

THE 4-1-1: TALKING POINTS

How to talk about the EARNED Act in a hallway, at a post meeting, or across a counter.

WHAT TO CALL IT

The EARNED Act. If people need more: "It recognizes the bachelor's degree veterans earn through their service."

10 SECONDS

"I'm working on the EARNED Act. Serve four years with an honorable discharge, and you've earned a bachelor's degree. Some earned it in a classroom; they earned it in uniform."

30 SECONDS

"[Your connection: I'm a Marine veteran / My husband served / My son is a soldier.] Veterans lead people and run operations under pressure, and they still get screened out of jobs for lacking a bachelor's degree. Four years of training, responsibility and sacrifice count for nothing on paper.

The EARNED Act fixes that: serve an honorable four-year enlistment, leave with a Bachelor of Arts in Defense of Freedom, and keep your GI Bill for what comes next. The Air Force already recognizes enlisted airmen's training with an associate degree. Every branch should, at the bachelor's level. Would you support that?"

WHICH SLOGAN FOR WHOM

AUDIENCE	SLOGAN
Everyone (letters, email signature, closing)	Some earned it in a classroom. They earned it in uniform.
Veterans	Graduated under fire.
Officials and press	The 4-1-1: Four years served. One nation defended. One degree earned.
Business owners	Tested where it counts.
Signs, social posts, visuals	The world was their campus.

OPENERS BY AUDIENCE

- **Veterans:** "Did your service ever count for anything on a job application?" Then let them talk. Most have a story.
- **Business owners:** "You'd hire someone who led a team under pressure for four years, right? Would you count military service as equivalent experience?"
- **Officials:** lead with the local ask. "Our city could name military service as qualifying experience in its job postings." Then mention the federal bill.

WHEN SOMEONE PUSHES BACK

- **"Isn't college different?"** "It is. College is better at breadth; service is better at leadership and performance under pressure. A few gen-ed courses during the enlistment cover the gap."
- **"Won't that cheapen degrees?"** "The service academies already confer a bachelor's degree after four years in the military. This shows the enlisted the same respect."
- **"Is that realistic?"** "The Air Force has done it since 1972. Congress passes the defense bill every year. It's one amendment."

ALWAYS END WITH AN ASK

"Can I send you the one-page proposal?" · "Would your post sign on?" · "Will you add your name at earnedact.org?"

A citizen proposal started in Surprise, Arizona. Not affiliated with the Department of Defense or any branch of service.