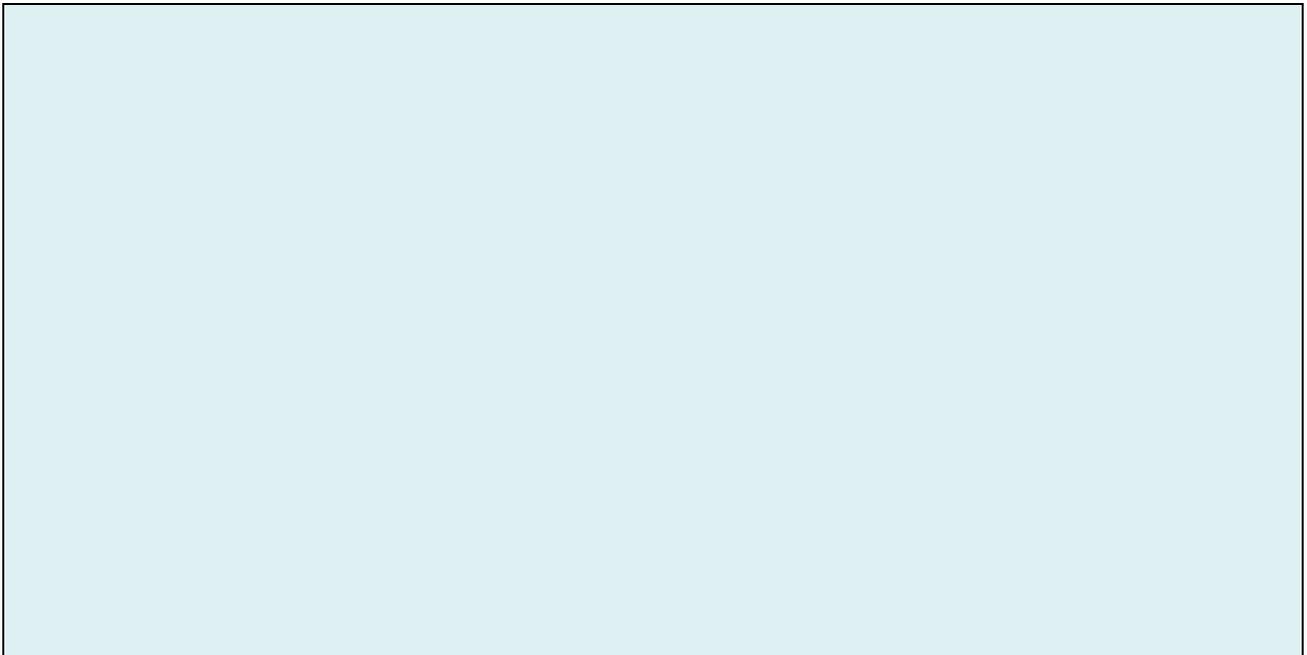
As with any training or activity, you will want to plan out the day far enough ahead of time so that you have enough volunteers and demonstrations/activities for your guests to participate in. Units that provide interactive activities have found they have more people who want to join following the Open House. (see "How to Plan an Open House")

### ***Contact local radio stations for free air time***

Work with your Public Affairs Officer to contact local radio stations and inquire about whether they offer non-profits free commercial time. Use it to advertise about your Open House scheduled for March.

### ***Book your Color Guard***

If you have a Cadet Color Guard, start reaching out to professional sports teams and local high schools about offering your Unit's Color Guard for their games. Start looking into upcoming community parades as well. The sooner you reach out for application information, the better chance you have of being selected for this year.





## March

### ***Unit Open House #1***

Historically, March brings in CAP's second largest number of Seniors and Cadets.

This is an ideal time of the year if you are looking to recruit new cadets. They are still in school and parents will be looking for something for them to participate in over the summer, especially if they don't plan on taking a family vacation. This gives you enough time to get them recruited by April and through their Curry Award before the summer hits – getting them "into the groove" with meetings and activities so that they will stay engaged over the summer and want to stay active once the new school year starts.

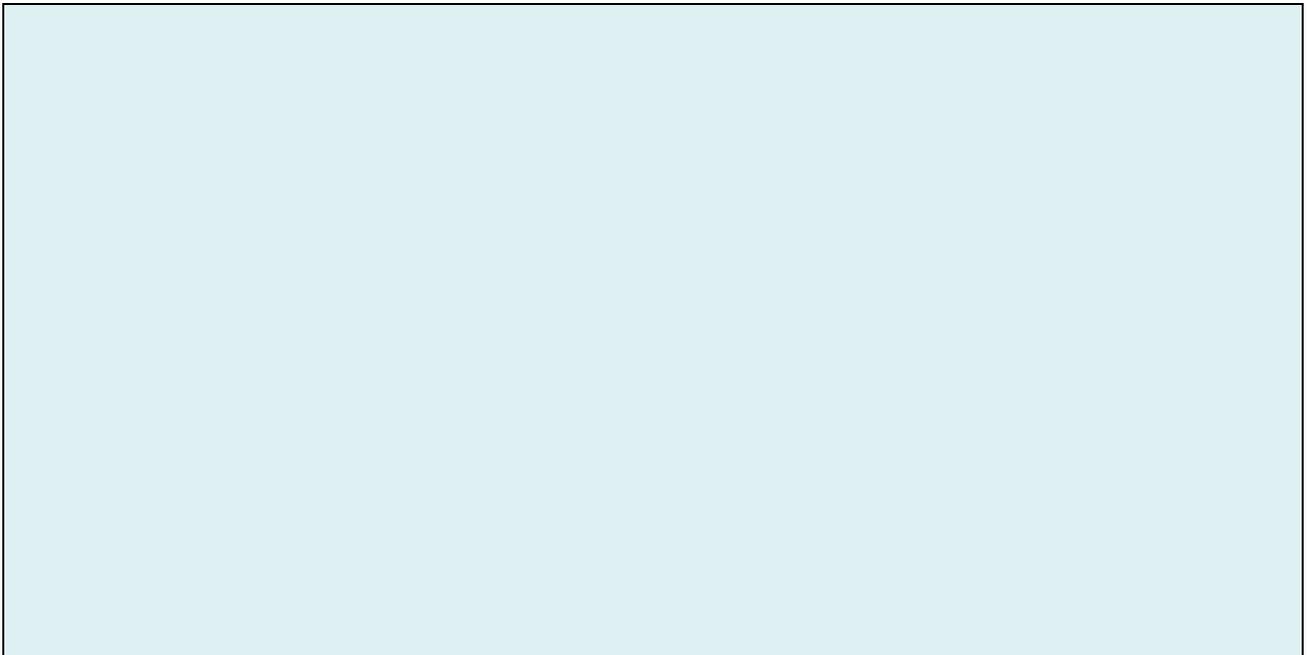
### ***Start scheduling Orientation Rides***

The Spring months are the prime time to get our Cadets up flying. It grabs their interest so that they start looking for more activities to get involved in over the summer. Try to arrange a full day of flying (include some Emergency Services training in between flights) and invite friends/family to come watch and join in on the ES training...it may generate their interest in CAP.

### ***EAA Fly-ins***

While these events occur throughout the year, reach out to your local EAA chapters about assisting with their fly-ins at local airports. Cadets can help with parking and aircraft marshalling. Seniors can assist with aviation education or classes for the youth in attendance, while also talking with other pilots about joining CAP.

EAA Calendar of Events: <https://www.eaa.org/en/ea/events>





## April

### ***Continue scheduling Orientation Rides***

April signals the start of "glider" season. If your Wing doesn't have a glider, CAP does have an agreement with Soaring Society of America. As with powered orientation rides, may it into a full day activity with some emergency services training in between flights and invite family/friends. And don't forget to have your PAO send out a press release!

CAP Glider program:

[http://www.capmembers.com/media/cms/CAP\\_Glider\\_Program\\_Procedures\\_B73BAD6A4C1AB.pdf](http://www.capmembers.com/media/cms/CAP_Glider_Program_Procedures_B73BAD6A4C1AB.pdf)

Soaring Society of America: <http://www.ssa.org/WhereToFly>

### ***Host CPR/First Aid Training***

There are always people looking to get CPR/First Aid certified, especially high school kids that may start looking for summer jobs with their local Park Districts. Contact the American Red Cross to locate an Instructor in your area and then advertise for the public to also attend. Members should be in uniform and have a couple of displays available for people to "browse."

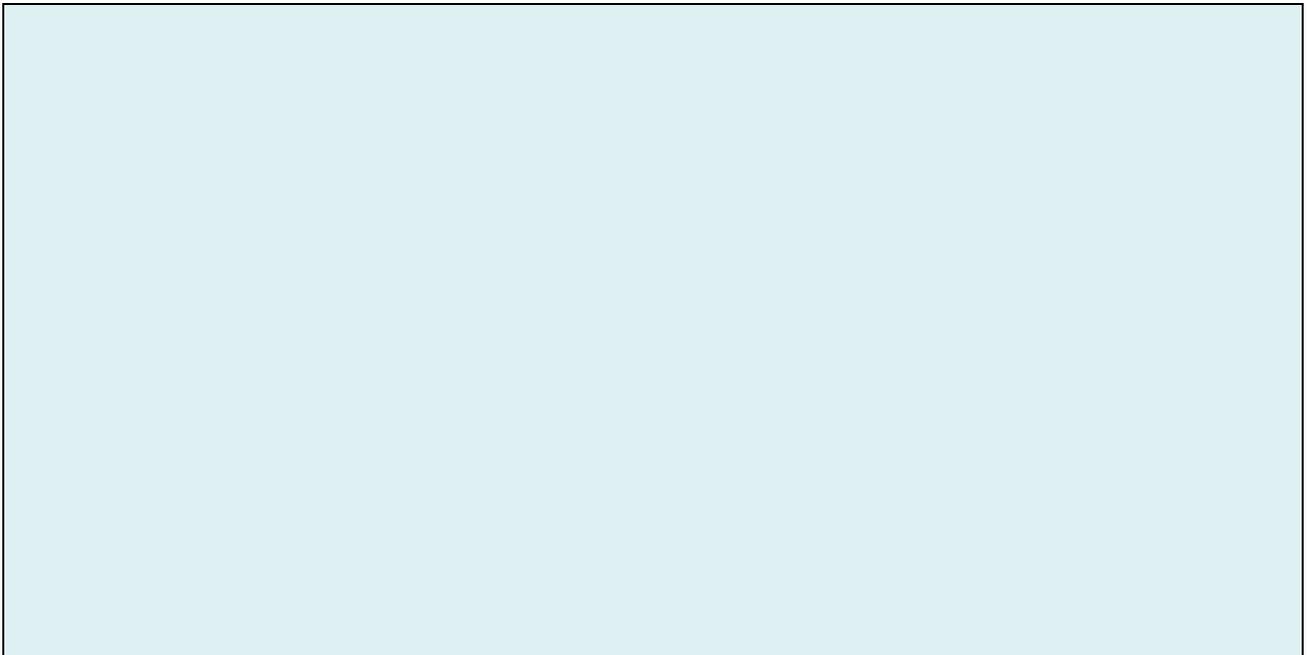
American Red Cross: <http://www.redcross.org/take-a-class>

### ***Need to add pilots - Host a FAA WINGS Safety Class***

One way to attract attention from pilots is to host a FAA Wings Safety class. As with the CPR/First Aid class, advertise at local flight schools and airports and have CAP information on display that day. Contact the FAA at: [faasafety@faa.gov](mailto:faasafety@faa.gov)  
[http://www.faasafety.gov/WINGS/pub/learn\\_more.aspx](http://www.faasafety.gov/WINGS/pub/learn_more.aspx)

### ***Wreaths Across America Memorial Day Cards***

Each year, WAA prints thank you cards for people to give to Veterans. You can order a supply for your Unit to give to Veterans during Memorial Day events from their website. Cards are free and your Unit will have to pay for shipping and handling only.





# May

### ***Parades and Memorial Day Ceremonies***

Participating in parades is a great way to get exposure. Many Senior Living Centers will also hold special Memorial Day events for its Veteran-residents and would be happy to have CAP provide a Color Guard. Don't discount them. Our veterans come in all ages now. Our older veterans will have family that may be interested in CAP and the younger ones may look to CAP as a way for them to still serve without being on active duty.

### ***Wreaths Across America Campaign Push #1***

Use Memorial Day as the first big push for the WAA fundraiser. VFW and American Legions especially should be contacted with information about CAP and an invitation to a meeting. Many have not heard of CAP but are more than happy to support us because of our Cadet Program, donating potentially up to \$2,000/yr.

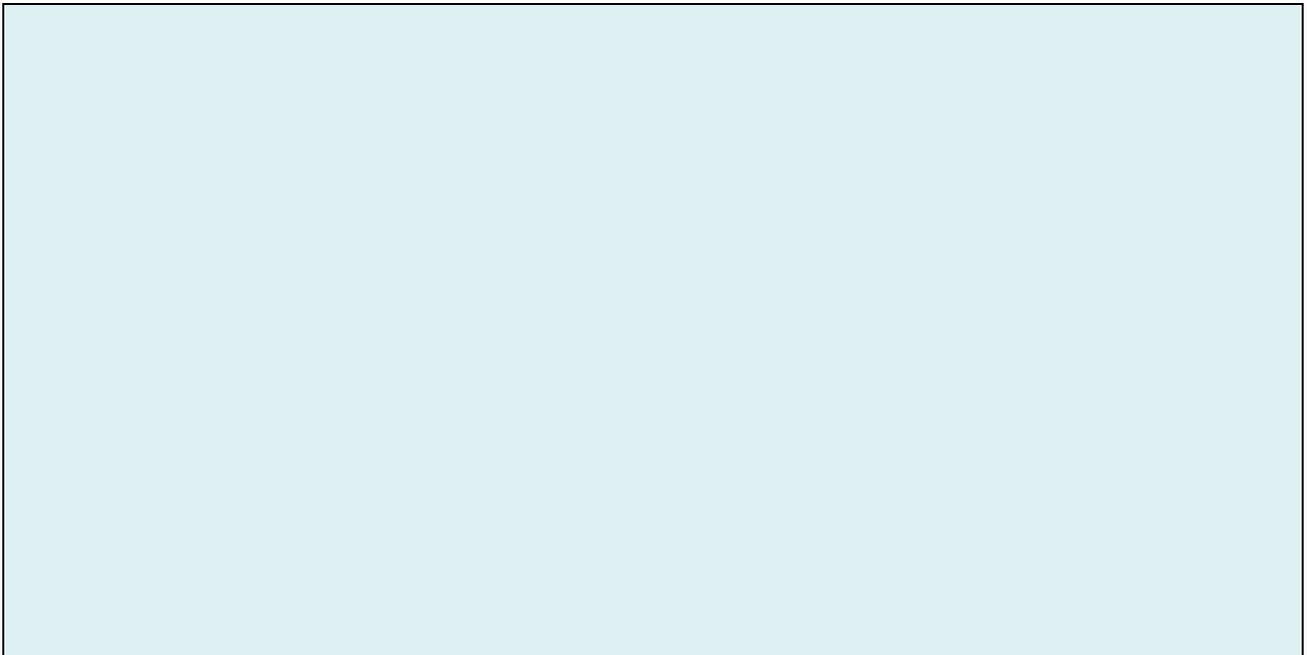
Members should reach out to community organizations, set up booths at malls, and bring donation letters to their employers. Always include an invitation to a meeting and provide contact information to learn more about CAP.

### ***Reach out to local AFROTC and AFJROTC Units about Orientation Rides***

While our agreement states that their units are supposed to request our assistance with flying, reach out to the units in your area to let them know you are available! They have until Sept 15<sup>th</sup> to submit requests to their Chain of Command for the next school year, so visiting or speaking with the local detachments now allows them time to make the request.

To locate AFROTC Units: <http://www.afrotc.com/locator>

To locate AFJROTC Units: <http://www.au.af.mil/au/holmcenter/AFJROTC/AFJROTCunits.asp>





## June

### ***Wreaths Across America Campaign Push #2***

Flag Day: Setup a display about Wreaths Across America and give out small American flags. Add a simple sticker or business card to a flag with your Unit's information for them to learn more. Some locations, such as Wal-Mart, require organizations that setup tables in front of their stores to give out something as part of their fundraising efforts – the small flag will cover that requirement.

### ***Contact your local Homeschooling Chapter***

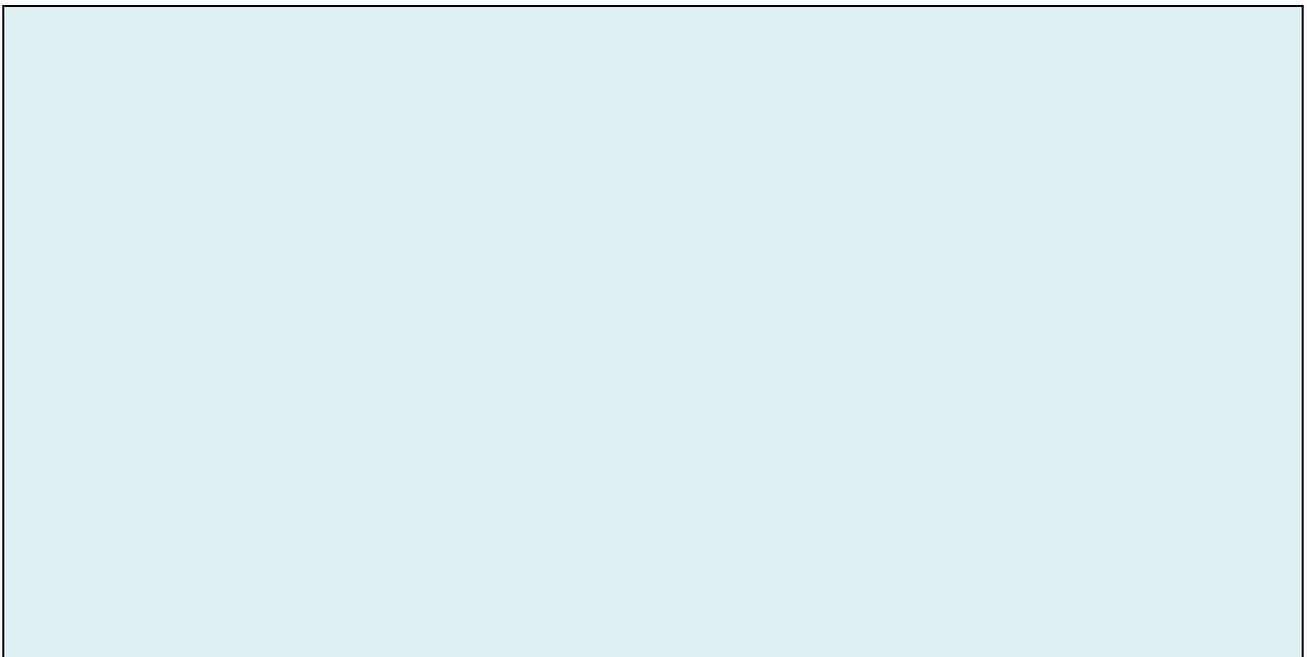
Homeschooling is becoming more and more popular. CAP can complement the homeschooling experience through our aerospace education, STEM, CyberPatriot and physical fitness requirements. Their national association also provides different "expos" throughout the year – contact the organizers to see if CAP can set up a booth.

HomeschoolWorld (local chapters): <http://www.home-school.com/groups/>

Homeschool Legal Defense (expos): <http://www.hslda.org/about/calendar/default.asp>

### ***Need to add Airborne Photographers – Contact local photography clubs***

You can find a lot of these clubs on Facebook. Reach out to them about CAP's Airborne Photography and invite them to a special meeting focused on that to learn more. Display the equipment we use, show examples of past photos taken, and talk about how they can be a part of it.





## July

This is probably the hardest month for Units to keep their members engaged between family vacations and various summer Cadet activities. And because of the weather, most members may not want to sit in meetings every week – so make July your “get out and do CAP” month.

### ***Fourth of July Parades***

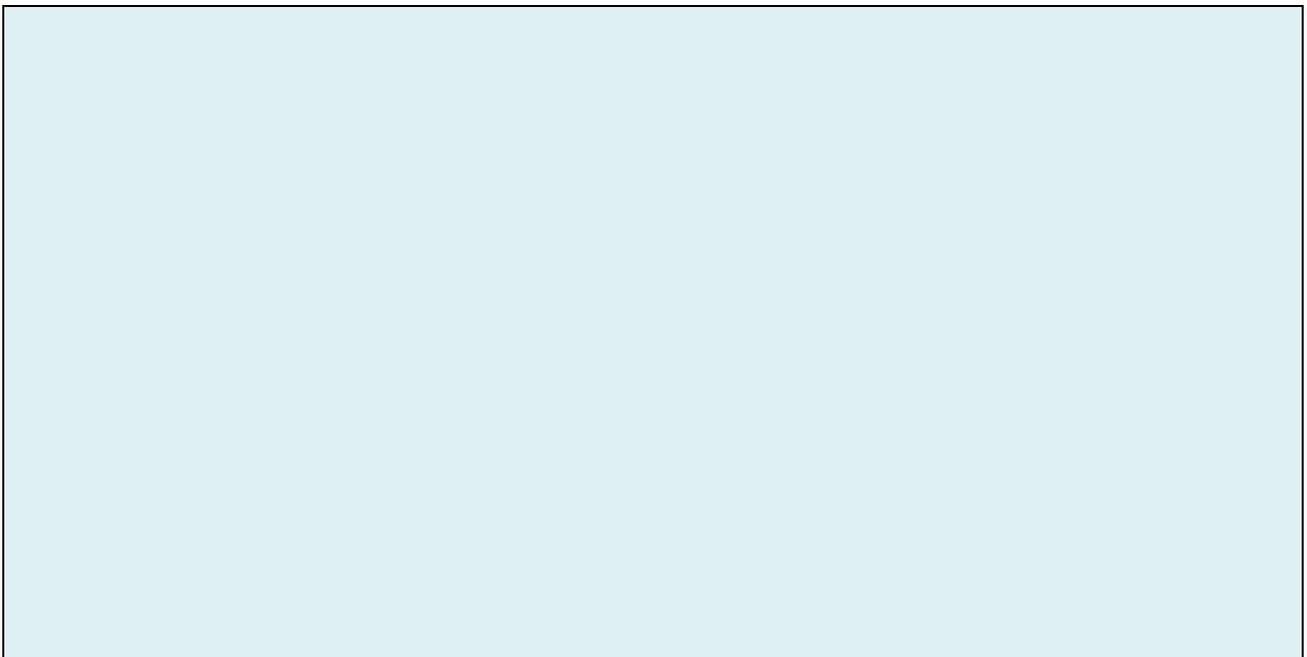
Get involved in your community’s parades. This isn’t just for cadets to participate in. Want to draw interest to your group? Have the cadets march in their Blues but include Seniors in BDUs and flight suits. It will stir curiosity and prompt questions. Make sure you have recruiting brochures or business cards with meeting location and time ready to hand out. This is also a prime opportunity for face time with your local elected officials. Introduce yourself and ask for a meeting with them or invite them to come to a Unit meeting.

### ***Host a Geotagging Course...add some ELT training***

Hands-on experience is the best way to get people interested in joining CAP. Some communities have local “Geotagging” clubs. Host the event as part of your Unit’s ES training and invite the community to take part. Then, add “how to use an ELT” at the end of the event. You will draw them out with the geotagging and possibly peak their interest by introducing them about how and why we use ELTs.

### ***Host a Model Rocketry Day***

There are also many model rocketry clubs that put on “launch” days. Reach out to these clubs and invite them to come participate in your Unit’s Model Rocketry Day. Make it a hands-on, interactive event for all participants.





## August

### ***Back-to-School time!***

- \* Put up a CAP poster in your school if you are allowed.
- \* Recruit your classmates and/or teachers to join.
- \* Submit an article to your school newspaper about an upcoming activity.
- \* Talk to the head of the school's Parent Club and ask to give a quick 15 minute presentation about how CAP can help complement their child's education

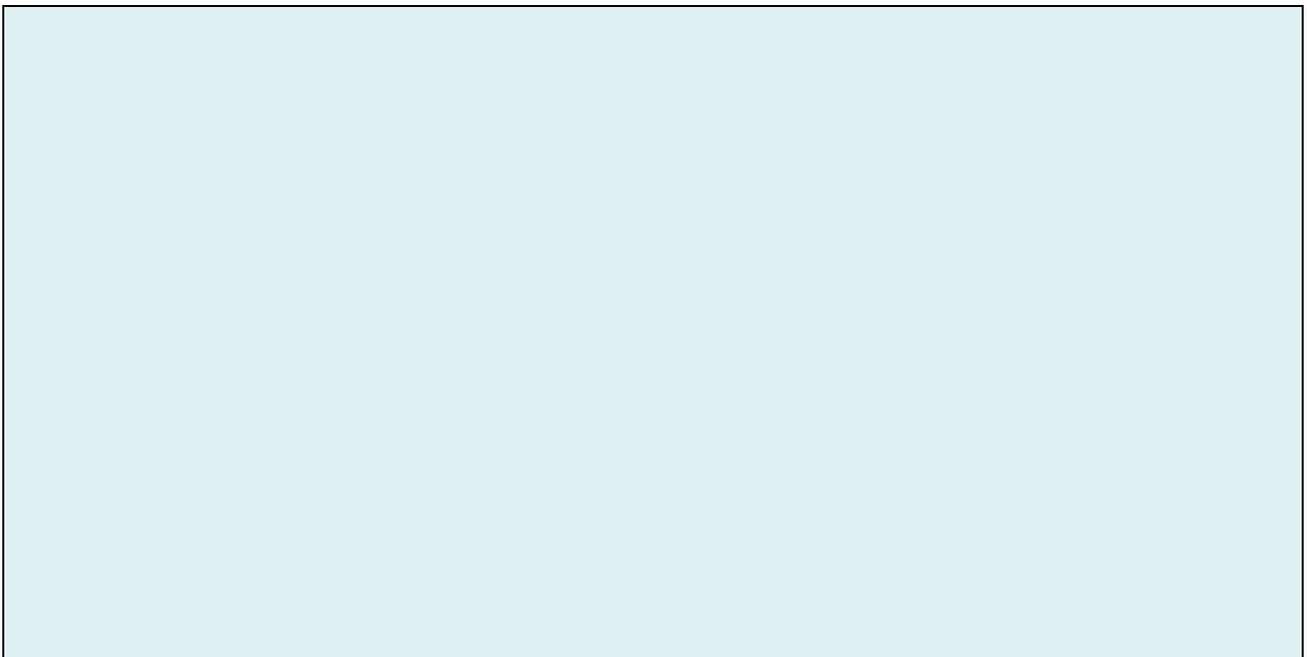
### ***August 19<sup>th</sup> is National Aviation Day***

In 1939, President Franklin Roosevelt designated aviation pioneer Orville Wright's birthday as a day to celebrate the science of aeronautics.

Put out a press release about our Aerospace Education program and how CAP continues to promote and educate aviation in the community. Talk about the activities and training that your Unit participates in and include contact information for people to learn more.

### ***Begin planning Open House #2 for September***

As with Open House #1, plan out the day to provide interactive activities for your guests and displays (including photos of Unit members participating) of the training/activities the Unit has been participating in during the year.





## September

### ***Host Open House #2***

#### ***Talk to the teachers***

Encourage them to join as Aerospace Education members by introducing them to our Teacher Orientation Program (TOP flights – formerly called Fly-A-Teacher). The cost is a **one-time** fee of \$35 and is automatically renewed each year for free so long as the teacher continues to utilize the CAP AE products we provide for their students. They can use our ACE materials for grades K-6 so that when their students turn 12, they may want to join CAP themselves to do more.

#### ***Join local 5k races***

Get a team together from your Unit and run in "uniform"...BDU pants, black t-shirt (or design a shirt that says "Civil Air Patrol" or your Unit's name/logo", safety vest and gym shoes. Run in formation so that people will wonder "who is that group?" One person remains behind in full uniform as your "recruiting contact" to talk to those that are curious. Your Unit has a fun experience and the community gets to see you out in public.

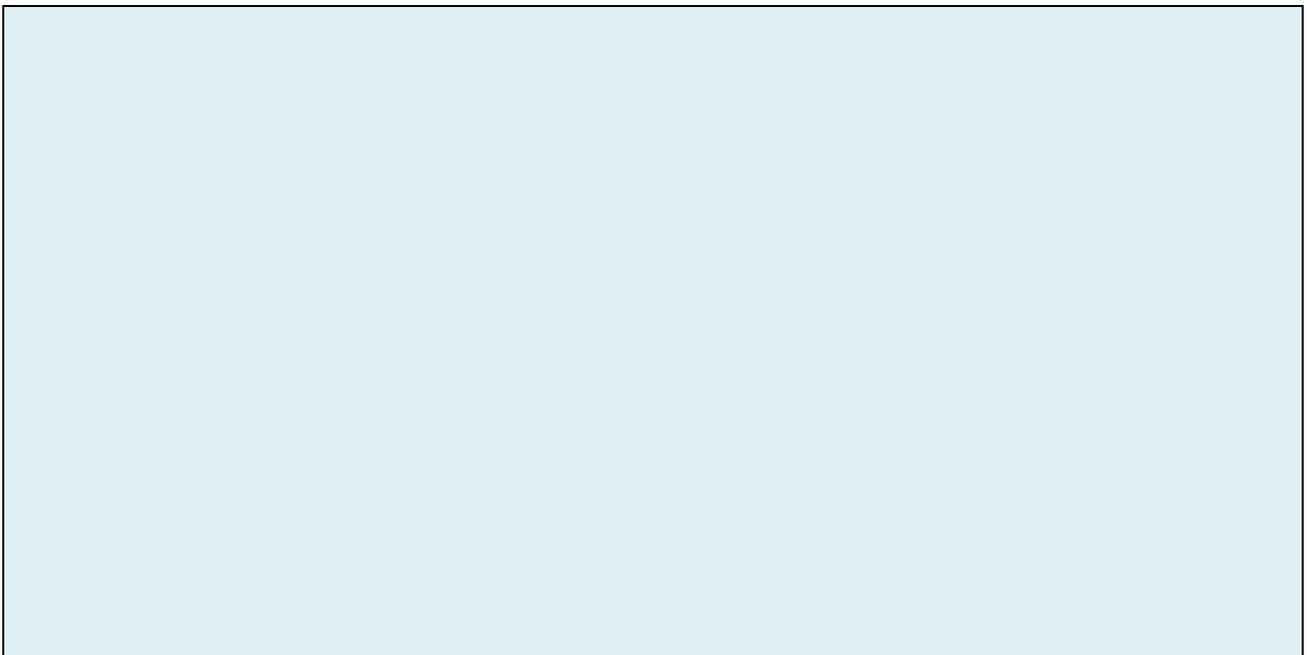
#### ***Reach out to your local FEMA office about their "Community Emergency Response Teams"***

Invite them to come visit one of your training events. Many members will train in the same manner as CAP but not continue with exercises and training like we do. If they really enjoy being a part of the CERT team with FEMA, they may be just as interested in our ES teams.

CERT Teams: <http://www.fema.gov/community-emergency-response-teams>

#### ***Looking to find more PAOs? – check out local colleges for "Student PRSA Clubs"***

Typically, these groups are Public Relations majors and minors. CAP offers them the opportunity to reach real-life experience while improving their skills and they will be reaching the education and training to make press contacts, conduct interviews and write professional press releases.





## October

### ***Hold a Parent's Night at the Squadron***

This allows the parents to get to know each other as well as the CAP leaders who are influencing their child's experience. Parents may decide to join themselves or offer to form committees for fundraising and transportation. Open communication will also encourage them to "talk" about the whole CAP experience with their friends and colleagues who may then express interest in joining – remember, word of mouth accounts for 50% of our membership.

Partnership with parents is vital for the success of a cadet program. Building trust with the parents and keeping communication lines open not only helps keep them informed, but also helps keep their Cadets engaged.

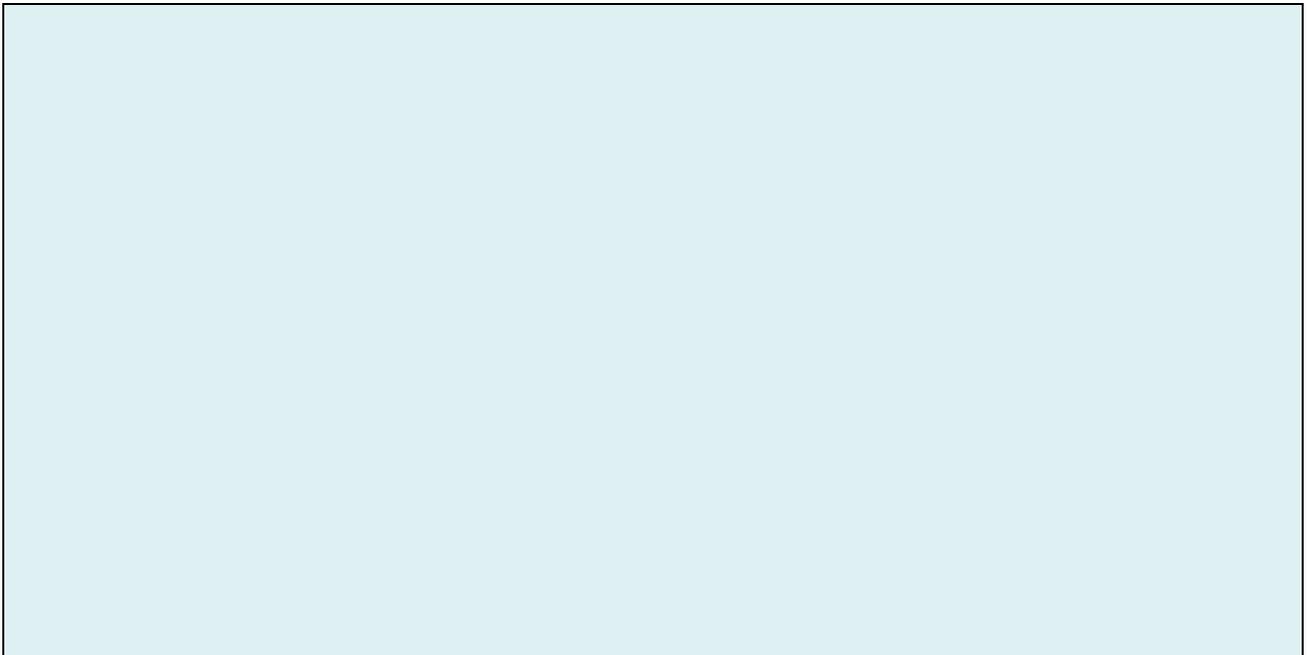
### ***Host a community "Safety Day"***

Remember the annual "Safety Down Day" we were required to have every October? Continue the practice with hosting a "Safety Day" for the community. You can even partner with your local Police or Fire Department to do a joint presentation.

Some local middle and high schools will also seek out speakers for "Anti-drug" or "Anti-bullying" presentations that your Safety Officer may be able to provide. Most won't seek us out, so make the offer instead. You may even consider reaching out to them in April or May about a summer safety presentation.

### ***Begin planning your next year's Recruiting Plan***

Take a look at what has worked for your Unit this year, what didn't and what needs to be improved on. Which activities did your members engage in the most? Which activities drew the most interest from your local community? What suggestions on new or additional ideas were offered? Dedicate 30 minutes of one meeting this month to have an open forum with your Unit members to gain their input and ideas.





## November

### ***Wreaths Across America Campaign Push #3***

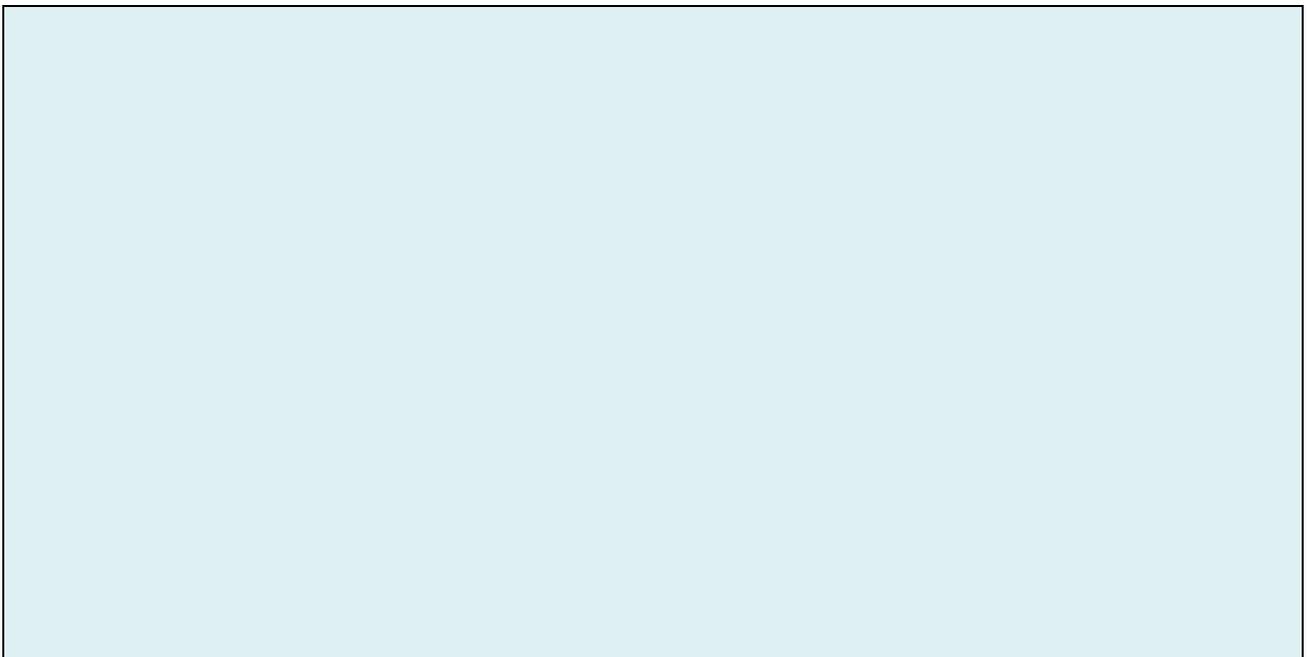
Veterans Day: As the wreath laying event is now only one month away, you will find more people willing to donate and support this event. Also, companies and other organizations will be looking for non-profits to donate to before the year is over for their tax write-offs. Create an internal challenge for your Unit on who can solicit the most during these last couple of weeks.

Don't forget to contact the Volunteer Location Coordinator for the cemetery chosen about how your Unit can participate the day of the event. Take pictures and have your Unit PAO issue a press release after the event. Send "thank you" notes with the photo or press releases to those companies or community organizations that donated and they will remember you next year.

### ***Setup Recruiting and Activity Goals for next year***

Based on the feedback you received from the Unit during last month's "campfire" meeting, work with the Command Staff to put together a preliminary schedule for the next calendar year.

Together with your Unit PAO, gather photos and new releases from activities that your Unit has participated in this past year. Highlights will be used to show (and remind) your members what benefits they have had for being part of your Unit through a PowerPoint presentation. Share the presentation and preliminary calendar with them in December.





## December

### ***December 1<sup>st</sup> = CAP's Anniversary***

Get something in the local newspaper reminding people about CAP's founding one week before the start of World War II in 1941 and how your Unit is contributing to the community today.

For Cadets, the Unit Commander can prepare a letter (in advance) asking that the Cadet be authorized to wear their blues to school on December 1<sup>st</sup>. This permission request should include a spot for the parents to approve prior to the Cadet taking it to school and asking their principal. If approved by the parents and the principal, the Cadets should be encouraged to ask if they can spend 15 minutes presenting to their class what Civil Air Patrol is and why they are proud to be a part of it.

For Seniors and Cadets, don't forget about CAP Sunday!

In 1972, the CAP National Board designated the first Sunday in December as "CAP Sunday." Soon after that, the Saturday before was added to the celebration for those whose day of worship is Saturday. Civil Air Patrol members are encouraged to wear their service dress or corporate uniform while attending worship services.

### ***"Year in Review" party =***

### ***"Where we are now and Where we are headed next year."***

If your Unit hosts a "holiday party" or an "End-of-the-Year Awards Ceremony", that is when you should include this presentation. Invite all your members, their family and friends and share with them the PowerPoint that shows what the Unit has already done this year. Then, have the Commander take over the second half of the PowerPoint to talk about what ideas/activities the Unit has discussed and will focus on in the new year.

Be proud of what your Unit has accomplished and get everyone excited for what the plans are for the coming year!

