RUJAAAA/CDR FORSCOM DCS G3 CURRENT OPS FT BRAGG NC
RUJAAAA/CDR FORSCOM DCS G3 CURRENT OPS FT BRAGG NC
RUJAAAA/CDR FORSCOM DCS G3 WATCH OFFICER FT BRAGG NC
RUJAAAA/CDR FORSCOM DCS G3 WATCH OFFICER FT BRAGG NC
RUJAAAA/CDR MDW J3 FT MCNAIR DC
RUJAAAA/CDR MDW J3 FT MCNAIR DC
RUJAAAA/CDR MDW JFHQ-NCR FT MCNAIR DC
RUJAAAA/CDR MDW JFHQ-NCR FT MCNAIR DC
RUJAAAA/CDR TRADOC CG FT EUSTIS VA
RUJAAAA/CDR TRADOC CG FT EUSTIS VA
RUJAAAA/CDR TRADOC DCS G-3-5-7 OPNS CTR FT EUSTIS VA
RUJAAAA/CDR TRADOC DCS G-3-5-7 OPNS CTR FT EUSTIS VA
RUJAAAA/CDR USAR NORTH FT SAM HOUSTON TX
RUJAAAA/CDR USARCENT SHAW AFB SC
RUJAAAA/CDR USASOC COMMAND CENTER FT BRAGG NC
RUJAAAA/CDR USASOC FT BRAGG NC
RUJAAAA/CDR USASOC MESSAGE CENTER FT BRAGG NC
RUJAAAA/CDRUSCENT SHAW AFB SC
RUJAAAA/CDRUSCENT SHAW AFB SC
RUJAAAA/CDR3RD ARMY USARCENT WATCH OFFICER SHAW AFB SC
RUJAAAA/CDRAMC REDSTONE ARSENAL AL
RUJAAAA/CDRAMC REDSTONE ARSENAL AL
RUJAAAA/CDRMDW WASHINGTON DC
RUJAAAA/CDRMDW WASHINGTON DC
RUJAAAA/CDRMDW WASHINGTON DC
RUJAAAA/CDRUSACE WASHINGTON DC
RUJAAAA/CDRUSACIDC FT BELVOIR VA
RUJAAAA/CDRUSACIDC FT BELVOIR VA
RUJAAAA/CDRUSACYBER FT BELVOIR VA
RUJAAAA/CDRUSACYBER FT BELVOIR VA
RUJAAAA/CDRUSACYBER G3 FT BELVOIR VA
RUJAAAA/CDRUSACYBER G3 FT BELVOIR VA
RUJAAAA/CDRUSAEIGHT G3 CURDPS SEOUL KOR
RUJAAAA/CDRUSAEIGHT SEOUL KOR
RUJAAAA/CDRUSAFRICA VICENZA IT
RUJAAAA/CDRUSAFRICA VICENZA IT
RUJAAAA/CDRUSAGFMD FT SAM HOUSTON TX
RUJAAAA/CDRUSAGFMD FT SAM HOUSTON TX
RUJAAAA/CDRUSAGFMD FT SAM HOUSTON TX
RUJAAAA/CDRUSAGFMD FT SAM HOUSTON TX
RUJAAAA/HQ JCMC FT SAM HOUSTON TX
RUJAAAA/HQ JMCOM FT SAM HOUSTON TX
RUJAAAA/HQ JMCOM FT SAM HOUSTON TX
RUJAAAA/HQ JMCOM FT SAM HOUSTON TX
RUJAAAA/HQ INSOC IOC FT BELVOIR VA
RUJAAAA/HQ SDDC CMD GROUP SCOTT AFB IL
RUJAAAA/HQ SDDC CMD GROUP SCOTT AFB IL
RUJAAAA/HQ SDDC OPS MSG CNTR SCOTT AFB IL
RUJAAAA/HQ SDDC OPS MSG CNTR SCOTT AFB IL
RUJAAAA/HQ USARSC FT SAM HOUSTON TX
RUJAAAA/HQ USARSC FT SAM HOUSTON TX
RUJAAAA/HQ USARSC FT SAM HOUSTON TX
RUJAAAA/HQ USARSC FT SAM HOUSTON TX
RUJAAAA/HQ USARSC FT SAM HOUSTON TX
RUJAAAA/HQ USARSC FT SAM HOUSTON TX

SUBJ/HQDA EXORD 007-21 THE ARMY EMERGENCY RELIEF (AER) ANNUAL CAMPAIGN

(CU) CONTROLLED BY: OUSDI (I&S)
CONTROLLED BY: DAIN-ISS
CUI CATEGORY: OPSEC
LIMITED DISSEMINATION CONTROL: FEDCON
POC: MR. ROBERT BUSH 571-256-8691

SUBJECT: HQDA EXORD 007-21 THE ARMY EMERGENCY RELIEF (AER) ANNUAL CAMPAIGN/

(U) REFERENCES.
REF/A/ (U) AR 930-4, ARMY EMERGENCY RELIEF, DATED 05 MAY 2019/
REF/B/ (U) AR 680-20, ARMY COMMAND POLICY, DATED 24 JULY 2020/
REF/D/ (U) AR 1-201, ARMY INSPECTION POLICY, DATED 25 FEBRUARY 2015/

1. (U) SITUATION.

1.A. (U) THE ARMY EMERGENCY RELIEF (AER) FUNDRAISING CAMPAIGN IS EXECUTED FROM 01 MARCH - 15 MAY EACH YEAR. BOTH AR 930-4, ARMY EMERGENCY RELIEF, AND AR 680-29, FUND-RAISING WITHIN THE ARMY, PROVIDE COMMANDERS GUIDANCE TO EFFECTIVELY EXECUTE THE CAMPAIGN. OVER THE LAST DECADE, ACTIVE DUTY PARTICIPATION IN THE ANNUAL CAMPAIGN FELL FROM APPROXIMATELY 23% PARTICIPATION IN 2010, TO 5% IN 2020. ACTIVE DUTY DONATIONS HAVE DECREASED AS WELL, FROM A HIGHPOINT OF $6.5 MILLION IN 2010 TO $2 MILLION IN 2020. THE AER FUNDRAISING CAMPAIGN IS THE RESPONSIBILITY OF EVERY COMMANDER AT EVERY LEVEL THROUGHOUT THE ARMY.

1.B. (U) THIS EXORD APPLIES TO COMMANDERS OF ARMY COMMANDS (ACOM), ARMY SERVICE COMPONENT COMMANDS (ASCC), AND DIRECT REPORTING UNIT (DRU) AND SENIOR LEADERS OF NON-ACOM, ASCC OR DRU ORGANIZATIONS SUCH
AS PROGRAM EVALUATION OFFICE (PEO), CENTER OF EXCELLENCE (COE), AND
ARMY AUDIT AGENCY (AAA), OR DISTRICTS.

2. (U) MISSION. COMMANDERS OF ARMY COMMANDS (ACOM), ARMY SERVICE
COMPONENT COMMANDS (ASCC), AND DIRECT REPORTING UNIT (DRU) AND SENIOR
LEADERS OF NON-ACOM, ASCC OR DRU ORGANIZATIONS PROVIDE SUPPORT TO THE
2021 ARMY EMERGENCY RELIEF FUNDRAISING CAMPAIGN TO INCREASE AWARENESS
AND PARTICIPATION OF THE ACTIVE DUTY FORCE.

3. (U) EXECUTION.

3.A. (U) INTENT. THE INTENT OF THE CAMPAIGN IS TO ENSURE EVERY
SOLDIER IS MADE FULLY AWARE OF THE AER ASSISTANCE AVAILABLE TO THEM
AND OFFERED AN OPPORTUNITY TO PARTICIPATE WITH A DONATION.

3.A.1 (U) PURPOSE. TO INCREASE ACTIVE DUTY PARTICIPATION IN THE AER
ANNUAL CAMPAIGN.

3.A.2. (U) KEY TASKS.

3.A.2.A. (U) PREPARE AND TRAIN FOR AER ANNUAL CAMPAIGN.

3.A.2.B. (U) EXECUTE AND PROCESS THE RESULTS.

3.A.3. (U) ENDSTATE. 100% OF ACTIVE DUTY SOLDIERS ARE INFORMED
ABOUT AER PROGRAMS AND REVERSE THE DOWNWARD TREND OF ACTIVE DUTY
PARTICIPATION THROUGH INCREASED COMMUNICATION AND AN INFORMATION
CAMPAIGN PLAN WITH SUCCESS BEING MEASURED BY AN EVENTUAL RETURN TO
23% ACTIVE DUTY PARTICIPATION RATE IN THE CAMPAIGN (AVG PARTICIPATION
FROM 2006-2012).

3.B. (U) CONCEPT OF OPERATION. NOT USED.

3.C. (U) TASKS TO ARMY STAFF AND SUBORDINATE UNITS.


3.C.1.A. (U) UNDER THE POLICY OVERSIGHT OF THE ASSISTANT SECRETARY
OF THE ARMY FOR MANPOWER AND RESERVE AFFAIRS (ASA(M&RA)), SERVE AS
LIAISON BETWEEN AER HQ AND HQDA SENIOR LEADERS ON THE AER PROGRAM.

3.C.1.B. (U) RECEIVE PROGRAM REPORTS PROVIDED AT SAME FREQUENCY AS
PROVIDED BY AER HQ THROUGHOUT THE AER CAMPAIGN (01 MAR - 15 MAY).

3.C.2. (U) COMMANDER, U.S. ARMY MATERIEL COMMAND (AMC). ENSURE
COMMANDER, U.S. ARMY INSTALLATION MANAGEMENT COMMAND (IMCOM) ACTS AS
THE AER PROGRAM INTEGRATOR.

3.C.3. (U) COMMANDERS OF ARMY COMMANDS (ACOM), ARMY SERVICE
COMPONENT COMMANDS (ASCC), AND DIRECT REPORTING UNIT (DRU) AND SENIOR
LEADERS OF NON-ACOM, ASCC OR DRU ORGANIZATIONS.

3.C.3.A. (U) SUPPORT THE ANNUAL AER CAMPAIGN IAW AR 930-4, ARMY
EMERGENCY RELIEF, DATED 05 MAY 2019; AR 600-20, ARMY COMMAND POLICY,
DATED 24 JULY 2020; AR 600-29, FUND-RAISING WITHIN THE DEPARTMENT OF
THE ARMY, DATED 7 JUNE 2010; AR 1-201, ARMY INSPECTION POLICY, DATED
25 FEBRUARY 2015.

3.C.3.B. (U) ISSUE AN OPORD, APPOINTING AN INSTALLATION CAMPAIGN
COORDINATION TEAM COMPRised OF A FIELD-GRADE OFFICER AND A SENIOR
NON-COMMISSIONED OFFICER TO CONDUCT/COORDINATE THE CAMPAIGN DIRECTLY
WITH THE ARMY COMMUNITY SERVICE STAFF AND THE AER OFFICER.
3.C.3.C. (U) THE APPOINTMENT IS AN ADDITIONAL DUTY FOR THE FULL
DURATION OF THE AER CAMPAIGN (JAN-JUN, PRE AND POST) EACH YEAR. THE
ADDITIONAL DUTIES ARE ASSIGNED AS THE SOLDIER’S COMMANDER DEEMS
APPROPRIATE.

DURING THE ANNUAL CAMPAIGN (01 MAR - 15 MAY).

3.C.3.E. (U) REQUEST CAMPAIGN SUPPORT FROM AER HQ WHERE AER OFFICERS
ARE NOT ASSIGNED.

3.C.3.F. (U) MONITOR PARTICIPATION PROGRESS WITHIN THEIR AREAS OF
RESPONSIBILITY DURING THE CAMPAIGN PERIOD (01 MAR - 15 MAY), WITH
REPORTS PROVIDED BY AER HQ.

3.C.3.G. (U) SUPPORT AER HQ CAMPAIGN AWARDS AT THE END OF THE ANNUAL
CAMPAIGN.

3.C.3.H. (U) APPOINT AER UNIT CAMPAIGN REPRESENTATIVES IN THE RANK
OF STAFF SERGEANT OR ABOVE TO WORK WITH THE INSTALLATION CAMPAIGN
COORDINATION TEAM. APPOINTMENT WILL LAST FOR THE FULL DURATION OF
THE CAMPAIGN (JAN-JUN, PRE AND POST) EACH YEAR. THE ADDITIONAL DUTIES
ARE ASSIGNED AS THE SOLDIER’S COMMANDER DEEMS APPROPRIATE.

3.D. (U) COORDINATING INSTRUCTIONS. DIRECT LIAISON AUTHORITY
(DIRLAUTH) TO AMC AS THE AER PROGRAM INTEGRATOR AND AER HQ IS
AUTHORIZED FOR ALL ORGANIZATIONS.

4. (U) SUSTAINMENT. TO BE PUBLISHED (TBP).

5. (U) COMMAND AND SIGNAL.

5.A. (U) COMMAND.

5.A.1. (U) FORSCOM, TRADOC, AMC, USAREUR, AND USARPAC ARE SUPPORTING
COMMANDS.

5.A.2. (U) OCPA IN COORDINATION WITH INSTALLATION PAO WILL SUPPORT
AER CAMPAIGN COMMUNICATIONS AND MARKETING EFFORTS BY SHARING AER HQ
PROVIDED CONTENT AND NEWS ARTICLES.

5.A.3. (U) OCPA, OCLL, OTJAG, OCCH, AND DCS, G-1 ARE SUPPORTING
STAFF ELEMENTS.

5.B. (U) SIGNAL.

5.B.1. (U) THE POC FOR THIS EXORD IS DCS, G-9, DAIN-SF, MR. ROB
BUSH, COMM: 571-256-8691, 540 834-3479, DSN: 332-8691, EMAIL:
ROBERT.E.BUSH.CIV@MAIL.MIL.

5.B.2. (U) IMCOM HQ, G-9 POC: MS GALE JOHNSON, COMM: 210-466-1191,
EMAIL: PANESHA.G.JOHNSON.CIV@MAIL.MIL.

6. (U) THE EXPIRATION DATE OF THIS MESSAGE IS 31 DECEMBER 2025,
UNLESS FORMALLY RESCINDED OR SUPERSEDED.

OFFICIAL:

JASON T. EVANS
LIEUTENANT GENERAL, GS