



THE IG UPDATE



Volume 24-2

Army Emergency Relief (AER) Campaign Guidance for Leaders

Since 1942, AER has provided Soldiers and their dependents with assistance and emergency aid in the form of loans, grants, and scholarships. Funds for this program come from various sources, including the annual campaign.

The AER annual campaign is held three months of every year, and it is the only fundraising the Army may conduct Army-wide. The 2024 AER Annual Campaign season kicks off 1 MAR 24 and ends 14 JUN 24. The AER annual campaign is the responsibility of the senior commander and/or senior command sergeant major (in coordination with the garrison commander or garrison sergeant major). Commanders should continuously inform and encourage their Soldiers to use AER when they have a valid financial need.

The following 'Do's and Don'ts' will help leaders understand how they can support the AER campaign while remaining within regulatory limits.

DO

- ✓ Establish an installation AER Campaign Coordination Team (CCT) consisting of a field grade officer and a senior NCO.
- ✓ Ensure the AER CTT coordinates with installation leadership to endorse /publicize the 2024 AER Campaign through activities, memorandums, media or other methods of communication.
- ✓ Ensure each company-level unit appoints an AER Campaign Representative (CR), in the rank of SSG or above, to work with the AER CCT.
- ✓ Encourage company command teams to inform 100% of their Soldiers about AER financial assistance and endorse the 2024 AER Campaign.
- ✓ Have AER CRs contact 100% of assigned Soldiers to provide them an opportunity to donate to AER.
- ✓ Have AER CRs follow up on with individuals who asked to delay or defer their decision to contribute.
- ✓ Recognize exceptional performance in the organization or administration of the 2024 AER Campaign by members of the AER CCT or CRs (e.g., letter of commendation).

DO NOT

- ⊗ Allow supervisors to solicit Soldiers under their direct supervision (e.g., a platoon sergeant can inform their platoon about AER, and the AER Campaign, but cannot solicit donations from their platoon).
- ⊗ Make inquiries about individual Soldiers that may or may not have contributed to AER.
- ⊗ Lead individual Soldiers to believe they are the only one, or one of a small number of people, preventing the achievement of an AER goal.
- ⊗ Have CRs keep approaching a Soldier after they have decided not to contribute.
- ⊗ Keep lists of AER non-contributors for any purpose.
- ⊗ Initiate military awards for individual solicitors, or grant special privileges, favors, or entitlements to Soldiers as an inducement to contribute.



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References and Resources

- AR 1-10 (Fund-Raising within the Department of the Army)
- AR 930-4 (Service Organizations-Army Emergency Relief)
- FRAGO 1 TO HQDA EXORD 065-24 The Army Emergency Relief (AER) Annual Campaign
- <https://www.armyemergencyrelief.org>