



ARMY EMERGENCY RELIEF



SOLDIERS HELPING SOLDIERS SINCE 1942

PUBLIC AFFAIRS OFFICERS AND MEDIA PARTNERS PARTNER PACKET - AER ACTIVE DUTY CAMPAIGN

Based on COVID-19 impacts, the SecArmy, CSA and SMA announced in May that the Army will execute a special Active Duty AER Campaign from July 1 to July 31, 2020. Our Army is currently facing unprecedented challenges and the AER Team is working closely with the Senior Leadership to ensure we remain totally flexible and responsive to the financial needs of Soldiers and their Families.

The Installation PAO networks are an effective and valuable communication tool, and AER will partner with each of you to ensure we achieve the CSA's goal of 100% of Soldiers informed of AER's benefits, programs, and the value of the Active Duty Campaign.

We're asking you - a principal AER partner - to share these talking points with your network through in-person and/or virtual meetings, e-newsletters, and social media to ensure our Soldiers and their Families are fully aware of AER's assistance programs and benefits.

From Senior Leaders to our most junior Soldiers, we will work hard to continue the AER legacy of "Soldiers helping Soldiers." Your communication support will help guarantee that no one in our military Family faces financial hardship alone.

TALKING POINTS

The Army's Active Duty Campaign is always focused on bringing awareness to the range of assistance programs that are available for both Active Duty and Retired Soldiers and the return on Soldiers' donations. As you work to spread the word about the July Active Duty Campaign, please leverage the talking points below to ensure we inform every Soldier of AER's mission – preserving readiness by providing financial assistance – and just how far a dollar can be stretched to help military families.

SOLDIERS TAKING CARE OF SOLDIERS

AER is still running the Annual Campaign despite COVID-19 because the Army's non-profit serves as the conduit for Soldiers to stand up and support one another.

TYPES OF ASSISTANCE

AER offers a variety of programs for Active Duty Soldiers, Retired Soldiers, and Military Family Members to take advantage of in times of need. The following list outlines categories of funding available 24/7:

- Emergency Travel
- Natural Disaster (preparation & evacuation)
- Mortgage, Rent, Initial Deposit
- Temporary Lodging
- Food
- Healthcare (not covered by Tricare)
- Vehicle Repairs
- Utilities
- Funeral Expenses
- Basic Essential Furniture
- Spouse Relicensing / Recertification
- Child Care (Army Fee Assistance req.)
- Appliance Replacement Costs
- Cranial Helmets
- PCS Travel
- Child Car Seats
- Dental Care (for dependents)
- Minor Home Repair
- Non-Medical Attendant Travel
- Invitational Travel Order
- Clothing
- Immigration & Passport Fees (dependents)
- Special Needs Medical Equipment

RETURN ON SOLDIERS' DONATIONS

A \$10 donation sends \$30 to the field. Support AER today and multiply your impact by 4x.

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MULTIPLY
YOUR
IMPACT
3X



A \$10 DONATION PROVIDES \$30 TO SOLDIERS

CARES ACT

The CARES Act allows individuals to deduct contributions of up to \$300 to charitable organizations like AER, even when they take the standard deduction. These claims reduce taxable income which, in most cases, will yield a smaller tax bill in 2020.

SOCIAL MEDIA

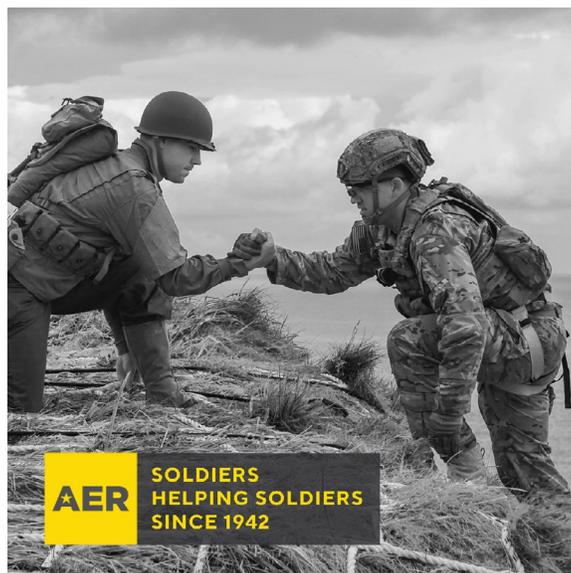
AER proposes to leverage PAO social media platforms to further raise awareness of the Active Duty Campaign. We've drafted a series of social posts to amplify our digital impact in June and early July.

WEEK	PLATFORM*	POST CONTENT	LINK
JUNE 22	  	Army Emergency Relief stands at the ready to help Soldiers and their Families 24/7. The Army's nonprofit offers a multitude of assistance options - from Flights Home to Vehicle Repairs: #SoldierSupport	VISIT LINK
JUNE 22	  	The Army's nonprofit - Army Emergency Relief - helps Soldiers and their families during times of financial hardship. AER provides assistance for utilities, vehicle repair, funeral expenses, home repair, and much more. See how you and your family can take advantage of Army Emergency Relief assistance programs: #SoldierSupport	VISIT LINK
JUNE 29	  	Looking for a way to support your fellow Soldiers? Donate to AER, the Army's nonprofit, to help active duty Soldiers, Retired Soldiers, and Military Families around the country. #SoldierSupport	VISIT LINK
JULY 6	  	Army Emergency Relief's 2020 Active Duty Campaign is underway. Donate today to make a positive impact on your fellow Soldiers and their families. #SoldierSupport	VISIT LINK
JULY 13	  	Soldiers Supporting Soldiers: Donate to AER and turn your \$10 into \$30: #SoldierSupport	VISIT LINK
JULY 20	  	Join thousands of other Soldiers who've pledged to support their comrades through the Army's Annual Campaign. Army Emergency Relief can turn your \$10 donation into \$30 to help Soldiers and their Families. #SoldierSupport	VISIT LINK

SOCIAL MEDIA

*Suggest posting Instagram content as a *story* with a “Swipe Up” prompt for users to access the donation link.

Social Media Image to include in posts:



DIGITAL COMMUNICATIONS TEMPLATE

New message



To **Soldiers and Families**

Subject **No Soldier should face hardship alone.**



Army Emergency Relief's singular mission is to provide financial assistance for Soldiers and their Families. The most common assistance requests are for basic living expenses such as personal vehicle repair, rent, mortgage, and utilities. Additionally, AER adjusts eligibility and assistance levels to help the entire Army team when they are impacted financially by natural disasters such as hurricanes, floods and fires.

Despite the COVID-19 pandemic, AER is still administering the Army's Active Duty Fundraising Campaign Fundraising Campaign to ensure Soldiers (active duty and retired) and their families continue to have access to the resources they might need during unexpected financial hardship.

The campaign will run from July 1 to July 30 this year. Every \$10 donated to AER turns into \$30 of assistance. This return enables Soldiers to take care of Soldiers.

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3X**



A \$10 DONATION PROVIDES \$30 TO SOLDIERS

Stand with your squad and make a small monthly gift to the Army's own charity.
Give.armyemergencyrelief.org/JulyCampaign



Send