ARES marketing and recruiting program

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**Moved on Behalf of EC-FSC**

**Whereas,** approximately 50% of newly licensed hams become licensed due to an interest in Emergency Communications yet only small percentage join ARRL or become ARES members and,

**Whereas,** the existing pool of available volunteers able to respond to disaster zones is decreasing and,

**Whereas,** the ARRL recognizes the value and importance of the ARES program in providing support to both our served agencies and the community at large and,

**Whereas**, the ability to provide emergency communications support is a core reason the Amateur Service exists,

**Whereas,** the need exists to attract these new members into the ARES program if we are to maintain our ability to respond when needed,

**Therefore,** a permanent recruiting program is to be established that is focused on increasing the awareness to all licensees of the existence and benefits of membership in the Amateur Radio Emergency Service (ARES).

This program includes:

1. A permanent themed marketing campaign in magazines that will appear in each issue, subject to the limitations of paragraph two, which marketing campaign is designed to recruit new members into the ARES program.
2. The marketing campaign is to appear as space is available but is not intended to appear in advertising space.
3. The philosophy of the development of materials and marketing will be reviewed and, if needed, comments and suggestions returned by the EC-FSC Committee. The EC-FSC will review with staff successes after six months

Cost:

Negligible