



2009 Air Force Services Club Member Scholarship Program Implementation Plan

Topic – The High Cost of Freedom

I. OBJECTIVES

1. Provide opportunity for Air Force Club members and their family members who attend college to receive education/tuition assistance.
2. Increase the perception and value of club membership.
3. Present Air Force Clubs as a philanthropic organization.

II. GOALS

1. Increase base participation in club programs 5% over FY08.
2. One hundred percent contact with Air Force Club Membership population.
3. Increase sponsorship exposure to ensure future participation.

III. RESPONSIBILITIES

HQ AFSVA will:

1. Produce and distribute the following to all AF Clubs worldwide:
 - a. Color brochures including prize amounts, essay topic, contest rules, sample essay and application/entry forms. Each base will receive 200 brochures. Brochures, entry forms, rules, and eligibility are also available at www.afclubs.net
 - b. 500 counter top cards with clear pocket to display brochures (5 counter cards per base)
 - c. Downloadable graphics and applications/entry forms for base marketing offices to use as appropriate in their Services' and base publications

d. Provide update AFSVA commanders' staff meeting.

Bases will:

1. Assign a base point of contact (POC) to receive, review, and set up panels to select essays for submission to HQ AFSVA.
2. Place AFSVA provided counter card displays and brochures in high-traffic areas such as clubs, fitness centers, libraries, community centers, and bowling centers and/or family support centers, in order to cross-advertise the program and build awareness of this membership benefit among non-members.
3. Use all local advertising and publicity vehicles available to create broadest exposure and visibility for the Scholarship Program, such as base flyers, door hangers, marquees, base information channels, newsletters/magazines, and web page, etc.
4. Provide information packages at newcomer's orientation, commanders' calls, etc.
5. Submit nominations according to timetable.
6. Download additional entry forms from www.afclubs.net

IV. DISTRIBUTION

Packages will be mailed directly from the printer to the installation Force Support/Services Commander/Director via USPS in CONUS, via Priority US Mail in OCONUS.

V. TIMELINE

- 13 Feb 09 - Print quotes received and print bid awarded
- 27 Feb 09 - Approved essay topic and rules
- 13 Mar 09 - Draft brochure and counter card for review (Design)
- 17 Mar 09 - Review and make changes to materials
- 19 Mar 09 - Mail list & quantity to be shipped to each club sent to contractor
- 14 Apr 09 - Packages ship to the bases via USPS
- 17 Apr 09 - Installation POC submitted to HQ AFSVA/SVOF – Mr. Alex Cruz
- 01 May 09 - Scholarship information posted on the AFSVA web site and www.afclubs.net
- 01 May 09 - Promotion begins; counter cards display w/applications in place
- 01 Jul 09 – All nominations due to installation Force Support/Services POC for Commander/Director review and selection

15 Jul 09 - Nominations due to HQ AFSVA/SVOFOP - Mr. Alex Cruz

18 Sep 09 - Winners announced

Mail essays to:

**HQ AFSVA/SVOFOP
CLUB SCHOLARSHIP PROGRAM
10100 REUNION PLACE STE 401
SAN ANTONIO, TX 78216**

