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MSGID/GENADMIN/SECNAV WASHINGTON DC/-/FEB//

SUBJ/2019 ACTIVE DUTY FUND DRIVE IN SUPPORT OF THE NAVY-MARINE CORPS RELIEF SOCIETY//

REF/A/DOC/SECNAVINST 5340.7A/01MAY2018//

AMPN/REF A IS SECNAVINST 5340.7A, FUNDRAISING AND SOLICITATION IN SUPPORT OF THE NAVY-MARINE CORPS RELIEF SOCIETY//

RMKS/1. Since 1904, the Navy-Marine Corps Relief Society (NMCRS) has provided need-based financial assistance to active duty and retired Sailors, Marines, their families, surviving spouses, and orphans. With offices on every major Navy and Marine Corps installation around the globe, NMCRS provided financial assistance for nearly 50,000 Sailors, Marines, Retirees, and Sea-service families with more than \$45 million in interest-free loans and grants in 2018.

2. On 1 March 2019, the Department of the Navy will kick off its annual active duty fund drive in support of the NMCRS. NMCRS has set a goal of raising \$12.5 million during the fund drive and I do not expect any additional monetary fundraising goals. The most important objective is to ensure every Sailor and Marine is made aware of the diverse programs and services available to them from the NMCRS by ensuring 100 percent meaningful contact. Reference (a) was significantly revised since last year's campaign and I encourage commanders to read and incorporate its recommendations for a successful fund drive.

3. This campaign is our opportunity to inform Sea Service Members about the NMCRS to ensure it continues to meet its mission of financial and educational support for Navy and Marine Corps Service Members and their families. The annual active duty fund drive is an all hands effort and I depend on leaders at every level to ensure a most successful campaign.

4. Consistent with rules for the use of appropriated funds, commanders may authorize the use of appropriated funds for traditional kickoff events, recognition ceremonies, and other non-solicitation events to support the active duty fund drive.

5. Released by the Honorable Richard V. Spencer, Secretary of the Navy.

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