

Army Guidance on Annual AER Campaign

AR 600-29 Fund-Raising Within the Department of the Army

1-7. Authorized non-Combined Federal Campaign fund-raising

- a. *“Fund-raising in support of the Army Emergency Relief. Apart from CFC and OPM-approved fund-raising for an emergency or disaster appeal, the Army Emergency Relief (AER) annual campaign is the only fund-raising the Army may conduct Army-wide. Fundraising in support of AER must be conducted in accordance with AR 930-4 and the general provisions of this regulation.”*

5-1. Fund-raising practices *“True voluntary giving is fundamental to DA fund-raising activities. All methods, techniques, and strategies used to enhance fund-raising will be practiced within the limits and the spirit of noncoercive, voluntary giving. This does not prohibit campaign practices established to provide a focus for team spirit, unity of purpose, and organizational pride. When those practices are applied with a noncoercive intent and manner, they can contribute materially to campaign success.”*

AR 930-4 Service Organizations - Army Emergency Relief

5-3. Annual Campaign

- a. **Purpose of Campaign:** Inform 100% of Active and Retired Soldiers and their families about the programs available to them, provide opportunity for Soldiers to donate, and publicize ways to access AER assistance.
- b. *“Senior Commanders and Senior Command Sergeants Major, in coordination with Garrison Commanders and Garrison Command Sergeants Major will conduct the campaign within the period announced annually by the Army Chief of Staff.”*

CSA/SMA Letter to Mission Commanders

- a. Establish an Officer/Noncommissioned Officer Installation Campaign Coordination Team comprised of a field grade officer and a senior noncommissioned officer who will coordinate directly with the Army Community Service staff and the AER team during the campaign season
- b. Appoint AER campaign representatives in the rank of staff sergeant or above for every troop, company, and battery who will work with their Installation Campaign Coordination Team. Representatives should inform 100 percent of their unit’s Soldiers about AER’s programs and benefits.

DO	DO NOT
Endorse campaign through the usual campaign activities, memorandums, digital platforms or other communications with Soldiers.	Solicit Soldiers under your direct supervision. (e.g. A platoon sergeant will inform their platoon about AER assistance but cannot solicit donations from their platoon)
Fully inform 100 percent of all Soldiers and Family members about the types of financial assistance available from AER.	Make inquiries about individual Soldiers that may or may not have contributed.
Provide the opportunity for Soldiers to make donations and publicize campaign participation and dollars raised.	Lead individual to believe they are the only one, or one of a small number of people, preventing the achievement of an organizational goal.
Follow up on solicitations where the individual asked to delay or defer decision.	Once decision to contribute or not has been made, do not further solicit Soldiers.
Keep appropriate records of the percent of Soldiers informed and participating with a donation for Campaign status purposes.	Keep lists of noncontributors for any purpose.
Present awards as commendation for exceptional performance in the organization and administration of a campaign.	Grant special privileges, favors, or entitlements as inducement to contribute.