

Marketing and Communications

Open House and Recruitment Playbook

CAP Pamphlet 150-17

NATIONAL HEADQUARTERS CIVIL AIR PATROL

Maxwell Air Force Base,
Alabama
16 September 2024

Table of Contents

1. Overview	3
2. Open House.....	3
3. Key Messages.....	4
4. Plan Ahead.....	5
5. Storytelling	5
6. Photography.....	6
7. Video	7
8. Social Media.....	6
Paid Social Ads or Boosts.....	7
9. Creative Assets	8
10: Marketing	10
Facebook Event	10
Invitations	11
Press Releases and Media Advisories	12
Radio PSAs	12
TV Station Interviews	12
Community Calendars	12
Members	12
Support Requests.....	12
11: Event Planning.....	13
Attachment 1: Addendums	16
Addendum 1- Event Recruitment Card	16
Addendum 2- Event Flyer	17
Addendum 3- National Brochures	18
Addendum 4- National Flyers	19
Addendum 5- National Banners	20
Addendum 6- National Pop-up Banners	21
Addendum 7- National Tabletop Program Banners	22
Addendum 8- Branded Event Flags	24
Addendum 9- National Photo Foam Storyboards	25
Addendum 10- Event Bitly Link in Bio	28
Addendum 11- Facebook Event Description	28
Addendum 12- Facebook Event Header Image Example	29
Addendum 13- Scheduled Postings Examples	30
Addendum 14- Invitations	32
Addendum 15- Media Advisory	32
Addendum 16- Press Release	33
Addendum 17- Sample Support Request Letter	33
Addendum 18- Sample Support Request Letter Attachment	35
Addendum 19- Sample Support Letter Fact Sheet Attachments	36
Addendum 20- Sample Cadet Program Display	37
Addendum 21- Sample AE Display	38
Addendum 22- Sample ES Display	39
Addendum 23- Sample Flight Display	40

1. Overview

The purpose of Marketing and Communications in Civil Air Patrol is to connect with internal and external audiences to show our national value, manage the brand, and strengthen relationships with key audiences and customers to enable the organization to grow.

The goal of this playbook is to provide a high-level guide to train members who serve in local squadrons as public affairs officers and recruitment officers (adult volunteers and cadets) to host open houses and other public events. This is meant to provide a framework for consistent and intentional communications for these activities.

The squadron's public affairs officer develops and executes the event's marketing program goals and objectives. By using this guide the activity goals will end up aligning with the goals of the wing and the corporation to promote one cohesive nationwide program.

The objective of every Marketing and Communications plan is to raise awareness, engage the target audiences, generate demand, and create an affinity and lasting emotional bond with the brand. The concept behind the playbook template is to coordinate for greater national impact using standardized, properly branded marketing assets and strategies such as images, newsletters, social media postings, etc.

This is a how-to guide for a basic Marketing and Communications plan for open houses and events that outlines the basic activities that should be occurring and how to best execute them.

Using the plan and materials available on the CAP Brand Portal will relieve the burden on commanders, squadron public affairs officers, and squadron staff, and will help the national effort to raise awareness of Civil Air Patrol.

2. Open House

The Squadron Open House is a community engagement event where the squadron opens its doors to the local community to form connections, recruit new members, and spread goodwill. It's an opportunity to showcase what the Civil Air Patrol (CAP) offers by inviting prospective cadets and their families to explore CAP's programs and activities. While precise details may vary, a typical Open House includes static displays, cadet-led talks, presentations on CAP membership, refreshments, and hands-on activities for youth, all designed to provide a welcoming environment and encourage interest in joining the squadron.

The Marketing and Communications program's core competencies described below are the primary contributions to overall mission accomplishment:

Trusted Counsel to Leaders. Deliver candid communication counsel and guidance to the unit commander and leaders at the appropriate levels.

Member Morale and Readiness. Contribute to member morale and readiness by providing members and their families with the activity experience in a brand-appropriate structure in the digital age.

Public Trust and Support. Strengthen the bonds between CAP and the public through open and honest dialogue and engagement that communicates with communities, opinion leaders, decision-makers, donors, and the media.

Brand Persuasion. Directly affect operational and service environments at all levels by engaging the public and members with information that supports and builds a positive CAP narrative.

Organizational Growth. Contribute to growing the organization's membership and donor base through appropriate content.

The Squadron Open House is an essential part of a cadet unit's annual recruitment strategy, designed to attract new members by showcasing the Civil Air Patrol's (CAP) Cadet Program. Conducting an Open House fulfills the unit's requirement to hold at least one recruiting event annually, as specified in CAPP 60-1. The event should be strategically planned around community events, such as airshows or school fairs, to maximize exposure and interest.

The Public Affairs Officer is appointed by the Squadron Commander and is responsible for the overall planning, coordination, and execution of the Open House event. This includes developing the event plan, setting objectives, managing logistics, and coordinating with different team members. The PAO oversees the event setup, schedules activities, manages resources, and ensures that all necessary preparations, such as training the cadet cadre, obtaining materials, and arranging for orientation flights, are completed in a timely manner. The Public Affairs Officer works closely with the PAO to plan and coordinate promotional efforts, engage with community partners, and ensure that the event is well-publicized to attract a diverse group of potential recruits.

More information on best practices for Open Houses, including planning considerations, hosting tips, suggested schedules, and lesson plans, can be found at www.GoCivilAirPatrol.com/GreatStart.

3. Key Messages

The key messages should focus on these primary themes:

- **Support and accentuate the CAP mission:** Volunteers serving America's communities, saving lives, and shaping futures. This encompasses the organization's three major programs: emergency services, aerospace education, and cadet programs.
- **Encampments and Activities:** Encampments are a key part of cadet life. These are typically 7- to 10-day events held during the summer, where cadets develop leadership skills, explore aviation and science, improve mental and physical fitness, and apply CAP's core values of respect, excellence, integrity, and volunteer service.
- **National Cadet Special Activities:** National Cadet Special Activities are designed to give cadets direct hands-on experience with various aspects of the Civil Air Patrol program. These are typically 7- to 10-day events held during the summer, where cadets gain valuable experience and explore potential careers. Activities focus on robotics, flight training, leadership schools, officer training, cyberspace and cybersecurity, search and rescue, honor guard, and more.

Note: When promoting opportunities such as cadet scholarships, National Cadet Special Activities, pilot training and similar programs, it is important to manage expectations appropriately. While these opportunities are valuable and can be transformative, they are second-year (at least) activities that only a small percentage of cadets participate in each year. Focus your messaging on the typical experiences that all cadets and families can expect at the squadron level. Highlight that CAP provides excellent opportunities for those passionate about aviation or other specialized interests, but be cautious not to promise specific outcomes, such as becoming a pilot, attending the International Air Cadet Exchange, or securing an appointment to the Air Force Academy. Instead, emphasize the range of opportunities available and CAP's role in supporting cadets in pursuing their interests and the typical squadron activities.

4. Plan Ahead

One of the first steps in the planning process is the PAO developing a comprehensive plan that will serve as a framework for the activity. This plan will act as the working document and game plan to ensure the event's success.

Decide on how much space you will have available for your displays. Evaluate budget allowances for adding additional creative assets. Determine personnel available to assist.

Advance planning is a very important part of the PAO role for any activity. This planning should be made at least two months out and include the following:

- Train ahead of time. Put together a training brief or slide deck, or both, for your squadron staff to run through. Don't make it long; it should be brief. Include topics such as: being approachable, being friendly, answering questions, and being a good host.
- How will the squadron meeting look? Make an agenda.
- Make a photography "shot list" to use in future open house advertising.
- Create a social media calendar. This is important so that posting is intentional and not just thrown together at the last minute. Base your post subject matter on the schedule of your event.

5. Storytelling

Plan to have your cadet commander and a couple more cadets (e.g., senior NCO and junior NCO) get up in front of the guests and tell their stories about why they joined CAP and what their most memorable experiences have been. Here's what will make this storytelling more noteworthy:

- Good stories must have a human element. These cadets are talking about their personal experiences.
- When cadets talk about what they want to do in the future, it gives both potential cadets and their parents a sense of where the cadet experience may lead.
- Have the cadets tell and show how CAP has helped them mold their career aspirations.
- The cadet stories must have motion (activities), humanity (community service), and show camaraderie (the sense of the squadron as a community).
- When selecting cadets to speak, always look for a hook — the unusual stories such as trips to a particular event, the fifth member of their family to attend an event, disability a cadet is working through, top achieving cadet, family members already in the Air Force (family affair), etc.
- Having multiple cadet storytellers reinforces the overall story of what the cadet experience is.

6. Photography

Photography is the single most important asset produced at activities that has a lasting use for the organization if captured, curated, and processed correctly. Photos can also make or break not only the organization's image but also the story.

- While there is a time and place for group photos, most photos should contain 3-5 people (or fewer) in a well-lit area with something showing the activity in action. This way an outsider will have a good idea what the photo is about.
- Limit the amount of group photos you take — close-up photos are more appealing and interesting. Candid shots are ALWAYS more interesting than posed shots.
- When posting photos on social media, do not upload any more than three to four — pick the top photos from the event and post those.

7. Video

Just like photography, video work has an impact as well. Video work from your activity could be used months to years from now, continuing to tell Civil Air Patrol's story.

- Post-event photography/video
- Create a highlight reel for the event.
- Using popular music tracks for videos violates copyright laws. There are multiple websites where royalty-free music may be downloaded.

8. Social Media

Social media is a great channel to communicate what will happen at the activity. Photography and/or video is a critical part of any social media post (see below). All social media posts should reflect CAP's brand, i.e., CAP logo, CAP colors, mission, etc. (See brand.GoCivilAirPatrol.com).

Best Practice Steps:

- Internal information should not be posted to public channels.
- Protect members by not posting personally identifiable information (PII).
- Create a Facebook Event:
 - To yield the highest level of engagement for recruiting purposes, as a best practice, the squadron should create a Facebook event on its page and add the parent wing as a cohost. This maximizes exposure for the host wing and the event and increases recruitment overall.
- Posting Schedule:
 - Post once a week on the event page leading up to the week before the event, then twice during the week before the open house.

- Social media platform algorithms "punish" accounts that post multiple times daily, reducing the number of people who see the posts. To avoid this, post within the event itself but still try to limit posts to a couple times per week.
 - Post once after the event thanking everyone who attended and inviting them to return.
- Focus on mastering one or two social media channels (Facebook and Instagram are likely the best to start) and then move to another when you feel comfortable. Of the approved social media channels, cadet families are most likely using Facebook, while cadets are most likely using Instagram.
- Good photos or video drive social media engagement, so try to use your most impactful image as the primary one, with no more than three to four photos per post (a few more on Instagram is okay).
- Share, like, or indicate other appropriate (i.e., positive) reactions to someone else's post about your open house.
- And don't forget to use hashtags — a word or phrase preceded by a hash or pound sign (#) and used to identify messages on a specific topic. Any hashtag that includes CAP or Civil Air Patrol in the name must be approved in advance by MAC — send your request to socialmedia@capnhq.gov.
 - Use hashtags when you want to connect posts or pictures back to a related event or topic.
 - Brand hashtags: #CivilAirPatrol #CAPCadet #GoFlyCAP #TotalForce
 - Topic hashtags: #STEM #youth #leadership #fitness #aviation
 - Facebook: use one to three hashtags
 - Instagram: use one to five hashtags

Paid Social Ads or Boosts

If your squadron allows for a budget for social media, it is recommended that you use it for the Facebook event you created.

- This boosting places your event in the feed of people on the platform who do not follow your page.
- You do not have to spend a lot to boost your event. A suggested budget is one dollar per day, 30- 90 days out from the event. If you do not boost the event, you will not get a lot of draw from the public for it.
- When you boost your event, create an audience 20-40 miles around your squadron location; this will limit the exposure and expense to reach audiences that could potentially become new members.

9. Creative Assets

Below are recommended assets for you to consider. It's best to use nationally provided templates for graphics rather than creating something on your own. By using national templates you are certain to stay within branding guidelines.

1. Event Domain - Purchase a vanity domain for your squadron's recruitment use, using services like namecheap.com, godaddy.com, etc. This is solely used as an easy-to-remember URL that redirects to your squadron page or website; it is not used for a separate website.
 - a. These cost \$10-12 for a year at most depending on how you brand your vanity URL.
 - b. It should be short and easy to remember.
 - c. Use your city name, if possible, don't complicate it for your potential guests. This will only be used for your open house and is intended for clear communication only.
 - d. Example: JenksCAP.org or FortWorthCAP.org
 - e. Use the .org domain only. This brings more professionalism to mind than a .com or .net.
 - f. Set your domain to forward to your squadron website, wing landing page, or Bitly Link in Bio page. This page should have a graphical link on it to point to your Facebook event.
 - g. Communicate your domain to your cadets, senior officers, and parents.
2. Event Recruitment Card - Create a business card-size handout for recruiting.
 - a. See Addendum 1 - Event Recruitment Card
 - b. Use the template on the Brand Portal (brand.goCivilAirPatrol.com)
 - c. Edit the template with your squadron information. The card is just a reminder to check it out.
 - d. It should include your event domain and a QR code.
 - e. These can be ordered on Vistaprint inexpensively, 1500 for \$36.
3. Event Flyer - Create a high-quality, CAP brand-positive invitation graphic for texting and emailing to invitees.
 - a. See Addendum 2 - Event Flyer
 - b. Use the template on the Brand Portal (brand.goCivilAirPatrol.com)
 - c. Edit the template with your squadron information. The flyer can be used as a textable image or as a handout. It is just a reminder to check out the event.

- d. It should include your event domain and a QR code.
- 4. National Brochures - Use the professionally branded brochure handouts provided by MAC.
 - a. See Addendum 3 - National Brochures
 - b. These are available to order by PAOs in the Material Orders section of eServices.
- 5. National Posters - Use the professionally branded flyers designed by MAC.
 - a. See Addendum 4 - National Flyers
 - b. Use the templates available on the Brand Portal (brand.goCivilAirPatrol.com)
- 6. National Banners - Use one of the professionally branded banners designed by MAC.
 - a. See Addendum 5 - National Banners
 - b. Use the templates available on the Brand Portal (brand.goCivilAirPatrol.com)
- 7. National Pop-up Banners - Use one or more of the professionally branded pop-up banners designed by MAC.
 - a. See Addendum 6 - National Pop-up Banners 34 x 81"
 - b. Use the templates available on the Brand Portal (brand.goCivilAirPatrol.com)
- 8. National Tabletop Program Banners - Use one or more of the professionally branded pop-up banners designed by MAC.
 - a. See Addendum 7 - National Tabletop Program Banners 11 x 20"
 - b. Use the templates available on the Brand Portal (brand.goCivilAirPatrol.com)
- 9. Branded Event Flags - Use nationally branded event flags to grab attention
 - a. See Addendum 8 - Nationally Branded Flags
 - b. Use the templates available on the Brand Portal (brand.goCivilAirPatrol.com)
- 10. National Photo Foam Storyboards - Use the MAC-designed foam photo storyboards to display key elements of various programs. These storyboards use lightweight,** foam core panels** as a base. Images and text are then mounted onto the foam core, perfectly visualizing the key elements of our programs.
 - a. See Addendum 9 - National Photo Foam Storyboards 9.8 x 7.8"
 - b. Available on the Brand Portal (brand.goCivilAirPatrol.com)

11. Bitly Link in Bio - To help facilitate the customer's journey, it is recommended that you create a Bitly Link in Bio page. This page is a launching point, designed for mobile devices that links to specific details on a wing website or squadron landing page. The launching point streamlines the journey so the customer is not lost on a website.
- a. See Addendum 10 - Event Bitly Link in Bio
 - b. You can forward your squadron's domain or your SiteViz domain to this page. Examples: cityCAP.org or okwg.cap.gov/info.
 - c. Keep the links limited. Remember that this is informational only for the public. A good practice is no more than seven links.

10: Marketing

Below are recommended marketing practices to make the most of your event reach.

Facebook Event

1. Setup – Create your event either on your squadron Facebook page or partner with your wing PAO for an event on the wing page if squadrons do not have individual pages. If the event is created on a squadron page, you will need to add the wing page as a co-host.
 - a. See Addendum 11 - Facebook Event Description
 - b. Add all of the dates of the open house to the event.
 - c. The event header image should be 1920 x 1080 pixels. It should be a clean design. Details like date, location, etc. do not need to be in the image as it is part of the event setup itself. The design should have the Civil Air Patrol logo and does not need the unit emblem. Remember the unit emblem should be in the profile picture. See Addendum 12 - Facebook Event Header Image.
 - d. Send all squadron members and parents an invitation to the event, either by direct invite or other discussion means. Communicate the importance of squadron members joining the event and sharing the content on their personal pages. Activity breeds excitement and involvement yields results.
2. Scheduled Postings – You must post regular content. Nothing will kill your event more than stagnation. Schedule no more than two posts each week before the event. Split the schedule evenly if you do more than one post — for example, two days after your last meeting and two days before the next meeting. You do not want to spam the social pages of your potential guests.
 - a. See Addendum 13 - Scheduled Postings
 - b. Posts should include 1-3 images, be engaging, and follow the storytelling, photography, and video best practices in this pamphlet.
 - c. Post high-quality Civil Air Patrol videos and graphics. Remember that you MUST portray the brand in the proper light.

- d. Use Meta Business Manager to create the post mockup. Include a short blurb inviting guests. Be sure to toggle the mobile view and keep your domain link above the “see more” line.
 - e. Encourage members to share.
 - f. Post interesting information about your squadron. What makes it unique? What makes it a fun place to be?
 - g. Develop brand-positive images for posts related to encampments and summer activities, cadet leadership development, aerospace education, emergency services training, orientation flights, etc.
 - h. Your target youth audience may not be on Facebook, but their parents and grandparents will be. Target your posts accordingly.
3. Facebook Ad Boosting – If you have the budget to boost your event, it is highly recommended that you do so. You don't have to spend a ton of money. We recommend that you spend at least \$1/day for 30 days. You can scale your ad as much as you wish to.
- a. Boost your event itself on Facebook, not a post that you create for it. This will drive traffic to the event.
 - b. You can get into the targeting specifics of the ad if you wish, but we recommend you let Facebook do all of the work for you. The only exception is the radius. A 60-90 mile radius limit from the city the squadron is located in is recommended to focus budget dollars on those people closer to your squadron.

Invitations

- a. See Addendum 14 - Invitations
- b. One of your strongest tools for inviting is your current youth. Make it a competition, if you get a certain number of 12-18-year-old visitors for the open house you'll schedule a pizza party, movie night, or something similar. Motivate them!
- c. Engage parents to help spread the word in groups they are a part of.
- d. Invite your local military community, retired and local active duty.
- e. Invite local homeschooling groups.
- f. Invite local community groups.
- g. Invite local JROTC programs.
- h. Invite local school boards and other school officials. This invitation should focus on the opportunity to learn about the AEM program. They will show up and if they have youth at home, they will bring them, so encourage them to do so.

Press Releases and Media Advisories

Press releases and media advisories should not be the end-all of your open house PR campaign; they are a small part of the overall mechanics of marketing. They are not the critical part. Social, radio, and local school contacts should be your primary focus.

- a. See Addendum 15 - Media Advisories
- b. See Addendum 16 - Press Releases
- c. Media advisories should be sent at least five days prior to the event and must be newsworthy in some way in order to grab their attention. Advisories are different from releases. An advisory is just the specifics – who, what, when, where, why.
- d. You may choose to send a press release after your event. The release should be reviewed by the wing PAO before being sent to the media.

Radio PSAs

- a. Check with local radio to see if they can offer an opportunity for an on-air interview.
- b. If they do not offer the interview, send the approved radio PSAs located on the Brand Portal (brand.goCivilAirPatrol.com)

TV Station Interviews

- a. Send media advisory to local TV morning shows with your invite. If they decide it's a story worth covering, either a reporter will show up to report on the event or you will be invited for an on-air interview segment.

Community Calendars

- a. Do your homework. Most media websites (radio, TV news, and newspaper) have community calendars. Add your open house dates to these community calendars. Be sure to add as much detail as you can, such as the Facebook event description. When possible, add photos including your event invitation image. Always include the squadron/event domain for your event.

Members

- a. Give a stack of the event recruitment cards to every squadron member (see Addendum 1). Encourage members, especially cadets, to hand them out to friends, classmates, and neighbors. They tend to draw like-minded potential members. Encourage cadets to hand them out at school or in other groups they are involved in.

Support Requests

- a. See Addendum 17: Sample Support Request Letter
- b. See Addendum 18: Sample Support Letter Attachment
- c. See Addendum 19: Sample Support Letter Fact Sheet Attachments

- d. Possible people to contact to request a support letter include: elected officials, the local Chamber of Commerce, Rotary and other service clubs, community and business leaders.
- e. Officials and leaders may ask for a written sample of what you expect from them. Provide them with it upfront to improve your chance of getting something back. They will edit if they see fit.
- f. Include the current CAP NHQ Fact Sheet and your wing's current wing report, available on the Brand Portal (brand.goCivilAirPatrol.com). The sheet will provide nuggets that officials may choose to copy and paste into their letters. This is a win, as they will better understand what CAP is.
- g. Asking for a support letter does two things. First, it creates a sense of partnership with the individual you are asking. Second, it plants the idea of attending your event on one of the dates. The support letter request should also include an invitation to attend the open house.
- h. Your squadron PAO should be the contact person for officials and community leaders. The PAO is the designated spokesperson for the unit. If you don't have a PAO, then your squadron commander is the point of contact.
- i. Be sure your email signature complies with the directions at brand.goCivilAirPatrol.com
- j. Chamber of Commerce

11: Event Planning

Below are recommended event planning practices to make the most of your displays at the open house. Tailor the tables, sizes, etc. based on available space and budgetary considerations.

- 1. Brief – Your open house schedule should be focused on specifics. Do not try and cram all that Civil Air Patrol is and does into one two-hour event. You will not cover it all and what you do cover will not be done with excellence.
- 2. Displays – Set up tables with professional-looking displays. Materials are available on the Brand Portal (brand.goCivilAirPatrol.com) and can be printed at local or online print shops.
 - a. Have cadets staff the tables and do mini-talks on the subject matter, with them on the guest's side. This is important, do not put people behind tables. You want this to be personal, not transactional. The professionalism of cadets talking about their passions will sell the program more than anything. Have adults mingling/escorting parents/guests.
 - b. Use plain Navy blue tablecloths if possible.
 - c. Cadet Programs (six feet) see Addendum 20: Sample Cadet Program Display
 - i. It's important to not have a bunch of paper. Include things people can pick up and look at. Ideas to add to the table include:

- ii. CP Brochure, see Addendum 3.
 - iii. National Tabletop Program Banner, see Addendum 7.
 - iv. National Photo Foam Storyboard, see Addendum 9.
 - v. Uniform samples, insignia samples, and other training samples.
 - vi. One or two of the 6-foot pop-up banners from Addendum 6.
 - vii. 5-10 recruitment cards from Addendum 1.
 - viii. Activity Memorabilia that anyone has earned and is willing to put on display
- d. Aerospace Education (six feet) see Addendum 21: Sample AE Display
- i. Tabletop activity pop-up banners, see Addendum 7.
 - ii. National Photo Foam Storyboard, see Addendum 9.
 - iii. STEM Kit samples, AEX props, etc
 - iv. One or two of the 6-foot pop-up banners from Addendum 6.
 - v. 5-10 recruitment cards from Addendum 1.
- e. Emergency Services (six-twelve feet) see Addendum 22: Sample ES Display
- i. It's important to not have a bunch of paper. It is recommended to use a couple of the ES-related info sheets to describe important aspects of the program related to your unit.
 - ii. Tabletop activity pop-up banners, see Addendum 7.
 - iii. One or two of the 6-foot pop-up banners from Addendum 6.
 - iv. 5-10 recruitment cards from Addendum 1.
 - v. 24, 48, or 72-hour ground team kit, direction-finding equipment, other tools
- f. Leadership Table (six feet) see Addendum 23: Sample Flight Display
- A table showing a collection of flight-related materials and displays for orientation flights, flight academies, etc.
- i. Tabletop activity pop-up banners, see Addendum 7.
 - ii. National Photo Foam Storyboard, see Addendum 9.
 - iii. Flight headset, sectionals, and other related items.
 - iv. One or two of the 6-foot pop-up banners from Addendum 6.
 - v. 5-10 recruitment cards from Addendum 1.

- g. Static CAP aircraft, if the events are at an airport
- 3. Schedule – Schedule your event dates with a specific activity topic to focus on during the meeting night.
 - a. Activities to consider are aerospace education, leadership development, emergency services, etc.
 - b. The meeting should be mainly for people to meet and greet and participate in hands-on activities. You do not want to bore your guests with an hour-long classroom instruction.
- 4. Content/Makeup – Do not plan to touch on everything CAP has to offer. You want your people to sell the program, not a deluge of facts.
 - a. Print an agenda to display in an acrylic sign at the sign in table. Include a topical list of what is coming in the following weeks. This makes you professional, and it shows respect for their time. It also gives you a set schedule to go by and something to entice them to return in the following weeks.
 - b. Have your night start with a mingle, allowing visitors to walk the display area looking over materials at your tables. Give 30-45 mins of mingling and browsing time to allow for late comers to arrive. The important thing is that they get to experience your greatest asset, your people.
 - c. As people migrate from the mingling to the presentation, chatter will commence. To get control of the audience, dim the lights and start by showing the video PSA found on the Brand Portal (brand.goCivilAirPatrol.com).
 - d. Begin with a brief overview of Civil Air Patrol, using the CAP 101 slide deck found on the Brand Portal (brand.goCivilAirPatrol.com).
 - e. Hold a short hands-on activity, if possible, around the night's topic, 15 minutes max.
 - f. Form up your cadet corps and conduct no more than 10 minutes of drill, a drill-down is recommended. Invite your youth-aged guests to participate.
 - g. End the night with additional mingle time, inviting visitors to ask questions in the table area. This should take another 30 minutes to an hour, depending on your meeting length.

Attachment 1: Addendums

Below are recommended event planning practices for you to consider, all of which can be found on the Brand Portal under Resources & Templates.

1. **Addendum 1 – Event Recruitment Card**
Available at brand.goCivilAirPatrol.com



2. **Addendum 2 – Event Flyer**
Available at brand.goCivilAirPatrol.com

The image shows a promotional flyer for a Civil Air Patrol event. At the top left is the Civil Air Patrol logo (a stylized 'V' shape) and the words 'CIVIL AIR PATROL'. On the right, a young cadet in uniform is shown in a crawling position on grass. Below the cadet, text indicates the event date and time: 'SEPT. 8, 2023 6-8 PM'. A white box on the right lists 'FEATURES' including STEM Activities, Aircraft, Cadet Drill Display, Exhibits, Career Exploration, Flight Simulators, and Information. At the bottom, there are three images: a female cadet in uniform standing in front of an aircraft, a QR code, and another female cadet in uniform saluting. The website 'okwg.cap.gov/joincap' is listed at the bottom.

CIVIL AIR PATROL

OPEN HOUSE & FLY-IN

Join us for adult, youth, and educator opportunities.

FEATURES

- ✓ STEM Activities
- ✓ Aircraft
- ✓ Cadet Drill Display
- ✓ Exhibits
- ✓ Career Exploration
- ✓ Flight Simulators
- ✓ Information

okwg.cap.gov/joincap

3. Addendum 3 – National Brochures Available in Materials Orders on eServices

JOIN US VOLUNTEERS SERVING COMMUNITIES

FLY WITH US AIR FORCE AUXILIARY AIRMEN

TEACH WITH US AVIATION, SPACE, AND CYBER

LEAD WITH US SHAPING TOMORROW'S LEADERS TODAY

CADET PROGRAM SHAPING FUTURES

YOUTH 12-18

ADULT MEMBERS

PILOTS & AIRCREW

EDUCATORS

4. Addendum 4 - National Flyers
Available at brand.goCivilAirPatrol.com



5. **Addendum 5 - National Banners**
Available at brand.goCivilAirPatrol.com



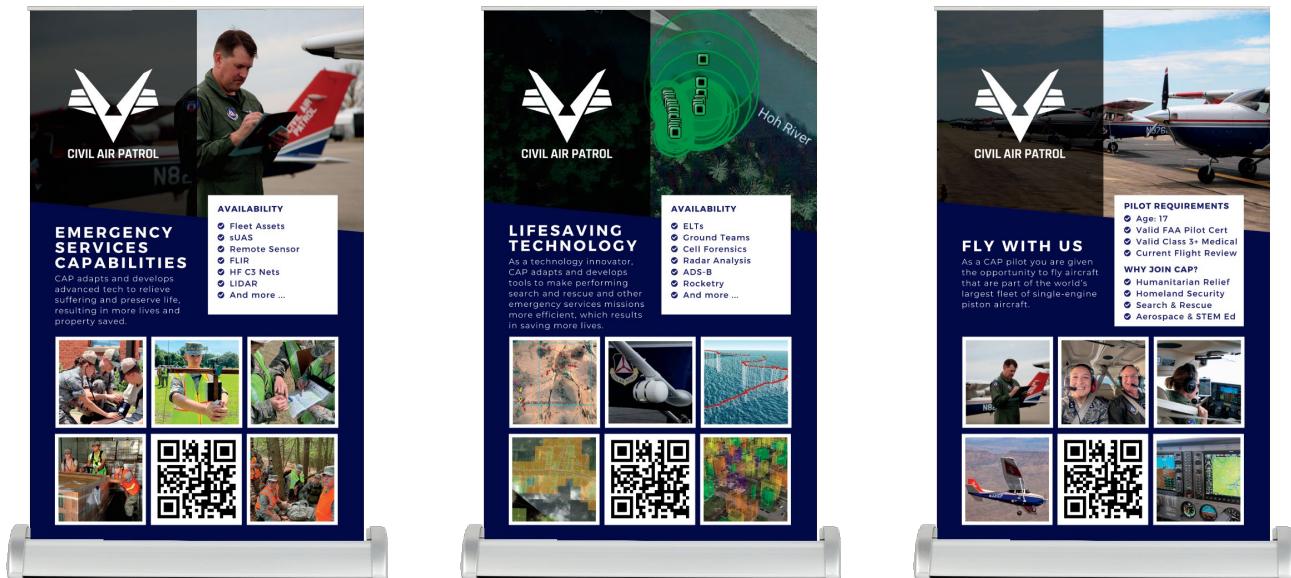
6. Addendum 6 – National Pop-up Banners
Available at brand.goCivilAirPatrol.com



7. Addendum 7 – National Tabletop Program Banners

Available at brand.goCivilAirPatrol.com

Emergency Services Related



Aerospace Related



Cadet Programs Related

CADET PROGRAMS
Today's cadets become tomorrow's leaders through the fun, challenge, adventure, and teamwork that make the Civil Air Patrol experience unlike anything else.

OPORTUNITIES

- Orientation Flights
- Mission Support
- Robotics
- STEM education
- Leadership
- Hockey
- Many more ...

NATIONAL ACTIVITIES
Cadets have access to more than 100 summer and winter activities throughout the nation.

ACTIVITIES

- Encampments
- Flight Academies
- Cadet Officer School
- STEM Academies
- Cyber Academies
- Medical Academies
- Many more ...

Flight Related

FLIGHTS FOCUS ON

- Basic Maneuvers
- Aircraft Instruments
- Weather
- A Detailed Syllabus
- Five Powered Flights
- Five Glider Flights
- And more ...

FLIGHT ACADEMIES
These are CAP's premier cadet flight experiences. As soon as earning a slot at an academy is a tremendous honor that sets a cadet on their aviation career.

REQUIREMENTS

- 16 Years of Age
- Encampment
- Ground Handling
- Student Pilot
- Valid Class 3 Medical
- And more ...

8. **Addendum 8 – Branded Event Flags**
Available at brand.goCivilAirPatrol.com



9. **Addendum 9 – National Photo Foam Storyboards**
Available at brand.goCivilAirPatrol.com

Aerospace Activities Foam Storyboard



Cadet Programs Foam Storyboard

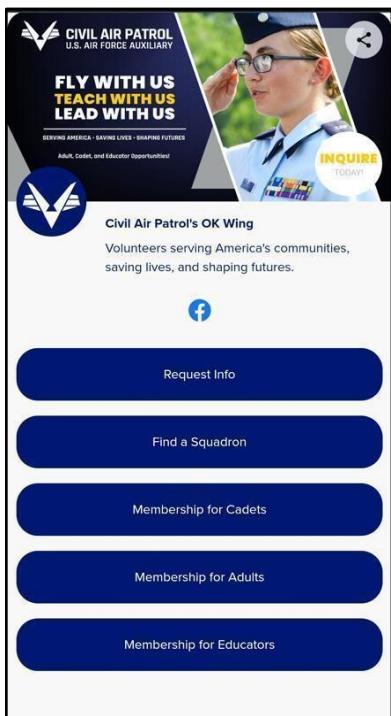


Flight Activities Foam Storyboard



10. Addendum 10 – Event Bitly Link in Bio

Available at <https://bitly.com/>



11. Addendum 11 – Facebook Event Description

In Civil Air Patrol, cadets focus on Emergency Services, Aerospace Education, Safety, Character Development, Leadership, and Fitness. As they learn about these areas, they advance through a series of achievement levels, earning honors and increased responsibilities along the way.

Civil Air Patrol has been an integral start for many astronauts, pilots, engineers, and scientists. Home-schooled cadets can even earn high school credits for their work in the program.

The open house event is a great opportunity for people who are interested in aviation or community service to learn more about Civil Air Patrol and what it offers. The event will take place at the Fort Worth Composite Squadron headquarters, located at 3300 Ross Ave, Fort Worth, TX 76106

During the event, attendees will have the chance to meet with current members of the Fort Worth Composite Squadron and learn more about their experiences in Civil Air Patrol. They will also have the opportunity to participate in various activities, including a tour of the squadron headquarters, a demonstration of the squadron's search and rescue equipment, and a briefing on Civil Air Patrol's emergency services and aerospace education programs.

Visitors who are interested in joining can begin their membership process on this date.

For more information, go to fortworthcap.org

12. Addendum 12 – Facebook Event Header Image Example



13. Addendum 13 – Scheduled Postings Examples

 Oklahoma Wing, Civil Air Patrol (Riverside Composite Squadron) ...
September 28, 2022 - 

Join us for STEM activities at our Civil Air Patrol open house. Get the details at:
<http://okwg.cap.gov/jenks>

Schedule your visit today!


CIVIL AIR PATROL
U.S. AIR FORCE AUXILIARY



**SCHEDULE
A VISIT
TODAY**

Join Civil Air Patrol today and combine your passion for aviation and desire to serve our nation as a force for good.

OPEN HOUSE
Oct 3, 6:00pm - 8:30pm
Tulsa Technology Center, Riverside Campus


rvscap.org

OKWG.CAP.GOV
Jenks 
Jenks Civil Air Patrol supporting emergency response, aviation and ground s... Learn more



Oklahoma Wing, Civil Air Patrol is at Tulsa Tech.

Published by Brandon Lunsford · Just now · Tulsa · 3

...

We're thrilled to extend a warm invitation to our Open House and New Member Interest event at Tulsa Tech's Riverside Campus! 🎉✈️ Whether you're passionate about aviation, community service, or leadership development, this is the perfect opportunity to discover the incredible opportunities waiting for you.

📅 Date: April 22

🕒 Time: 6:30 p.m. to 9:00 p.m.

📍 Location: Tulsa Tech's Riverside Campus

What to Expect:

- 🌟 Meet our dedicated CAP members and learn about their experiences.
- 🌟 Explore the exciting world of aerospace education and hands-on training.
- 🌟 Discover how you can make a positive impact through community service.
- 🌟 Get insights into leadership development and personal growth opportunities.

Whether you're a potential new member or a supporter interested in our mission, we welcome you to join us for a day of inspiration and camaraderie.



MON, APR 22 AT 6 PM

Open House and New Member Interest

Tulsa

3 Going · 1 Interested

14. Addendum 14 – Invitations

Good afternoon,

Your local Civil Air Patrol squadron in the [city] area will be holding an open house on [date] at [location] from [time start] to [time end]. We cordially invite you to attend as we discuss Civil Air Patrol's history and accomplishments.

[Add a small blurb about your history to make it personal such as the following:

I have been a volunteer member of the Civil Air Patrol for nearly 10 years now. My heart is in the cadet program and I continue to serve because I have seen it change the lives of my two children and set them on the paths they are on today. I am excited about the opportunity for the program to reach out to the Jenks, Bixby, and South Tulsa areas, affecting the lives of the youth in these areas as it has my own family.]

I look forward to your RSVP for our event and I thank you for your support.

Very Respectfully,

[Be sure your email signature complies with the directions at brand.goCivilAirPatrol.com]

15. Addendum 15 – Media Advisory

Who: Civil Air Patrol's [squadron name]

What: Open House

Where: [Address]

When: [Date], [Time, including time zone]

Why: The public is invited to learn more about Civil Air Patrol's dynamic and engaging cadet and adult programs. Members of the squadron will be present to greet visitors and explain CAP's missions for America. The event will kick off with a brief presentation of Civil Air Patrol's programs and continue with various activities each evening.

[Be sure your email signature complies with the directions at brand.goCivilAirPatrol.com]

16. Addendum 16 – Press Release

a. Civil Air Patrol Squadron Plans Open House

[City name, state abbreviation] — The [squadron name] Squadron, a local Civil Air Patrol unit, is hosting an open house on [date] at [location] from [time start] to [time end].

The public is invited to learn more about Civil Air Patrol's dynamic and engaging cadet and adult programs. Members of the squadron will be present to greet visitors and explain CAP's missions for America. The event will kick off with a brief presentation of Civil Air Patrol's programs and continue with various activities each evening.

Youth between the ages of 12 and 18 can join the award-winning program as cadets, although there are also plenty of opportunities for adults over 18 as well. In many instances, cadets can recruit their parents or other family members once the adults see what's available to them, making the family aspect of CAP unique. Volunteers don't have to be pilots or veterans. Members come from all walks of life and there is a place in CAP for most everyone. We need teachers, accountants, human resources specialists, marketers, medical personnel, and more. If you have an interest in emergency services or search and rescue, aerospace, STEM, or leadership training, CAP is the place for you. It's not just about flying.

The open houses will cover an overview of Civil Air Patrol and its missions, the cadet program's drill and ceremonies, physical training program, and aerospace education with STEM kits, flight simulators, model rocketry, and Civil Air Patrol aircraft on-site. There will also be an overview of emergency services capabilities including ground teams, search and rescue and disaster relief, hands-on ES fun activities, and more.

The origins of the Civil Air Patrol story began in 1936, when Gill Robb Wilson, World War I aviator and New Jersey director of aeronautics, returned from Germany convinced of impending war. Wilson envisioned mobilizing America's civilian aviators for national defense. The proposal for a Civil Air Patrol was approved by Commerce, Navy, and War departments and CAP national headquarters opened its doors Dec. 1. In January 1942, U-boats started attacking the shipping lanes along our east coast. By June, enemy attacks destroyed nearly 400 merchant vessels and oil tankers off the U.S. Atlantic coastline, often within sight of our shores. Civil Air Patrol was called into action by a short-handed military. With privately owned airplanes armed with light bombs, civilian volunteers became the eyes of the home skies, flying a total of 244,600 hours patrolling and safeguarding America's coastline, aiding the safe movement of war material to the battlefields of Europe and the Pacific. Today's Civil Air Patrol may look different, but its core remains the same. We are volunteers serving America's communities, saving lives, and shaping futures.

To learn more about Oklahoma's Civil Air Patrol visit, okwg.cap.gov.

[Insert the latest boilerplate from brand.goCivilAirPatrol.com]

[Be sure your email signature complies with the directions at brand.goCivilAirPatrol.com]

17. Addendum 17 – Sample Support Request Letter

Good afternoon,

Your local Civil Air Patrol squadron in the [city] area will be holding an open house on [date] at [location] from [time start] to [time end]. We cordially invite you, or a member of your staff, to attend as we discuss the history and accomplishments of Civil Air Patrol. If you would like to say a few words, please let me know and I will add you to the evening's agenda.

Additionally, we are cataloging support for our unit and would very much appreciate a letter of support from your office. Attached is a sample letter in Word format for your benefit, as well as a statistical report for our wing and for Civil Air Patrol. If you would not mind writing a letter or using content from the attached, I would most appreciate it.

[Add a small blurb about your history to make it personal, such as:

I have been a volunteer member of Civil Air Patrol for nearly seven years now. I continue to serve as the Public Affairs Officer for the Oklahoma Wing. My heart is in the cadet program where I have seen it change the lives of my two children and set them on the paths they are on today. I am excited about the opportunity for the program to reach out to the Jenks, Bixby, and South Tulsa areas, affecting the lives of the youth in these areas as it has my own family.]

I look forward to your RSVP for our event and I thank you for your support.

Very Respectfully,

[Be sure your email signature complies with the directions at brand.goCivilAirPatrol.com]

18. Addendum 18 – Sample Support Letter Attachment

Include the following as a sample in a separate Word document.

Include the following at the top of the letter.

SAMPLE LETTER FROM A SUPPORTER OF A CIVIL AIR PATROL [CITY] AREA SQUADRON.

PLEASE USE THE CONTENT BELOW AS IS, TO PULL FROM, OR AS INSPIRATION FOR YOUR SUPPORT LETTER.

PLEASE PRINT ON LETTERHEAD FOR YOUR OFFICE AND EMAIL A COPY TO

Commander, [Squadron Name]
Civil Air Patrol, U.S. Air Force Auxiliary

Dear sir or ma'am,

Civil Air Patrol has had a great impact on the youth of our area, our future leaders. I can attest to the values that the CAP Cadet Program brings to a young person's life and to the extent to which it prepares our youth for what lies ahead. The STEM, aerospace education, and leadership education Civil Air Patrol provides in other parts of the city has had an immeasurable effect on the future leaders of our communities.

I am very interested in continuing to bring these values and this program to the [City Name] area. I fully support the efforts of the [Squadron Name] to provide youth development and emergency services capabilities to the community of [City Name] and State of [State Name].

Thank you for your willingness to shape the lives of young people who are the future of America. The lessons they are learning through you are lessons they will remember when it is time for them to show selfless sacrifice.

Civil Air Patrol cadets are some of the brightest, most disciplined young people I have ever met. As an American and leader who actively seeks to protect our culture and standards, I am extremely encouraged about what is being accomplished in this program. We need more cadets like this. We need more programs like this.

Sincerely,

SENDER'S NAME
Duty Title

[Be sure your email signature complies with the directions at brand.goCivilAirPatrol.com]

19. Addendum 19 – Sample Support Letter Fact Sheet Attachments

FACT SHEET | 2024

CIVIL AIR PATROL
U.S. AIR FORCE AUXILIARY

**Civil Air Patrol:
A Force for Good**

About CAP

Civil Air Patrol is a congressionally chartered, Federally funded, 501(c)(3) nonprofit corporation and the civilian auxiliary of the U.S. Air Force.

Operating in all 50 states, Puerto Rico, and the District of Columbia, and serving communities nationwide, CAP's aviation-connected, diverse volunteer professionals and engaged community members from a wide range of backgrounds and professions perform Air Force-assigned missions as a Total Force partner. These missions include search and rescue and other emergency services, as well as disaster response, which CAP conducts for states and local communities as a nonprofit organization.

Civil Air Patrol's missions involve highly skilled personnel, low-cost aircraft and vehicles, specialized communications, advanced imaging capabilities, and other technologies. CAP's core cadet and aerospace education programs are also highly effective, providing a variety of innovative youth development initiatives and award-winning aerospace/STEM education resources.

Returning \$3.70 in value for every \$1 spent, CAP provides unequalled value to our communities, states, and nation as a force for good.

[GoCivilAirPatrol.com](#) [CAP.news](#)
CAP National Headquarters:
105 S. Harrell St., Bldg. 714
Maxwell AFB, AL 36112-5937
877-227-9142

*Volunteers Serving America's Communities,
Saving Lives, and Shaping Futures.*

Measuring Our Impact

65K+ Volunteers
Consists of a diverse organization of more than 65,000 volunteer youth and adult members in 1,416 squadrons nationwide.

\$253M+ Value of Service
Contributed \$253,199,495 in volunteer service hours in 2023, which represents a 3.71% return on investment for the year.

60 Lives Saved
Saved 60 lives through Air Force-assigned search and rescue efforts in 2023, thanks in large part to the assistance of CAP's National Cell Forensics and Radar Analysis teams.

540+ Powered Aircraft
Operates the largest fleet of single-engine piston aircraft in the world, with 540 aircraft available.

101K+ Flight Hours
Flew 101,384 hours in 2023, conducting Air Force-assigned missions as well as providing critical support for states and communities.

37K+ Orientation Flights
Provided 37,356 orientation flights to CAP cadets, as well as Air Force ROTC and Junior ROTC cadets.

484K+ STEM Impact
Impacted more than 484,319 youth through CAP's STEM Kit education program.

OKLAHOMA WING | 2023

CIVIL AIR PATROL
U.S. AIR FORCE AUXILIARY

The Oklahoma Wing hosted the 2023 Southwest Region National Flight Academy in June, resulting in the solo flights of these 14 Civil Air Patrol cadets.

Oklahoma National Flight Academy: A Story of Youth Aviation

The Oklahoma Wing hosted Civil Air Patrol's Southwest Region National Flight Academy, a week-long program that provided cadets with the opportunity to learn about aviation and potentially earn their solo wings.

During the week, cadets attended ground school classes on subjects like aerodynamics, navigation, and meteorology and experienced orientation flights with CAP flight instructors to get a feel for the controls of an aircraft.

The highlight of the week for many was the solo flight. After completing the required training, cadets were given the opportunity to fly without an instructor for the first time — both a nerve-wracking and exhilarating experience that does wonders to boost confidence and commitment.

The academy is more than just a flight training program; it's also a chance for cadets to learn about teamwork, leadership, and perseverance. They work together to complete tasks, support each other through challenges, and celebrate each other's successes.

The week "is a life-changing experience for many cadets," said Col. Aaron E. Oliver, Oklahoma Wing commander. "It gives them the knowledge and skills they need to pursue their dreams of becoming pilots. But it also gives them something more: a sense of pride and belonging."

For the participating cadets, the sky's the limit. They have the potential to become commercial pilots, military pilots, or even astronauts. But no matter what path they choose, they will always cherish their memories of the academy.

20. Addendum 20 – Sample Cadet Program Display



a. Cost of items

- i. Cadet Programs pop-up: \$38
- ii. Summer Activities pop-up: \$38
- iii. Cadet Activities foam board photo collage: \$27 (plus stand)
- iv. Recruitment cards: \$1.50
- v. Total cost: \$104.50

b. Other recommendations for the table:

- i. Insignia
- ii. Uniform items
- iii. Leadership books
- iv. Other items you think are appropriate

21. Addendum 21 – Sample AE Display



a. Cost of items

- i. Aerospace Summer Activities pop-up: \$38
- ii. Aerospace Excellence pop-up: \$38
- iii. Aerospace Activities foam board photo collage: \$27 (plus stand)
- iv. Recruitment cards: \$1.50
- v. Total cost: \$104.50

b. Other recommendations for the table:

- i. Model rocketry items
- ii. Drones
- iii. Stomp rockets
- iv. Remote controlled planes
- v. Other items you think are appropriate

22. Addendum 22 – Sample ES Display



a. Cost of items

- i. Emergency Services Capabilities pop-up: \$38
- ii. Lifesaving Technology pop-up: \$38
- iii. Fly With Us pop-up: \$38
- iv. Recruitment cards: \$1.50
- v. Total cost: \$115.50

b. Other recommendations for the table:

- i. Sectionals
- ii. Dummy ELT / LPER
- iii. 24-Hour Bag
- iv. Other items you think are appropriate

23. Addendum 23 – Sample Flight Display



a. Approx Cost of items

- i. Orientation Flights pop-up: \$38
- ii. Flight Academies pop-up: \$38
- iii. Activities foam board photo collage: \$27 (plus stand)
- iv. Recruitment cards: \$1.50
- v. Total cost: \$104.50

b. Other recommendations for the table:

- i. Flight Headset
- ii. Sectionals
- iii. Other Related Items
- iv. Other items you think are appropriate