



RECRUITMENT & OPEN HOUSE PROGRAM

2026/2027

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SECTION 1: INTRODUCTION

The purpose of Marketing and Communications in Civil Air Patrol is to connect with internal and external audiences to demonstrate our national value, manage the brand, and strengthen relationships with key audiences and customers, enabling 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, intentional communication for these activities.

The squadron's public affairs officer develops and executes the event's marketing program goals and objectives. By using this guide — and the attached plan template — the activity goals will align with the goals of the wing and the corporation to promote a cohesive nationwide program.

The 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, honest dialogue and engagement 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.

SECTION 2: PLAYBOOK CONTENTS

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.

The playbook includes the following sections to be reviewed by the unit PA staff:

- Part 1: Key Messages. This section describes the key messaging the event should focus on.
- Part 2: Plan Ahead. This section analyzes the activity's marketing and communications objectives and strategies, including identified measures of success.
- Part 3: Best Practices - Storytelling. This section details tips to make the messaging noteworthy.
- Part 4: Best Practices - Photography. This section provides guidance to capture long-lasting imagery for the organization.
- Part 5: Best Practices - Video. This section provides guidance to capture long-lasting video for the organization.
- Part 6: Best Practices - Social Media. This section provides guidance for posting to public social media channels.
- Part 7: Best Practices - Paid Social Ads. The section provides guidance for increasing activity reach through paid advertising.
- Part 8: Best Practices - Creative Assets. This section details optional creative assets based on the event budget.
- Part 9: Best Practices - Marketing. This section recommends marketing practices to maximize event reach.
- Part 10: Best Practices - Event Planning. This section recommends event planning practices to make the most of your displays.
- Part 10: Addendums.

SECTION 3: PLAN

- Senior Member application Processor
 - Should bring a printer with plenty of paper and ink to process adult applications.
 - Applications should be typed up on a computer, then printed out.
 - Another senior member should be doing fingerprinting.
 - Once the application packet is completed, **we** mail it as a bundle to NHQ with tracking information.
- Cadet Application Processor
 - Laptops will be needed
 - <https://www.capnhq.gov/CAP.MembershipSystem.Web/CadetOnlineApp.aspx>
- Aerospace Education Table
 - Two Cadets focusing on aerospace
- Emergency Services Table
 - Two cadets and a senior member focusing on Emergency Services
- Cadet Programs and Flight Table
 - Two cadets and a senior member focusing on the cadet program and flight
- Squadron Leadership Table
 - Table dedicated to awards or achievements by cadets or the squadron.

SECTION 4: HOW-TO GUIDE FOR OPEN HOUSES AND EVENTS

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.

Part 1: 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.

Part 2: Plan Ahead

One of the first things to do is develop a plan that creates a framework for the activity. This is the working document you will use as your game plan to ensure mission 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; keep it brief. Include topics such as being approachable, 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 the posting is intentional and not just thrown together at the last minute. Base your post's subject matter on your event's schedule.

Part 3: Best Practices - 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 include motion (activities), humanity (community service), and camaraderie (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, a top-achieving cadet, family members already in the Air Force (family affair), etc.
- Having multiple cadet storytellers reinforces the overall narrative of the cadet experience.

Part 4: Best Practices - Photography

Photography is the single most important asset produced at activities, with 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 feature 3-5 people (or fewer) in a well-lit area, with something that shows the activity in action. This way, an outsider will have a good idea what the photo is about.
- Limit the number 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 more than three to four—pick the top photos from the event and post those. For encampments, the social media post should include a shortened link (using software such as bitly.com or [TinyURL.com](https://tinyurl.com)) to the wing's activity blog, in the SiteViz news section on the wing website, detailing the activity's events, and then further link out from that blog to the SmugMug folder where all the encampment photos are located. NCSAs may work with CAP/MC when national posts are needed and may post to their NCSA social media channels. See the social media best practices below for more details.

Part 5: Best Practices - Video

Just like photography, video work has an impact. Video from your activity could be used for months to years to come, 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.

Part 6: Best Practices - Social Media

Civil Air Patrol's public communications program is governed by CAPR 190-1 and applicable Interim Change Letters. Squadron personnel shall ensure all communications activities comply with current national policy and guidance.

Public-facing communications are intended to support recruiting, inform the community about Civil Air Patrol's missions, and strengthen relationships with stakeholders. Because public communications directly affect the Civil Air Patrol brand, all public-facing digital communications should be coordinated with the Texas Wing Public Affairs Officer (PAO) and distributed through approved wing-managed channels.

Best Practice Steps:

- Internal information should not be posted on public channels.
- Protect youth members by never posting personally identifiable information (PII), personal contact information, school schedules, home addresses, or other sensitive information.
- Coordinate all public event promotion through the Texas Wing PAO. This includes:
 - Open House announcements
 - Recruiting campaigns
 - Event invitations
 - Public event photography
 - Public event videos
 - Recruiting graphics and flyers
- Provide the Texas Wing PAO with recruiting materials well in advance of the event.
Recommended lead times are:
 - 60-90 days before major recruiting events
 - 30 days before routine open houses
 - 14 days before community outreach events
- Develop a communications calendar for the recruiting cycle. The calendar should identify:
 - Recruiting objectives
 - Key messages
 - Planned activities
 - Photography opportunities
 - Storytelling opportunities
 - Required support from the Wing PAO
- Focus communications on Civil Air Patrol's core missions:
 - Cadet Programs
 - Aerospace Education
 - Emergency Services
 - Character Development
 - Leadership Development
 - Orientation Flights
 - Community Service
- Support recruiting efforts by collecting quality photographs and video footage during meetings and activities. These assets should be provided to the Wing PAO for potential use in approved public communications.

- When photographing activities:
 - Emphasize action and participation.
 - Capture cadets and senior members actively engaged in training.
 - Show teamwork, leadership, aerospace activities, emergency services training, and orientation flights.
 - Ensure proper uniform wear and customs and courtesies are reflected.
- Encourage members, parents, and supporters to share approved public content distributed through Texas Wing channels.
- Use approved Civil Air Patrol branding, logos, graphics, and marketing materials available through the CAP Brand Portal and Texas Wing resources.
- Recruiting communications should emphasize:
 - Opportunities available to youth ages 12-18.
 - Opportunities available to adult volunteers.
 - The impact the Civil Air Patrol has on local communities.
 - The unique experiences available through Civil Air Patrol programs.
- All public communications should reinforce Civil Air Patrol's national message:

"Volunteers serving America's communities, saving lives, and shaping futures."

Measures of Success:

- Increased attendance at open houses and recruiting events.
- Increased prospective member inquiries.
- Increased cadet and senior member applications.
- Improved visibility of squadron activities through approved Wing communication channels.
- Consistent compliance with CAP branding and public affairs regulations.

Part 7: Best Practices - Paid Social Ads or Boosts

Public-facing communications supporting recruiting and open house activities shall be coordinated through the Texas Wing Public Affairs Officer and approved Wing communication channels. The squadron's role is to generate content, collect stories, provide photography and video assets, and support Wing-level communications efforts.

Best Practices:

- Submit event information to the Texas Wing PAO as early as possible.
- Provide the following information:
 - Event title
 - Event date and time
 - Event location
 - Primary point of contact
 - Event description
 - Key recruiting objectives
- Supply high-quality photographs and video from meetings, activities, and special events for potential Wing publication.
- Identify compelling cadet and senior member stories that may support recruiting efforts.
- Coordinate requests for:
 - Public event promotion
 - Recruiting campaigns
 - Media engagement
 - Community outreach announcements
 - Special event coverage
- Ensure all content submitted for public release reflects Civil Air Patrol's Core Values and approved branding standards.

Measures of Success:

- Wing promotion support received.
- Increased attendance at recruiting events.
- Increased membership inquiries.
- Positive public awareness of Civil Air Patrol.

Part 8: Best Practices - 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.

The primary objective of recruiting materials is to support face-to-face engagement during open houses, community events, and squadron recruiting activities.

Recruiting materials should be professional, up to date, and compliant with CAP branding standards.

Recommended Materials:

- National recruiting brochures.
- National recruiting posters.
- National tabletop banners.
- National pop-up banners.
- National foam-board storyboards.
- CAP recruiting cards.
- Squadron information sheets.
- Program-specific display items.

Display Principles:

- Keep displays clean and professional.
- Limit excessive paper handouts.
- Use visual storytelling whenever possible.
- Include hands-on items that visitors can examine.
- Highlight actual squadron accomplishments.
- Display awards, photographs, and activity memorabilia.

Program Areas to Highlight:

- Cadet Programs
- Aerospace Education
- Emergency Services
- Orientation Flights
- Leadership Development
- Community Service

Recommended Display Enhancements:

- Flight equipment
- Search and rescue gear
- STEM kits
- Model rockets
- Drones
- Uniform displays
- Training equipment
- Cadet achievement displays

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 per 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, and don't complicate it for your potential guests. This will be used only for your open house and is intended for clear communication.
 - 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 include a graphical link 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.

- See Addendum 2 - Event Flyer
- Use the template on the Brand Portal (brand.goCivilAirPatrol.com)
- 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.
- It should include your event domain and a QR code.



4. **National Brochures** - Use the professionally branded brochure handouts provided by MAC.

- See Addendum 3 - National Brochures
- These are available for PAOs to order 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
 - 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.

- See Addendum 7 - National Tabletop Program Banners
- 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.

- a. See Addendum 9 - National Photo Foam Storyboards
- b. Available on the Brand Portal (brand.goCivilAirPatrol.com)

Cadet Programs



Aerospace Education



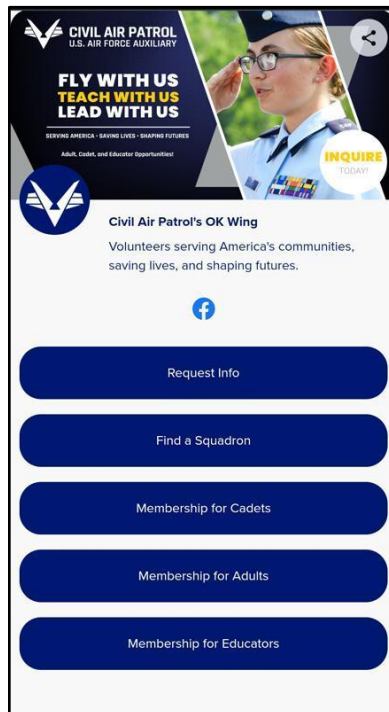
Flight



c.

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.

- See Addendum 10 - Event Bitly Link in Bio
- You can forward your squadron's domain or your SiteViz domain to this page. Examples: cityCAP.org or okwg.cap.gov/info.
- Keep the links limited. Remember that this is informational only for the public. A good practice is no more than seven links.



Part 9: Best Practices - Marketing

The most effective recruiting tool remains personal invitation and community engagement.

Recruiting efforts should focus on building relationships within the community and creating opportunities for prospective members to experience Civil Air Patrol firsthand.

Recruiting Sources:

- Current cadets.
- Current senior members.
- Parents and family members.
- Schools.
- Homeschool organizations.
- JROTC units.
- Community organizations.
- Aviation organizations.
- Veterans groups.
- Service clubs.
- First responder agencies.
- Local government partners.

Best Practices:

- Encourage every cadet to invite a friend.
- Encourage senior members to invite coworkers, neighbors, and community contacts.
- Provide recruiting cards to all members.
- Conduct regular open houses.
- Participate in community events.
- Support aviation events and airshows when possible.
- Develop relationships with educators and school administrators.
- Maintain relationships with community leaders.

Media Relations:

- Coordinate all media engagement through the Texas Wing PAO.
- Submit media requests and interview opportunities through Wing channels.
- Follow CAPR 190-1 guidance regarding public communications.

Measures of Success:

- Open house attendance.
- Number of prospective member visits.
- Cadet applications submitted.
- Senior member applications submitted.
- Retention of new members after six months.
- Community partnerships established.

12. Facebook Event

- a. **Setup** – Create your event either on your squadron Facebook page or partner with 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.
 - i. [See Addendum 11 - Facebook Event Description](#)
 - ii. Add all of the dates of the open house to the event.
 - iii. 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 wordmark and does not need the unit emblem. Remember the unit emblem should be in the profile picture. [See Addendum 12 - Facebook Event Header Image](#).
 - iv. 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.
- b. **Scheduled Postings** – You must post regular content. Nothing will kill your event more than stagnation. Plan on two posts in your event per week. Schedule no more than two posts weekly before each open house. Split the schedule evenly if you do more than one. 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.
 - i. [See Addendum 13 - Scheduled Postings](#)
 - ii. Posts should include 1-3 images, be engaging, and follow the storytelling, photography, and video best practices above.
 - iii. Post high-quality Civil Air Patrol videos and graphics. Remember that you **MUST** portray the brand in the proper light.
 - iv. 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.
 - v. Encourage members to share.
 - vi. Post interesting information about your squadron. What makes it unique? What makes it a fun place to be?
 - vii. Develop brand-positive images for posts related to encampments and summer activities, cadet leadership development, aerospace education,

emergency services training, orientation flights, etc.

- viii. Your target youth audience may not be on Facebook, but their parents and grandparents will be. Target your posts accordingly.
- c. **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.
 - i. Boost your event itself on Facebook, not a post that you create for it. This will drive traffic to the event.
 - ii. 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.

13. 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.

14. 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.

15. 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)

16. 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.

17. 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.

18. 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.

19. 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

Part 10: Best Practices - 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 Navy blue tablecloths if possible.
 - c. Cadet Programs (six feet) see [Addendum 20: Sample Cadet Program Display](#)

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:

- i. CP Brochure, see [Addendum 3](#).
 - ii. National Tabletop Program Banner, see [Addendum 7](#).
 - iii. National Photo Foam Storyboard, see [Addendum 9](#).
 - iv. Uniform samples, insignia samples, and other training samples.
 - v. One or two of the 6-foot pop-up banners from [Addendum 6](#).
 - vi. 5-10 recruitment cards from [Addendum 1](#).
 - vii. 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](#)

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.

- i. Tabletop activity pop-up banners, see [Addendum 7](#).
- ii. One or two of the 6-foot pop-up banners from [Addendum 6](#).
- iii. 5-10 recruitment cards from [Addendum 1](#).
- iv. 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](#).
- vi. Static CAP aircraft, if the events are at an airport

1. **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.

2. **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. Hand out an agenda for the evening to each guest coming in. 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.

Part 11: 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



GoCivilAirPatrol.com/JoinCAP



Find a squadron near
you and join today

Volunteers serving America's communities, saving lives, and shaping futures.

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



CIVIL AIR PATROL



**SEPT. 8, 2023
6-8 PM**

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

VOLUNTEERS SERVING AMERICA

Civil Air Patrol, the official auxiliary of the U.S. Air Force, is dedicated to providing emergency services and humanitarian relief, performing air and ground search and rescue, developing K-12 aerospace education curricula and STEM programs, and mentoring youth ages 12-18 in leadership and character development, physical fitness, and career exploration.

Since 1941, CAP has responded to the needs of our nation and neighbors. Here are just a few ways you can help make a difference:

- Search for lost, injured, or missing persons
- Provide post disaster support and relief
- Serve on an air crew or ground unit
- Participate in military joint training exercises
- Learn diverse new skill and mentor others
- Educate youth about aerospace, outer space, and citizenship

Civil Air Patrol offers something for everyone. We need mentors, drone pilots, attorneys, accountants, teachers, designers, writers, fund raisers, drivers, and more. If you have a skill set to share or want to develop a new skill set while volunteering, join us today.

ADULT MEMBERS

FLY WITH US

AIR FORCE AUXILIARY AIRMEN

VOLUNTEERS SAVING LIVES

Civil Air Patrol, the auxiliary of the U.S. Air Force, operates the world's largest fleet of piston-single aircraft, and we need you. CAP is called upon daily to fly Air Force assigned and other mission requests by local, state, and federal agencies. Missions focus on homeland security, search and rescue, humanitarian relief, joint training exercises, pilot proficiency, and more.

The CAP fleet includes a mixture of:

- Standard and high-performance aircraft (greater than 200hp)
- Conventional and glass cockpits
- Fixed gear and amphibians
- 4-, 6-, 8-seat configurations
- Aircraft equipped for special missions with forward looking infrared cameras, MXI's sensor bays, multispectral imaging pods, and more

Civil Air Patrol's fleet also includes gliders, hot-air balloons, and thousands of noncommercial small unmanned aerial systems (sUAS). Whether you're private pilot, flight instructor, remote pilot, or want to serve on an aircrew as a photographer, observer, or scanner, learn more at CAPilots.com.

PILOTS & AIRCREW

TEACH WITH US

AVIATION, SPACE, AND CYBER

VOLUNTEERS SHAPING FUTURES

Civil Air Patrol is dedicated to the education of youth and supporting educators with curricula, activities based learning including STEM kits, and hands-on classroom support. CAP has more than 40 national standards-based educational materials plus free digital and print resources available to adapt to multiple teaching and learning styles.

Free STEM kits include:

- Aviation
- Robotics
- Weather
- Rocketry
- Navigation
- Hydraulics
- Astronomy
- Electronics
- Engineering
- Renewable energy
- Programming and coding
- Unmanned Aerial Systems (UAS)

Civil Air Patrol creates material for grades K-12 with STEM kits suitable for ages 4 and up. Teach ordinary subjects in extraordinary ways by becoming an aerospace education member to help prepare the aerospace/STEM workforce of the future.

EDUCATORS

LEAD WITH US

SHAPING TOMORROW'S LEADERS TODAY

CADET PROGRAM SHAPING FUTURES

Civil Air Patrol's youth development program has resources, traditions, training, education, and flight opportunities unlike any other program. With no obligation to join the military, CAP weaves leadership training, adventure, confidence-building, character development, physical fitness, aerospace education, and cyber activities into opportunities to change the trajectory of lives.

Here are just some of the opportunities cadets gain access to:

- Orientation flights and flight training
- Emergency services mission support
- Robotics and engineering programs
- Summer and winter encampments
- Aerospace and STEM education
- Adventure and obstacle courses
- Community service opportunities
- Leadership development
- Model rocketry
- Cyber security training
- Survival training

Today's Civil Air Patrol cadets become tomorrow's leaders through the fun, challenges, adventures, and teamwork that make the CAP experience unlike anything else.

GoCivilAirPatrol.com En Español esGoCivilAirPatrol.com

YOUTH 12-18

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



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





CIVIL AIR PATROL
U.S. AIR FORCE AUXILIARY

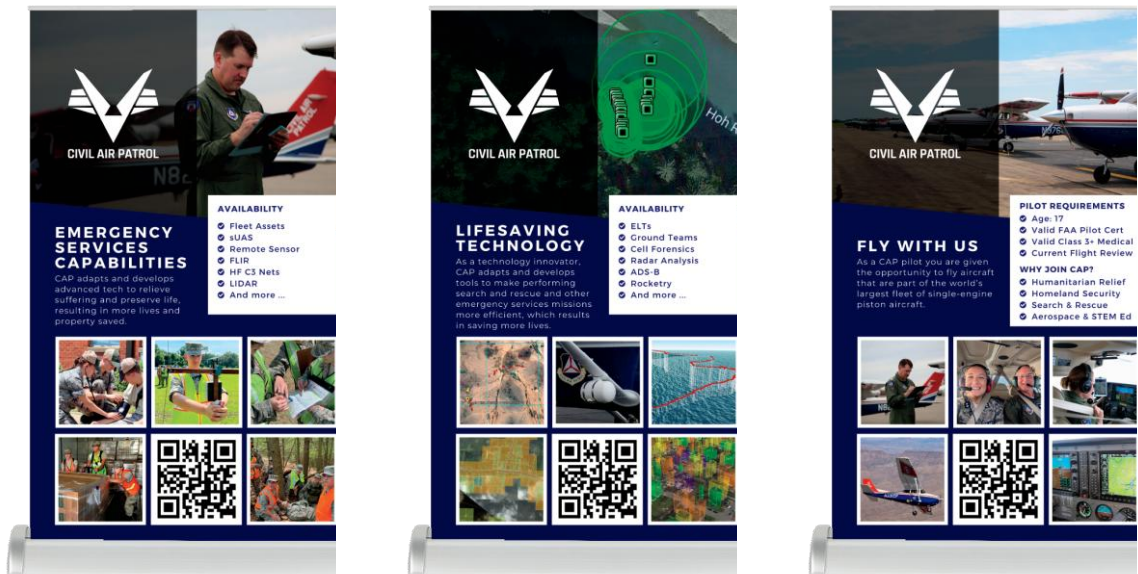
6. **Addendum 6** – National Pop-up Banners
Available at brand.goCivilAirPatrol.com





7. **Addendum 7 – National Tabletop Program Banners**
Available at brand.goCivilAirPatrol.com

Emergency Services Related



8.

Aerospace Related



CIVIL AIR PATROL



AEROSPACE EXCELLENCE

Civil Air Patrol's Aerospace Education Excellence Program brings hands-on aviation and space-related activities to cadets and adult members.

DESIGNED TO ...

- Spark interest in aviation, space, and cyber
- Provide STEM access
- Teach flight principles
- Develop life skills
- And more ...










CIVIL AIR PATROL



AEROSPACE SUMMER ACTIVITIES

Civil Air Patrol has several aviation and space-related summer activities for cadets to explore.

SKY IS NOT THE LIMIT

- Aircraft Maintenance
- Flight Academies
- EAA AirVenture
- Eng Tech Academy
- Space Force Ops
- AF Spec Pilot Training
- And more ...








Cadet Programs Related



Flight Related



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



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

Aerospace Activities Foam Storyboard



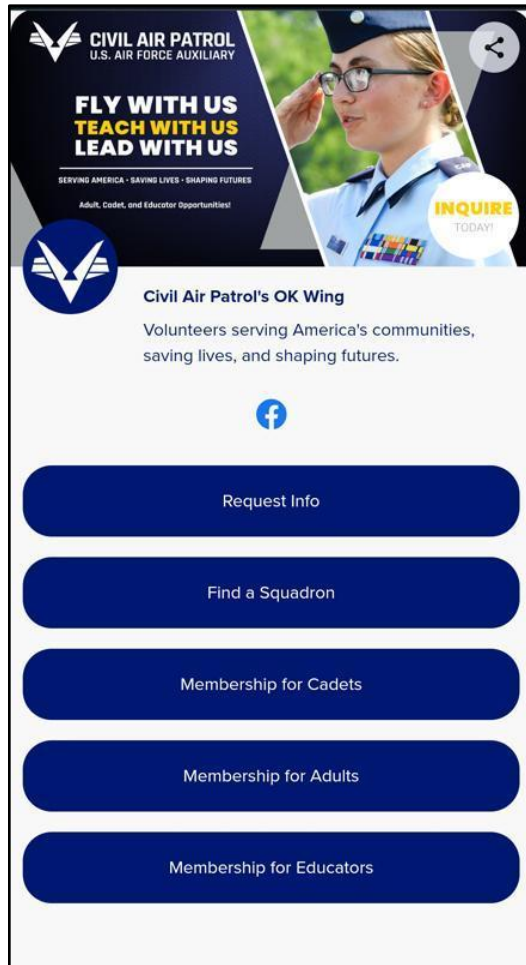
Cadet Programs Foam Storyboard



Flight Activities Foam Storyboard



11. **Addendum 10** – Event Bitly Link in Bio
Available at <https://bitly.com/>



12. **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

13. **Addendum 12** – Facebook Event Header Image Example



14. 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 ·

...

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

15. 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]

16. 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]

17. 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]

18. 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]

19. 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]

20. Addendum 19 – Sample Support Letter Fact Sheet Attachments

FACT SHEET | 2024



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. Hansell 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 3.7:1 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 Phone Forensics and Radar Analysis teams.

540+ Powered Aircraft
Operates the largest fleet of single-engine piston aircraft in the world, with 544 aircraft available.

101K+ Flight Hours
Flew 101,584 hours in 2023, conducting Air Force-assigned missions as well as providing critical support for states and communities.

37K+ Orientation Flights
Provided 37,358 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.

21. 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

22. 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

23. 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

24. 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