

# LEAVE MY CHILD ALONE!

A Family Privacy Project of Working Assets and Mainstreet Moms



Opt Out Your Child  
or Help Others  
Opt Out

 WORKING ASSETS®



Provided by  
Working Assets &  
Mainstreet Moms.

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## Top 5 to Know About Military Recruitment

- 1. Recruiting Budget & Techniques:** The military recruitment budget has risen to \$3 billion dollars annually, representing well over \$11,000 per enlistee, with the addition of over 1,400 recruiters this year, and the development of multimedia recruitment tools such as M-16 Rifle Simulators, "Army Cinema Vans," and mobile rock-climbing walls. Recruiters receive professional training in telemarketing skills and salesmanship, and use sophisticated techniques to identify likely target schools and prospective recruits.
- 2. Enlistment & Stop Loss:** While recruiters may tell prospective recruits that they can enlist for 4 years, first-time enlistees must agree to serve a total of 8 years, and the military can, without consent, extend active duty obligations during times of conflict, national emergency, or when directed by the President. New "stop loss" orders involuntarily extending duty for volunteers in all four branches of the military are becoming more commonplace as they work to offset declining enlistment.
- 3. College Tuition:** Military marketing materials all promise "up to \$70,000" in college funding to potential recruits, but it is important to note that two-thirds of all recruits receive no funding for college at all, only 15% of recruits received a four-year degree, and just 5% qualify for the often-promised \$70,000. Statistics show that the average participant in the current GI Bill actually receives less money than a student who simply receives a Pell Grant and a Stafford Loan, and must pay a mandatory, nonrefundable \$1200 into the program to participate.
- 4. Parental Patriotism the New Emphasis:** Army Secretary Francis J. Harvey said in March that "The Army expects to miss its recruiting goals this month and next, and is working on a revised sales pitch appealing to the patriotism of parents" to boost recruits. A campaign encouraging opinion leaders to sell the patriotism of military service to the parents of high school age children is planned.
- 5. Expanded Enlistment Bonuses:** Sign-up bonuses for first-time enlistees are expanding to ameliorate recruitment problems, and now range up to \$14,000, depending on qualifications. Existing bonuses are being doubled in some cases to encourage current enlistees to report to duty earlier than planned. By targeting disadvantaged communities, the military is using what some call "an economic draft" to try and meet recruitment quotas through largely financial means.

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