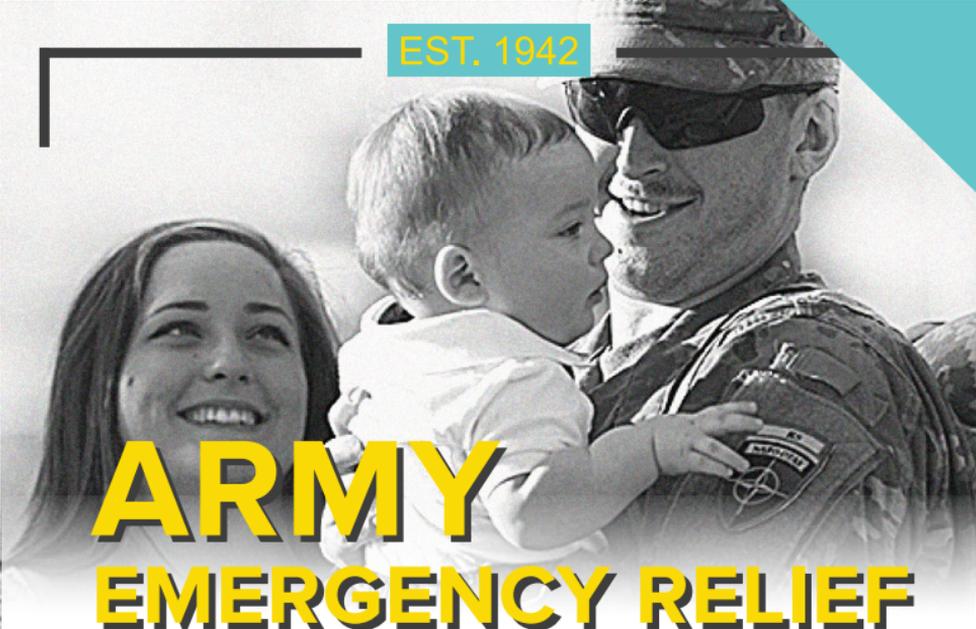


CAMPAIGN REPRESENTATIVE REFERENCE CARD

EST. 1942



ARMY EMERGENCY RELIEF

YOUR ARMY. YOUR BENEFITS. YOUR SQUAD.

AER, the Army's non-profit organization, exists to provide Soldier-specific benefits in times of need.

- »» AER has dozens of assistance programs specifically focused on Soldiers and Army Family needs
- »» AER saves Soldiers time and money
- »» AER programs are offered in the forms of grants, no-interest loans, or a combination of both

YOUR ARMY. YOUR INFLUENCE.

AER enables Soldiers to offer each other a hand up

YOUR DONATION IMPACT.

Even a modest donation of \$5 per month ensures your fellow Soldiers will never have to face financial challenges alone



AER

[Armyemergencyrelief.org](https://www.armyemergencyrelief.org)
1-866-878-6378
2530 Crystal Drive, Suite 13161
Arlington, VA 22202



Do's and Don'ts

Points of Emphasis and Topics to Avoid when discussing AER benefits and donations.



DO

- Stress that the Army takes care of its own. "Soldiers helping Soldiers."
- Notify Soldiers that AER assistance is a benefit as part of their Selfless Service to the Nation.
- Speak with every Soldier about AER benefits.
- Notify Soldiers that AER financial resources are shared across the Army. More Soldier contributions = more benefits for the Army Team
- Remind Soldiers that hardship can strike anyone at any time.
- Let Soldiers know that seeking assistance is a sign of strength.
- Encourage Soldiers to follow AER on social media.
- Remind Soldiers that AER Programs are also available for children and spouses.



DON'T

- Mandate that Soldiers give to AER. They are not required to do so.
- Keep a running tally of Soldiers who may or may not have donated or approach a Soldier a second time to ask for a donation when they have already said "no."
- Apply peer pressure, ask a Soldier to donate to achieve unit goals, or ask Soldiers under your direct command for donations.
- Offer special privileges, favors, or entitlements in return for donations.
- Ask for donations outside of the Annual Campaign window.

AER is a 501(c)(3) nonprofit organization and does not receive government funding. To donate, please visit

AERHQ.ORG/DONATE