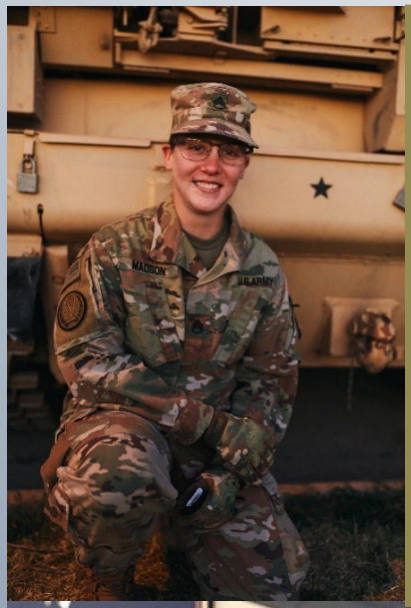


A CALL TO SUPPORT MILITARY TALENT AND RECRUITING

PROFESSIONAL ORGANIZATIONS TOOLKIT

To commemorate the 50th Anniversary of the All-Volunteer Force and to ensure its future success

For more information, go to www.defense.gov/Spotlights/Value-of-Service/

Our extraordinary men and women in uniform stand up to defend our democracy and make the world more secure. In return, the U.S. military has a solemn duty to take care of our service members and their families. That includes providing world-class training, competitive compensation and benefits, and the opportunity to make history and serve the country that we love.

This summer marks an important milestone for our armed forces. Fifty years ago, America stopped drafting citizens into service and instituted an All-Volunteer Force. Since the beginning of the All-Volunteer Force in the United States, more than 15 million service members have enlisted, and today, more than 2 million serve in uniform. The American patriots who selflessly choose to serve are the foundation of our unparalleled military strength.

In this anniversary year, we are seeking your partnership to reinvigorate a national call to service and to help Americans learn more about how they might bring their skills and talents to the United States military.

To help in those efforts, the Department has developed the Call to Support Military Talent and Recruiting Toolkit. This toolkit is meant as a resource to help leaders and human-resources teams highlight the benefits of military service to their workforces and communities. Inside, you will find a template and talking points for communicating about the All-Volunteer Force, suggested events for engaging with employees, information about the Department's SkillBridge program, and other resources to help organizational leaders and employees understand the tremendous personal and professional opportunities that serving one's country in uniform can bring.

We hope that these resources will help you and your teammates learn more about the Defense Department's deep commitment to taking care of our service members. The Department invests in the training, development, and well-being of those who choose to serve, because our people—our Soldiers, Sailors, Marines, Airmen, Guardians, and Coast Guardsmen—are our greatest asset. And the strength of our All-Volunteer Force depends on qualified young people stepping up to seize the extraordinary opportunities that military service provides.

We ask your assistance in communicating this vital message to your employees and your communities, because every time a qualified American patriot raises their hand to serve, our democracy becomes even safer and stronger.

Lloyd J. Austin III
Secretary of Defense

A CALL TO ACTION

To join in **supporting** the recruitment campaign to ensure America's youth are aware of the **value of service** and commemorating the **50th Anniversary of the All-Volunteer Force (AVF)**, consider incorporating the following suggestions into your events and activities.

- **Recognize** the 50th AVF across communications and at speaking engagements
- **Host Employee Roundtables** to initiate a dialogue around the value of military service
- **Highlight** your Guard and Reserve service members and veterans across your organization
- **Organize a Day of Service** for the 50th AVF with Military and Veterans Service Organizations
- **Equip Human Resources** with information regarding U.S. military opportunities
- **Explore** the DoD SkillBridge program
- **Share** resources like **Today's Military** content and distribute ***FUTURES* magazine**

This toolkit contains templates for your use and various links to more information about the U.S. military. For additional information and opportunities to engage, visit **www.defense.gov/Spotlights/Value-of-Service/**

CONTENTS

A Call to Action 2
50th AVF Communication Template 3
Talking Points 4
Event Opportunities 5
Social Media Sample Posts 6
DoD SkillBridge Program 6
Today's Military 7
***FUTURES* Magazine** 7
U.S. Military Forces 8
Ways to Serve 8
Career Path: Enlisted, Officer, Civilians 9
Career Benefits 10
Employment Benefits 10

50TH AVF COMMUNICATION TEMPLATE

Tailor the following message for use to your organization's external stakeholders and internal organization.

This year marks the 50th Anniversary of the All-Volunteer Force. To remain the most capable force in the world, the U.S. military recruits and retains the best of America. The U.S. military continues to build pathways of opportunities for all qualified Americans who choose to serve.

We are proud supporters of U.S. service members and their families, and we recognize how military experience and leadership skills transfer to [*our industry/work*.] [*Our organization/NAME*] has developed pathways for veterans to build their civilian careers [*enter specific organization initiatives]*. We also applaud our employees who are members of the Guard and Reserve managing two careers and continuing their commitment to service.

The Army, Navy, Marine Corps, Air Force, Space Force, and Coast Guard form the greatest force ever assembled. Together, they offer a range of service options, in full or part-time capacities, and in more than 250 different occupations, including advanced and special skills. The U.S. military provides world-class training and infuses its service members with a sense of purpose which stems from belonging to something bigger than the. individual.

The U.S. military provides leadership opportunities, competitive salary and other benefits, worldwide travel, and a vast amount of education benefits for college and beyond. The military forces also utilize and innovate the most advanced technology in the world. Equally important, friendships and bonds cultivated with fellow service members last a lifetime.

Our nation is relying on the next generation of volunteers to make a positive impact on the world. I encourage you and your family members to connect with a local recruiter to understand more about military careers and opportunities.

Thank you again to all our service members, veterans, and their families for their dedication and commitment over the last 50 years.

This opinion is sponsored by and reflects the views of the Department of Defense.

TALKING POINTS

Utilize the following talking points in your communications and engagements to highlight the **value of service** and commemorate the **50th Anniversary of the All-Volunteer Force**.

THE MISSION (WHO)

- The U.S. military's contributions to our nation and global society are broad, with service members involved in humanitarian aid, disaster relief and peacekeeping missions around the world.
- The U.S. military a dynamic organization committed to continuous improvement and innovation.
- Through a spirit of selfless service, the United States has built and maintained the world's most capable military.

THE OPPORTUNITIES (WHAT)

- To remain the most capable force in the world, the U.S. military must recruit and retain the best of America. There are pathways of opportunities for all qualified individuals who choose to serve.
- The U.S. military represents one of the most skilled organizations in the world, across all ranks, and offers once-in-a-lifetime educational opportunities, in and out of the military.
- The Department of Defense has more than 250 occupations, with competitive pay and benefits, including housing options, home loans, travel, and health care.
- Service members gain experience in cutting-edge technologies and professional skills that are highly transferrable to other fields.
- The military provides career advancement and opportunities to achieve personal and professional growth through hands-on, in person training.

THE VALUE OF SERVICE, MAKING A DIFFERENCE (WHY)

- Serving provides the opportunity to meet others' needs, defend the freedoms Americans hold dear, and make the world a better place.
- July 1, 2023 marks the 50th Anniversary of the All-Volunteer Force: five decades of people stepping up to serve at home and abroad.
- Service is a fundamental aspect of our democracy and core value that has defined our nation.
- Service provides new perspective and a sense of purpose, the opportunity to think outside the box, take risks, and challenge the status quo.
- The military provides responsibility and the ability for service members to make an impact from a young age, on a level rarely seen by civilians of the same age. Whether it's leading teams of their peers to overseeing millions of dollars of equipment, service members' experiences contribute to something bigger than themselves.

EVENT OPPORTUNITIES

Support is needed to commemorate the 50th Anniversary of the All-Volunteer Force and communicate the benefits and value of military service. Suggested events include:

- **Military Spotlight**. **"A Day in the Life/In Their Shoes"**. Highlight your Guard and Reserve service members and veterans across your communication platforms.
- **Host Employee Roundtables/Panels**. Convene veterans, service members, and military family members for a dialogue around the value of service. Invite all members of your organization to listen in on the conversation.
- **Start a Veteran and Military Affinity Group**. Create an environment where your veterans, service members, and their families can build community within your organization, and support Human Resources with recruiting, retention, and other talent management initiatives.
- **Testimonials**. Have your organizational leaders share their personal testimonials of military/public service and how their background prepared them for success.
- **Organize a Day of Service**. Organize a "day of service" marking the AVF anniversary. Engage your employees to participate in public service activities.
- **Cooperation**. Conduct or attend local and regional events together with relevant Military Service Organizations and Veteran Service Organizations building strong relationships. Go to **www.defense.gov/Spotlights/Value-of-Service/** to learn more.
- **Commemoration at Holiday Events**. Attend or sponsor Independence Day celebrations in your community and highlight the importance of military service or spotlight local service members and veterans.
- **Amplify Efforts on Social Media**. Recap and amplify on social media using #WhyWeServe to raise awareness of the value of service and to inspire others to serve.
- **Prepare Human Resources**. Provide your Human Resources Teams with information regarding U.S. military opportunities **Today's Military**. This information could be shared with parents, coaches, faith leaders, and others who may be considering different career paths.
- **Evaluate the DoD SkillBridge Program**. The DoD SkillBridge programs provide retiring and transitioning service members the opportunity to participate in industry training programs. The DoD covers Military pay and benefits during a service member's time in a SkillBridge program, providing an invaluable experience for the service member and industry alike.
- **Observances**. Mark observances throughout the year, such as National Veterans and Military Families Month in November and National Military Appreciation Month in May.

SOCIAL MEDIA SAMPLE POSTS

Recognize the 50th AVF and inspire others to serve through digital engagement and conversation, tailoring messages to meet your online communities and audiences.

Follow and share **Today's Military** posts on Facebook and Instagram.

- **https://www.facebook.com/todaysmilitary/**
- **https://www.instagram.com/todaysmilitary/**

50th Anniversary of the All-Volunteer Force (1 July)

- 2023 marks the 50th Anniversary of the All-Volunteer Force. Service members stepped forward to serve both at home and abroad and made a positive impact in the world. #AVF50 #WhyWeServe

- Through the spirit of selfless service, the U.S. has built and maintained the world's most capable military. #AVF50 #WhyWeServe

  Additional hashtags to consider using: #GoArmy #AmericasNavy #MarineCorps #AirForce #SpaceForce #CoastGuard #Veterans #TodaysMilitary

DOD SKILLBRIDGE PROGRAM[1]

- Each year approximately 200,000 members of the U.S. Armed Forces, stationed in over 140 military installations across the United States and overseas, will leave active duty and re-enter the civilian work force or pursue higher education.

- DoD manages the SkillBridge program, an opportunity for service members to gain civilian work experience while they are transitioning out of military service.

- Employers craft SkillBridge programs to meet their specific workforce needs, matching those needs to the skills and abilities of highly motivated service members, all at no cost – DoD pays service members' salaries and benefits while they participate in the program.

- The **SkillBridge website** contains additional information, including details about the application process, upcoming information sessions, points of contact, and more.

[1] https://skillbridge.osd.mil/industry-employers.htm, *accessed 9 May 2023*
[2] https://skillbridge.osd.mil/docs/SkillBridge-Program-Brochure.pdf, *accessed 9 May 2023*

TODAY'S MILITARY

- **Today's Military**, produced by DoD's Joint Advertising Market Research and Studies program and with cooperation from the Service branches, to provide an accurate picture of what it's like to work, live, and serve in today's military.

- **Today's Military** offers a robust repository of information on military opportunities and benefits and provides many ways to connect with the Services for branch-specific information.
    - Life in the Military
    - Ways to Serve
        - Full and Part-Time Options
        - Enlisted and Officer Paths
    - Joining and Eligibility
    - Careers and Benefits
    - Education and Training
    - Information for Parents and Educators

- Refer to the **Today's Military** website when communicating the benefits of service and provide the link in messaging related to this initiative as an easy-to-use reference for more information.

FUTURES MAGAZINE

- ***FUTURES* magazine** is a DoD annual publication that provides an in-depth look at life in the military. From careers and education benefits to details on how service members spend their downtime, *FUTURES* provides a 360-degree view of military life.

- **Support Military Recruiting** and raise awareness of military life by **ordering and distributing *FUTURES* magazine throughout your state/district** at high schools, colleges, community centers, public offices, and events attended by young adults ages 18 to 35 years old and personal influencers, such as parents, mentors, or veterans.
    - **Download the Current Issue**
    - Order complementary copies by contacting Heather Pope at the Office of People Analytics Public Affairs: **heather.d.pope.civ@mail.mil**

U.S. MILITARY FORCES

- The military is made up of **six branches**, each with its own specific mission. Together, they offer a variety of ways to serve and more than **250 different occupations**.[3] Access the **U.S. Department of Defense Our Forces** webpage to learn more about each branch.[4]

Army

The largest and oldest service in the U.S. military, the Army provides the ground forces that protect the United States.

Marine Corps

A component of the Department of the Navy, the Marine Corps maintains amphibious and ground units for contingency and combat operations.

Navy

On, above and below the water, the Navy is America's forward-deployed force and is a major deterrent to aggression around the world.

Air Force

The Air Force provides a rapid, flexible, and lethal air and space capability that can deliver forces anywhere in the world within hours.

Space Force

The Space Force organizes, trains, and equips space forces in order to protect U.S. and allied interests in space and to provide space capabilities to the joint force.

Coast Guard

The Coast Guard provides law and maritime safety enforcement, marine and environmental protection and military naval support. Part of the Department of Homeland Security during peacetime, the Coast Guard operates under the Navy during times of war.

WAYS TO SERVE[5]

The military offers **flexible service commitments**, from Active Duty to the Reserve or National Guard. A common misconception is that there is no work-life balance in the military.

- **Active Duty (Full-Time)**
  - Active Duty service members are full-time members of the military.
- **Reserve (Part-Time)***
  - Members of the Reserve are part-time service members, allowing them time to pursue a civilian career or college education while simultaneously serving their country.
- **National Guard (Part-Time)***
  - The National Guard consists of the Army National Guard and the Air National Guard. The Guard's focus is on homeland security and humanitarian relief.

**Minimum: One-Weekend-a-Month Military Drill and Two-Weeks-a-Year Military Training*

---

[3] *FUTURES Magazine, 2022, page 4, https://www.todaysmilitary.com/life-in-the-military/futures-magazine, accessed 9 May 2023*
[4] *https://www.defense.gov/About/our-forces/, accessed 9 May 2023*
[5] *https://www.todaysmilitary.com/ways-to-serve/full-part-time-options, accessed 9 May 2023*

CAREER PATH: ENLISTED

- **Enlisted** roles require a high school diploma or GED. There are a variety of enlisted careers, most of which involve hands-on training that transfers well to the civilian world. [6]
    - Connecting with a recruiter is the first step to enlist in the military.

- Access **Today's Military Contact the Services** page to find phone numbers and links to connect with Recruiters from each branch of service.

U.S. ARMY		AMERICA'S NAVY		SPACE FORCE	
ARMY	MARINE CORPS	NAVY	AIR FORCE	SPACE FORCE	COAST GUARD
ARMY RESERVE	MARINE CORPS RESERVE	NAVY RESERVE	AIR FORCE RESERVE		COAST GUARD RESERVE
ARMY NATIONAL GUARD			AIR NATIONAL GUARD		

CAREER PATH: OFFICERS

- **Officers** are the managers of the military, acting in roles that include planning, directing operations and making critical decisions. Positions require a college degree or an equivalent.
    - An individual can become an officer by earning a commission through enlisted service, completing Officer Candidate School (OCS), attending one of the highly competitive Military Service Academies or participating in the Reserve Officers' Training Corps (ROTC) program.[7]
    - For certain specialized career fields such as medical, legal, and chaplain corps there are direct commissioning options, which can be discussed with an Officer Recruiter.

- Access **Today's Military Becoming an Officer** for more information on the pathways to become an officer and contact information for the various programs.

CAREER PATH: CIVILIANS[8]

- The Department of Defense employs **950,000 civilians**, critical to mission readiness of the Total Force. There are a multitude of opportunities requiring a diverse range of skills.
    - Positions offer competitive salary, great benefits, unsurpassed training, and the pride of defending our national interests.
    - Civilians in the DoD play an important role in the defense of our Nation and in supporting our Armed Forces. The Army, Marines, Navy, Air Force, Space Force, and other DoD Agencies have civilian positions in nearly **675 occupations.**

- **USAJOBS** connects job seekers with federal employment opportunities across the United States and around the world.[9]

---

[6] *FUTURES Magazine, 2022, page 5. https://www.todaysmilitary.com/life-in-the-military/futures-magazine, accessed on 9 May 2023*
[7] *FUTURES Magazine, 2022, page 5. https://www.todaysmilitary.com/life-in-the-military/futures-magazine, accessed on 9 May 2023*
[8] *https://www.dodciviliancareers.com/whyworkfordod, accessed on 9 May 2023*
[9] *https://www.usajobs.gov/, accessed on 9 May 2023*

CAREER BENEFITS

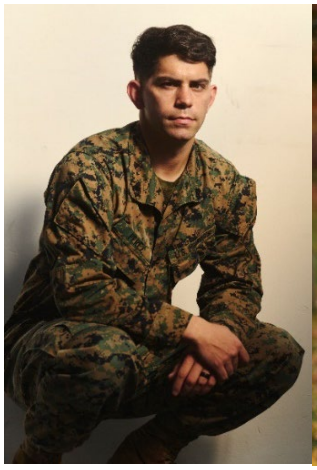
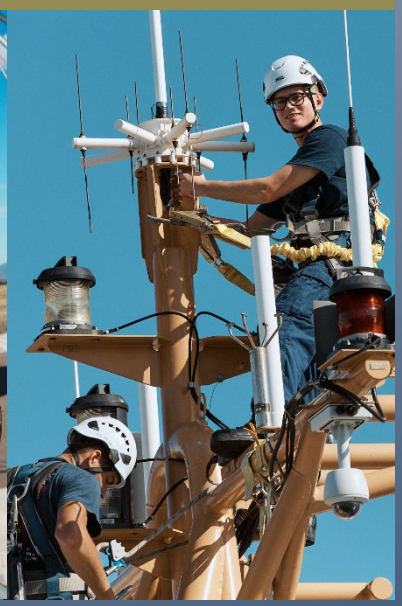
- Military careers are **multi-dimensional**, offering not only a variety of **diverse career paths** but also depth in specific fields.
- Military Career Opportunity Resources:
  - **Today's Military** provides a searchable tool that highlights the various career fields that are available in the military.
  - **Careers in the Military** offers a guided exploration tool where answers to questions make career field recommendations.
  - **DoD Face of Defense** highlights career spotlights, providing personal stories of our service members and their careers.

Career Field Links	
Agriculture, Food & Natural Resources	Hospitality & Tourism
Architecture & Construction	Human Services
Arts, Audio/Video Technology & Communications	Intelligence, Combat and Readiness
Business Management & Administration	Law, Public Safety, Corrections & Security
Cybersecurity and Information Technology	Manufacturing
Education & Training	Marketing
Finance	Science, Technology, Engineering & Mathematics (STEM)
Health Science	Transportation, Distribution & Logistics

EMPLOYMENT BENEFITS

Taking care of service members and their families is a **DoD Priority**. A military career offers highly **competitive** **Employment Benefits** including:

- **Salary and Compensation**
- **Health Care Benefits**
- **30 Days Paid Vacation**
- **Life Insurance**
- **Retirement Savings**
- **Thrift Savings Plan**
- **VA Benefits**
- **Education Benefits**
- **Leadership Opportunities**



Thank you for helping ensure the future success of our All-Volunteer Force.