

HQDA EXORD 065-24 THE ARMY EMERGENCY RELIEF (AER) ANNUAL

Originator: DA WASHINGTON DC

TOR: 01/04/2024 21:48:51

DTG: 042144Z Jan 24

Prec: Priority

DAC: General

- To:** ARLINGTON NATIONAL CEMETERY ARLINGTON VA, ARNG NGB COMOPS ARLINGTON VA, ARNG NGB J3 JOC WASHINGTON DC, ARNGRC ARLINGTON VA, ARNGRC WATCH ARLINGTON VA, CDR 5 ARMY NORTH AOC FT SAM HOUSTON TX, CDR ARMY FUTURES COMMAND AUSTIN TX, CDR ATEC ABERDEEN PROVING GROUND MD, CDR FORSCOM DCS G3 CENTRAL TASKING DIV FT LIBERTY NC, CDR FORSCOM DCS G3 CURRENT OPS FT LIBERTY NC, CDR FORSCOM DCS G3 WATCH OFFICER FT LIBERTY NC, CDR MDW J3 FT MCNAIR DC, CDR MDW JFHQ-NCR FT MCNAIR DC, CDR NETCOM 9THSC FT HUACHUCA AZ, CDR TRADOC CG FT EUSTIS VA, CDR TRADOC DCS G-3-5-7 OPNS CTR FT EUSTIS VA, CDR USAR NORTH FT SAM HOUSTON TX, CDR USARCENT SHAW AFB SC, CDR USAREUR-AF WIESBADEN GE, CDR USASOC COMMAND CENTER FT LIBERTY NC, CDR USASOC FT LIBERTY NC, CDR3RD ARMY USARCENT WATCH OFFICER SHAW AFB SC, CDRAMC REDSTONE ARSENAL AL, CDRFORSCOM FT LIBERTY NC, CDRHRC G3 DCSOPS FT KNOX KY, CDRINSCOM FT BELVOIR VA, CDRINSCOM FT BELVOIR VA, CDRINSCOMIIOC FT BELVOIR VA, CDRINSCOMIIOC FT BELVOIR VA, CDRMDW WASHINGTON DC, CDRUSACE WASHINGTON DC, CDRUSACIDC FT BELVOIR VA, CDRUSACYBER FT BELVOIR VA, CDRUSACYBER G3 FT BELVOIR VA, CDRUSACYBER G33 FT BELVOIR VA, CDRUSAEIGHT G3 CUROPS SEOUL KOR, CDRUSAEIGHT SEOUL KOR, CDRUSAMEDCOM FT SAM HOUSTON TX, CDRUSARC G33 READ FT LIBERTY NC, CDRUSARCYBER WATCH OFFICER FT BELVOIR VA, CDRUSARPAC CG FT SHAFTER HI, CDRUSARPAC FT SHAFTER HI, COMDT USAWC CARLISLE BARRACKS PA, HQ IMCOM FT SAM HOUSTON TX, HQ INSCOM IOC FT BELVOIR VA, HQ SDDC CMD GROUP SCOTT AFB IL, HQ SDDC OPS MSG CNTR SCOTT AFB IL, HQ USARSO FT SAM HOUSTON TX, HQ USARSO G3 FT SAM HOUSTON TX, HQDA ARMY STAFF WASHINGTON DC, HQDA CSA WASHINGTON DC, HQDA EXEC OFFICE WASHINGTON DC, HQDA IMCOM OPS DIV WASHINGTON DC, HQDA SEC ARMY WASHINGTON DC, HQDA SECRETARIAT WASHINGTON DC, HQDA SURG GEN WASHINGTON DC, MEDCOM HQ EOC FT SAM HOUSTON TX, NETCOM G3 CURRENT OPS FT HUACHUCA AZ, NGB WASHINGTON DC, SMDC ARSTRAT CG ARLINGTON VA, SMDC ARSTRAT G3 ARLINGTON VA, SUPERINTENDENT USMA WEST POINT NY, SURGEON GEN FALLS CHURCH VA, USAR AROC FT LIBERTY NC, USAR CMD GRP FT LIBERTY NC, USAR DCS G33 OPERATIONS FT LIBERTY NC, USARCENT G3 FWD, USARPAC COMMAND CENTER FT SHAFTER HI
- CC:** HQDA AOC DAMO ODO OPS AND CONT PLANS WASHINGTON DC, HQDA AOC G3 DAMO CAT OPSWATCH WASHINGTON DC, HQDA AOC G3 DAMO OD DIR OPS READ AND MOB WASHINGTON DC

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 TO RUIAAAA/ARLINGTON NATIONAL CEMETERY ARLINGTON VA
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 RUIAAAA/ARNG NGB J3 JOC WASHINGTON DC
 RUIAAAA/ARNGRC ARLINGTON VA
 RUIAAAA/ARNGRC WATCH ARLINGTON VA
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 RUIAAAA/CDR ARMY FUTURES COMMAND AUSTIN TX
 RUIAAAA/CDR ATEC ABERDEEN PROVING GROUND MD
 RUIAAAA/CDR FORSCOM DCS G3 CENTRAL TASKING DIV FT LIBERTY NC
 RUIAAAA/CDR FORSCOM DCS G3 CURRENT OPS FT LIBERTY NC
 RUIAAAA/CDR FORSCOM DCS G3 WATCH OFFICER FT LIBERTY NC
 RUIAAAA/CDR MDW J3 FT MCNAIR DC
 RUIAAAA/CDR MDW JFHQ-NCR FT MCNAIR DC
 RUIAAAA/CDR NETCOM 9THSC FT HUACHUCA AZ
 RUIAAAA/CDR TRADOC CG FT EUSTIS VA
 RUIAAAA/CDR TRADOC DCS G-3-5-7 OPNS CTR FT EUSTIS VA
 RUIAAAA/CDR USAR NORTH FT SAM HOUSTON TX
 RUIAAAA/CDR USARCENT SHAW AFB SC
 RUIAAAA/CDR USAREUR-AF WIESBADEN GE
 RUIAAAA/CDR USASOC COMMAND CENTER FT LIBERTY NC
 RUIAAAA/CDR USASOC FT LIBERTY NC
 RUIAAAA/CDR3RD ARMY USARCENT WATCH OFFICER SHAW AFB SC
 RUIAAAA/CDRAMC REDSTONE ARSENAL AL
 RUIAAAA/CDRFORSCOM FT LIBERTY NC

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RUIAAAA/CDRHRC G3 DCSOPS FT KNOX KY
RUIAAAA/CDRINSCOM FT BELVOIR VA
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RUIAAAA/CDRUSARPAC CG FT SHAFTER HI
RUIAAAA/CDRUSARPAC FT SHAFTER HI
RUIAAAA/COMDT USAWC CARLISLE BARRACKS PA
RUIAAAA/HQ IMCOM FT SAM HOUSTON TX
RUEPHII/HQ INSCOM IOC FT BELVOIR VA
RUIAAAA/HQ SDDC CMD GROUP SCOTT AFB IL
RUIAAAA/HQ SDDC OPS MSG CNTR SCOTT AFB IL
RUIAAAA/HQ USARSO FT SAM HOUSTON TX
RUIAAAA/HQ USARSO G3 FT SAM HOUSTON TX
RUEADWD/HQDA ARMY STAFF WASHINGTON DC
RUEADWD/HQDA CSA WASHINGTON DC
RUEADWD/HQDA EXEC OFFICE WASHINGTON DC
RUEADWD/HQDA IMCOM OPS DIV WASHINGTON DC
RUEADWD/HQDA SEC ARMY WASHINGTON DC
RUEADWD/HQDA SECRETARIAT WASHINGTON DC
RUEADWD/HQDA SURG GEN WASHINGTON DC
RUIAAAA/MEDCOM HQ EOC FT SAM HOUSTON TX
RUIAAAA/NETCOM G3 CURRENT OPS FT HUACHUCA AZ
RUIAAAA/NGB WASHINGTON DC
RUIAAAA/SMDC ARSTRAT CG ARLINGTON VA
RUIAAAA/SMDC ARSTRAT G3 ARLINGTON VA
RUIAAAA/SUPERINTENDENT USMA WEST POINT NY
RUEAUSA/SURGEON GEN FALLS CHURCH VA
RUIAAAA/USAR AROC FT LIBERTY NC
RUIAAAA/USAR CMD GRP FT LIBERTY NC
RUIAAAA/USAR DCS G33 OPERATIONS FT LIBERTY NC
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SUBJ/HQDA EXORD 065-24 THE ARMY EMERGENCY RELIEF (AER) ANNUAL
CAMPAIGN
CUI//
CONTROLLED BY: HQDA DCS, G-9
CONTROLLED BY: DAIN-PRR-SF
CUI CATEGORY: OPSEC
LIMITED DISSEMINATION CONTROL: FEDCON
POC: MR. ROBERT BUSH 571-256-8691

SUBJECT: (U) HQDA EXORD 065-24 THE ARMY EMERGENCY RELIEF (AER) ANNUAL
CAMPAIGN//

(U) REFERENCES.

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REF//A/ (U) AR 930-4, ARMY EMERGENCY RELIEF, DATED 05 MAY 2019//
REF//B/ (U) AR 600-20, ARMY COMMAND POLICY, DATED 24 JULY 2020//
REF// C/ (U) AR 1-10, FUNDRAISING WITHIN THE DEPARTMENT OF THE ARMY,
DATED 16 DECEMBER 2022//
REF//D/ (U) AR 1-201, ARMY INSPECTION POLICY, DATED 01 NOVEMBER
2023//

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 1-10, FUNDRAISING 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 25% PARTICIPATION IN 2010, TO 6% IN 2022. ACTIVE DUTY DONATIONS HAVE DECREASED AS WELL, FROM A HIGHPOINT OF \$6.5 MILLION IN 2010 TO \$1.8 MILLION IN 2022. THE AER FUNDRAISING CAMPAIGN IS THE MISSION 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).

2. (U) MISSION. EFFECTIVE IMMEDIATELY, COMMANDERS, ARMY COMMANDS (ACOM), ARMY SERVICE COMPONENT COMMANDS (ASCC), DIRECT REPORTING UNITS (DRU) WILL CONDUCT THE 2024 ARMY EMERGENCY RELIEF FUNDRAISING CAMPAIGN FROM 01 MARCH 2024 - 15 MAY 2024 TO INCREASE AWARENESS AND PARTICIPATION OF THE ACTIVE DUTY FORCE.

3. (U) EXECUTION.

3.A. (U) INTENT.

3.A.1. (U) 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.2. (U) PURPOSE. TO INCREASE ACTIVE DUTY PARTICIPATION IN THE AER ANNUAL CAMPAIGN.

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

3.A.3.A. (U) ASSIGN ONE (PER INSTALLATION, FROM ANY TENANT OR SUBORDINATE UNITS) CAMPAIGN COORDINATION SUPPORT TEAM IDENTIFIED BY NAME AND EMAIL ADDRESS TO THE INSTALLATION AER OFFICER OR ASSISTANT AER OFFICER TO SUPPORT THE ANNUAL CAMPAIGN.

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

3.A.4. (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 25% 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, SUBORDINATE UNITS AND REQUESTS FOR SUPPORT.

3.C.1. (U) HQDA DEPUTY CHIEF OF STAFF (DCS), G-9.

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 MARCH 2024 - 15 MAY 2024).

3.C.2. (U) COMMANDER, U.S. ARMY MATERIEL COMMAND (AMC).

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

3.C.3. (U) SENIOR COMMANDERS, OR SENIOR ARMY ELEMENT COMMAND FOR JOINT BASES.

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 1-10, FUNDRAISING WITHIN THE DEPARTMENT OF THE ARMY, DATED 16 DECEMBER 2023; AR 1-201, ARMY INSPECTION POLICY, DATED 01 NOVEMBER 2023.

3.C.3.B. (U) ISSUE AN OPORD, APPOINTING ONE INSTALLATION CAMPAIGN COORDINATION SUPPORT TEAM (FROM ANY TENANT OR SUBORDINATE UNITS) COMPRISED OF A FIELD-GRADE OFFICER AND A SENIOR NONCOMMISSIONED OFFICER TO CONDUCT/COORDINATE THE CAMPAIGN DIRECTLY WITH THE ARMY COMMUNITY SERVICE STAFF AND THE AER OFFICER. PROVIDE THE NAMES, RANK, UNIT AND EMAILS OF APPOINTED SUPPORT TEAM MEMBERS TO THE INSTALLATION AER OFFICER OR ASSISTANT AER OFFICER NLT 12 JANUARY 2024. THE AER OFFICER WILL INPUT THE NAMES AND EMAILS INTO THE AER ENTERPRISE BUSINESS MANAGEMENT SYSTEM (ARMS). AER HQ WILL PROVIDE A CONSOLIDATED LIST TO HQDA DCS, G-9.

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.

3.C.3.D. (U) PLAN AND EXECUTE CAMPAIGN KICK-OFF AND CLOSE-OUT EVENTS DURING THE ANNUAL CAMPAIGN (01 MARCH 2024 - 15 MAY 2024).

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 MARCH 2024 - 15 MAY 2024), 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 AN AER UNIT CAMPAIGN REPRESENTATIVE (ONE (1) PER COMPANY, BATTERY, AND TROOP) 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

3.D.1. (U) 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, AFC, USAREUR-AF, 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 HQDA DCS, G-1 ARE SUPPORTING STAFF ELEMENTS.

5.B. (U) SIGNAL.

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

5.B.2. (U) IMCOM HQ, G-9 POC: MS GALE JOHNSON, COMM: 210-385-7499 EMAIL: PANESHA.G.JOHNSON.CIV@ARMY.MIL.

6. (U) THE EXPIRATION DATE OF THIS MESSAGE IS 31 DECEMBER 2024, UNLESS FORMALLY RESCINDED OR SUPERSEDED.

OFFICIAL:

KEVIN VEREEN,
LIEUTENANT GENERAL, GS
DEPUTY CHIEF OF STAFF, G-9

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