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WHAT YOUR TIME IS *REALLY* WORTH

We are all aware of how much time our members spend in pursuit of various CAP activities, but have you ever stopped to add up all the hours we volunteer every year? Even better, wouldn't it be nice to be able to tell government officials and potential donors what the *dollar value* of all that volunteer time is to your local community?

A Washington DC think tank called **Independent Sector**, a coalition of non-profits, has calculated a dollar value for volunteer time by state, based upon government wage data, local cost-of-living factors and even a kicker for fringe benefits. This state-by-state information is based upon 2005 data, the most recent available from the federal government. Let's look at the numbers:

Dollar Value of a Volunteer Hour	
State / Territory	**Value**
Alabama	$15.15
Alaska	$17.28
Arizona	$16.79
Arkansas	$13.71
California	$20.36
Colorado	$18.53
Connecticut	$23.90
Delaware	$19.87
District of Columbia	$27.44
Florida	$16.07
Georgia	$17.60
Hawaii	$15.40
Idaho	$13.55
Illinois	$19.52
Indiana	$15.79
Iowa	$14.54
Kansas	$15.26
Kentucky	$15.03
Louisiana	$14.94
Maine	$14.29
Maryland	$19.06
Massachusetts	$22.46
Michigan	$18.32
Minnesota	$18.25
Mississippi	$13.01
Missouri	$16.12
Montana	$12.44
Nebraska	$14.24
Nevada	$16.86
New Hampshire	$18.27
New Jersey	$21.88
New Mexico	$13.96
New York	$23.60
North Carolina	$15.93
North Dakota	$13.18
Ohio	$16.40
Oklahoma	$14.06
Oregon	$16.14
Pennsylvania	$17.48
Puerto Rico	$9.59
Rhode Island	$16.51
South Carolina	$14.43
South Dakota	$12.76
Tennessee	$15.98
Texas	$18.20
Utah	$14.61
Vermont	$14.98
Virginia	$18.69
Washington	$17.92
West Virginia	$13.59
Wisconsin	$15.63
Wyoming	$14.52
National Average	**$16.62**

As you can see from the preceding chart, these dollar values widely fluctuate with the local cost of living, population density and other regional factors.

This information can be a great tool for local commanders, legislative liaison and marketing people as well as PAOs to use when making presentations to everyone from the local Kiwanis Club to members of Congress. Best of all, this information has utility on every level of CAP, from the local Squadron right up to the national level. When commanders start to add up the time spent by their members over the course of a year, they will be amazed at both the number of hours our volunteers spend as well as the dollar value of all that time.

Using this information, let's take a Wing at random as an example of how quickly these numbers can add up. At last count, Maine Wing had about 575 members. If these members on average only volunteered 10 hours/month for CAP (a very modest estimate), that would still be over 67,000 hours annually! And multiplied by the $14.29 that a volunteer's time is worth in Maine, that means a dollar value of well over $960,000 annually, compared to the $24,000 the state currently gives CAP. That kind of 4,000% return on your investment makes for a compelling story.

And all this ignores the added value that our members with special skills provide. According to ***Business and Commercial Aviation*** magazine, the average hourly wage for a pilot (excluding scheduled air carriers) averages $44.00 per hour nationally. Then, factor in the value of our trained ground teams and other mission specialists, and the value to the state of those 575 members in Maine is well over a million dollars a year!

You may wonder why we didn't break out Officers and Cadets separately. While some might argue that Cadet may spend much of their time studying for tests necessary to get promoted to the next level in CAP, that activity actually benefits the community every bit as much as our other missions. The creation of good, responsible citizens who value patriotism and service to our nation may well be our most important contribution to our country, and represents another bargain that CAP provides America. ***We have saved more lives through the Cadet and Aerospace Education programs than all the CAP search and rescue missions ever flown***.

This kind of information can be a valuable tool in your arsenal when you need to explain what the volunteers of CAP bring to the table. It can also be a great persuader when soliciting corporate donations.

YOUR MARKETING TEAM

The members of your Marketing Team stand ready to assist you in whatever way we can to help you to better market CAP in your local community, state or to your Senator or Congressperson. We also welcome any suggestions on how we can better assist you in your efforts. Should you wish to contact any of us, here are the names of the team members and our respective e-mail addresses:

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WHAT THE HECK *IS* MARKETING?

Whenever you tell people that you are involved in Marketing, they usually nod knowingly, then they often ask "So just what the heck *is* marketing, anyway?" It's a term used different ways by different people. Let's be clear about what we mean when we talk about marketing CAP and its services: **Insuring that CAP is no longer "The Best Kept Secret in America" by letting people know about who we are and what we do for our nation**.

It overlaps with what a PAO does, it supports the efforts of the Legislative Affairs Officer and it provides the tools and support needed so you can get the justified recognition that CAP's efforts deserve, not just in your local community but nationwide.

Your marketing team has been working on a number of tools to support your efforts. ***The CAP Marketing Guidebook*** is a "how-to" guide for those who may not be familiar with how to go about starting a marketing program for their unit. This document, available on the CAP web site under *eServices*, provides an overview of "Marketing 101", and is a valuable tool to help you get started in the right direction.

The soon to be released video, "More Than Meets The Skies", provides an overview of the three main missions of CAP. This DVD has a menu that allows a user to go directly to the section that interests them, or they can opt to watch the entire program. It is accompanied by a CD that has the entire Powerpoint presentation used to create the video, allowing you to customize a briefing with local information and local accomplishments. Copies will be available from the CAP web site.

CAP WASHINGTON WEEK 2008

Next spring, the Congressional Squadron will team up with CAP's Government Relations staff to conduct a nine-day long series of briefings, displays and demonstrations near Washington, DC to showcase CAP capabilities, programs and aircraft to various Federal government agencies and officials. This review will be a major change from past demonstrations that involved only one or two aircraft and focused on a few agency officials.

The event is intended to (1) educate large numbers of officials from the federal government, non-profits, non-government organizations and the national aviation press about CAP, and (2) help market our organization to the general public. The first phase will involve five days of briefings and demonstrations at the CAP flight facility on Andrews AFB. The display will include a glass cockpit C-182, C-206, GA-8, and L-23 glider as well as ground vehicles and other equipment. CAP members will brief about our programs and equipment and conduct flight demonstrations of aircraft and technologies (such as the Satellite Digital Imaging System and the ARCHER Hyperspectral Imaging System).

Later that week the second phase will involve a major static display of CAP aircraft and equipment at the annual Andrews air show. The three day event includes aircraft from all the military services and Homeland Security agencies and will be the first time CAP has displayed its full range of aircraft at the show, which is expected to have 80,000+ visitors. Cadets and seniors from the three surrounding wings will support this effort.

Wings and regions can use this event as a model to demonstrate and market their capabilities to local and state governments as well as the local press and public. In fact, the Pennsylvania Wing recently brought several new aircraft to their state capital for a similar display. By also tying this to a major public event you can help ensure a large public presence. If this is done on a routine basis every few years, both in Washington and state capitals across the nation, we can better market CAP as a national, state and community resource not only for times of emergency but for times of peace as well.

Col John Swain
Director of Government Relations

CALL FOR SUCCESS STORIES

Do you have a marketing success story you would like to share with us? We would like to feature a different article on how a local unit achieved marketing success in each edition of this newsletter, so please forward your marketing accomplishments to me for possible inclusion in future newsletters.

Col Rick Greenhut
Director of Marketing