

ARMY EMERGENCY RELIEF Campaign

"Soldiers Helping Soldiers"

1 MARCH – 1 JUNE

Annually



Keypersons Responsibility

2016 Army Emergency Relief (AER) Fund Raising Campaign

AR 630-4, Chp 5

- **Carlisle Barracks AER section # 01004**
- You have been selected to represent your organization in the 2016 Army Emergency Relief Campaign. Your primary mission will be to develop and promote command support within your organization. You should accomplish the following listed below with your organization's Commander and senior leadership.

Keypersons Responsibility

Con't

- Fully brief them on the AER campaign
- Request they reinforce the importance of the Campaign thought-out your organization.
- Keep them informed of the results throughout the campaign period.
- Organizing as the Keyperson plays a critical role in the AER Campaign as it does in any successful military operations. The organization that follows the chain of command has repeatedly demonstrated the most successful results. Therefore, I recommend that you organize yourself and don't forget to include your Commander and Senior Leadership.
- You have been selected as the Keyperson to represent your organization because you are responsible, knowledgeable and trustworthy individual who can perform the campaign duties at unit/organization level.
- As your organization's trained Keyperson you have the added advantage that you in all likelihood personally know your comrades and can explain AER to them with relative ease.

Publicity

- Lights that are hidden under a bushel basket will never be seen. Similarly, the best-organized campaign will never be known and understood by its audience unless it is publicized.
- You have been provided a color wall poster, tri-fold Q & A flyers, and letters signed by the Secretary of the Army (SOA), Chief of Staff (COS) the Installation Commander (Gen Rapp), and a AER plastic bag to carry the publicity material and the DA Forms 4908 (contribution slips). Local publicity can take many forms and is only limited by your energy and imaginations. Make all letters available for each member of your command.

Soliciting

- You can't get donations unless you ask" The concept in the AER Campaign is to have you publicize the program and solicit donations from your comrades in your organization. This is conceptually the largest part of the campaign because it takes a special personality to feel comfortable asking fellow soldiers and other members of your organization to contribute money.
- As the Keyperson you must publicize the campaign throughout your organization and then make "Personal" contact with each soldier and member of your organization for whom you are responsible to solicit.
- The best solicitations result when a Keyperson explains the AER assistance concept, hands a Q & A flyer and DA Form 4908 to members of your organization and close with a request for a donation.

Soliciting Con't

- **Some suggested closing lines are:**
 - “Will you please contribute to AER”
 - “How much can we count on you for”
 - “What will you donate to help your fellow comrades/soldiers?”
- The Army’s policy is that solicitation of contributions should only be done with individuals who are eligible to receive assistance from AER. Therefore, we do not actively solicit from civilians such as civilian employees of the Army and civilian within local communities surrounding our installations. However, we can make the AER materials available because of the Campaign’s publicity; many civilians voluntarily offer a contribution. You may accept these which adds to the Campaign’s total.
- When the contributor makes a contribution, the Keyperson should ensure that DA Form 4908 is completed and that Copy 1 is given to the contributor.

Accountability

- Whenever you are dealing with money, you must have a plan and a system in place to insure that the campaign is accountable to the contributors. When dealing with money, the temptation is present for dishonesty, fortunately no cases has been reported at Carlisle Barracks, because the Key Workers selected to conduct this campaign are honest and trustworthy.
- The most important element of accountability is using the DA Form 4908 (contribution slip) as a receipt for exchange of money. The form has been designed to facilitate exchanging receipts for contributions at each step in the process.

Accountability Con't

- The top copy (Copy 1) is given to the contributor by you the Key Worker when you receive the contribution.
- Copy 2, 3, 4, is turned in to SFC Towns, (Campaign Manager)
- Mon thru Fri, 0800-1500hrs, along with your contributions. * * * Copy 4 will be returned to the Key person for your records.

Contributions can be any one of three forms:

1. Allotments
2. Personal Checks
3. Cash
4. Credit Cards (online only) www.aerhq.org

AER Donations/Contributions Turn-Ins

Mon- Fri

0800-1530hrs

Shughart Hall

CPT Cato/SFC Towns

**Attention: When making any turn-ins,
please log-in the organization and
amounts you are turning in daily.**

Now it's up to you!

- As the AER Keyperson you have been selected as a winner to represent your organization.
- The goal is 100% solicitation through Personal contact.
- All contributions must be voluntarily given. Absolutely no coercion is permitted.

Thank You

- On behalf of all of the Soldiers that will receive the help they need because of your service, thank you!

- **Contacts:**

CSM Maldonado, AER Campaign Chairman, 245-3232

CPT Cato, AER Campaign Officer, 245-3296

SFC Towns, AER Campaign Manager, 245-3296

Cora Johnson, AER Officer, 245-4720