

# Army Guidance on Annual AER Campaign

## AR 1-10 Fund-Raising Within the Department of the Army

### 1-8. Authorized non-Combined Federal Campaign fund-raising

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

### 5-1. Fundraising practices

“**True voluntary giving is fundamental to DA fundraising activities.** All methods, techniques, and strategies used to enhance fundraising 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

- "Purposes of the annual AER campaign are to—
  - (1) Fully inform 100 percent of all Soldiers (active and retired) and their Family members, including spouses and children of deceased Soldiers, about the types of financial assistance available from AER.
  - (2) Provide the opportunity for Soldiers to make donations to AER to help their fellow Soldiers.
  - (3) Publicize procedures to obtain AER assistance.
  - (4) Comply with Internal Revenue Service policies to maintain not for profit, tax exempt status of AER"
- “Commanders will conduct the campaign within the period announced annually by the Army Chief of Staff.”

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 <b>solicit</b> donations from <b>their</b> 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.