



# Attracting Youth to Model Aviation

A discussion and sharing of ideas on bringing youth and their parents into the hobby



# Pillars for Success

- **Generating Awareness**
- **Creating the Experience**
- **Demonstrating Accessibility**

# Generating Awareness

- **Making kids and their parents aware of the hobby**
  - Local Scouting programs
  - Local boys and girls' clubs
  - Local schools that have STEM or extracurricular programs like Destination Imagination
  - Partner with local Civil Air Patrol squadrons
- **Show that clubs are local and within the community**
  - Participate in community parades
  - Partner with local car clubs and exhibit at their shows
  - Get a booth at community festival
  - Hold an open house partnering with your local municipal airport
- **Show how the hobby is both educational and entertaining**
  - It's not all about flying, highlight the science
  - Emphasize that the hobby involves organization and preparation to be successful
  - Show that tremendous reward comes from commitment to the process of learning





# Creating the Experience

- **Make the event about more than the flying**
  - Show the physics of how aircraft fly
  - How models function and are built
  - Simulator experiences
  - Ground school crash course
  - Static displays
  - Make the day a multi-faceted experience
- **Did someone say free food!**
  - Offer lunch to the participants and their families
  - Cook out or order box lunches
- **Everyone loves a raffle...**
  - Raffle off a trainer airplane
  - A season's free club dues
  - A season's AMA/FAA dues
  - Gift certificates to local hobby shops
- **Mix in demo flights**
  - Demonstrate the progression in the hobby
  - Let the kids see something they can aspire to

# AMA Take-Off and Grow (TAG) Grant Program

- If you like the idea of hosting an event, but the club's finances and planning capabilities make this challenging, you can get help from the AMA
- The AMA offers a grant program to assist clubs logistically and financially to host events to promote the hobby to newcomers
- Grants can be as much as \$1000, which can go a long way to planning, promoting and executing a first-class event
- The application deadline is February 1, 2023
- In 2020, the AMA awarded over \$56,000 in grants



## Take-Off & Grow (TAG) Grants

Do you want to introduce model aviation to your friends and neighbors and receive local recognition and financial benefits in return? If you answered "yes," then you'll want to know more about AMA's Take-off And Grow (TAG) program.

Developed to encourage our members and clubs to promote modeling as a positive recreational activity to those in their communities, TAG was the first of several programs implemented by AMA in 2007. Intended primarily to indoctrinate and welcome the general public to our hobby, TAG basically provides a one-day extensive introduction of model aviation with the intent of drawing new people into our hobby.

*Here's how TAG works:* Clubs receiving a grant to host a TAG Model Aviation Day will be provided with a packet to assist them in hosting a successful event. The packet will include a document with ideas on promoting and advertising your event as well as an outline of possible activities to take place during the actual day of the event.

If your club is selected to receive a TAG Model Aviation Day grant, the AMA will provide up to \$1000 to use to set up your program. At the end of the event, items purchased are your club's to keep as AMA's way of saying "thanks for helping out."

Remember, too, that the rewards are more than just the things listed above. Hosting a TAG Model Aviation Day is a great way to reach out to your community to give it a taste of a family-oriented recreational activity that all of us enjoy so much. In addition, you'll be creating positive relationships with your neighbors that quite often can help when the time comes to keep or acquire new flying sites.

As with all of our developing programs, the AMA wants to provide the tools local clubs need to ensure the popularity of their hobby. It will require the cooperation of many to make it a success. Achieving that success will make our already wonderful hobby even better.

Interested? AMA has a limited number of openings. If your club would like to partner with AMA to promote model aviation and open the door to growing your membership, visit us at: <http://amaflightsschool.org/programs/TAG> for an application. All applications must be received by February 1<sup>st</sup>. Model aviation is a great hobby. Let's tell others about it! The TAG Program is available to Free Flight and Control Line clubs as well.





## Demonstrating Accessibility

Many clubs hold events and say, "it's a waste of time, we didn't generate any members from it."

Ask yourself, did you properly promote the club and hobby not only to the kids, but the parents?

You must sell the hobby. A buddy box flight may sell the child, but you'll need more to sell the parents. Focus on accessibility!

- **Sell financial accessibility**
  - Trainer RTF aircraft have never been more affordable
  - Electrics has eliminated the need for a bunch of field gear
  - You can buy on-line and have it delivered to your door
  - Dues and fees for youth members are typically very low
- **Sell technical accessibility**
  - Buddy boxes make the training process safe and productive
  - Clubs offer free training
  - Today's trainers are easy to assemble and repair, and parts are easy to buy
  - Flight stabilization technologies take the fear out of learning
- **Sell community and family accessibility**
  - If the flying field is close, tout this!
  - Show how this is a community-based activity, bringing locals together
  - Show how this is a life-long activity, that can be passed through generations



**Let's have a  
conversation...**