

Learn To Fly Month—Ideas for Flight Schools

All Learn to Fly Month materials provided by the Flight School Association of North America (FSANA) are permitted to be used by any flight school or organization that has an interest.

Nationally, FSANA is getting the word out, but the real success of Learn to Fly Month is up to you and the effort that you make to promote your event(s) to your community. Through your Learn to Fly Month initiative, your flight school can be noticed like never before. Committing your organization to Learn to Fly Month as a yearly event will pay dividends through repeated branding exposure.

FSANA encourages the use of the provided Learn to Fly Month graphics to help build awareness within your local community. Add graphics to your website and digital newsletters.

We suggest that your Learn to Fly month initiative center around promoting a public open house on one or two Saturdays in May. Here are a few ideas for your event or for scheduling as separate events throughout the month:

1. Create short 30- to 60-minute ground schools to introduce people to aviation and flight
2. Offer introductory flights
3. Offer air tours
4. Schedule an airline pilot to speak for 20-30 minutes with Q&A to follow
5. Schedule a corporate pilot to speak for 20-30 minutes with Q&A to follow
6. Schedule an aircraft mechanic to speak for 20-30 minutes with Q&A to follow
7. Schedule a flight instructor to speak for 20-30 minutes with Q&A to follow
8. Include a cookout
9. Offer giveaways or prizes

Suggested media opportunities include:

1. Create a customized news release using the template provided
2. Invite your local media to attend
3. Offer your local media a flight in the local area
4. Offer your local media an introductory flight lesson
5. Invite a local radio station to broadcast live during your event

Suggest in your marketing and to the media the many reasons why people should learn to fly:

1. Flying is fun
2. Flying is a new dimension in people's lives
3. Flying teaches added safety learning opportunities
4. Flying can be used in business to enhance time management
5. Flying increases connectivity between people
6. Flying improves quality of life
7. Flying is an adventure
8. Flying is a wonderful career path