



UNITED STATES MARINE CORPS
I MARINE EXPEDITIONARY FORCE
U. S. MARINE CORPS FORCES, PACIFIC
BOX 555300
CAMP PENDLETON, CA 92055-5300

IN REPLY REFER TO:
1000
G-1/ADJ
FEB 12 2016

LETTER OF INSTRUCTION 4-16

From: Commanding General, I Marine Expeditionary Force
To: All Hands

Subj: LETTER OF INSTRUCTION (LOI) FOR I MARINE EXPEDITIONARY FORCE 2016
ACTIVE DUTY FUND DRIVE

Ref: (a) DODINSTRUCT 5035.01
(b) SECNAVINST 5340.7
(c) ALMAR 006/16

Encl: (1) I MEF Active Duty Fund Drive Program of Objectives and Milestones
(POA&M)
(2) I MEF Active Duty Fund Drive Organizational Structure

1. Situation. The Navy-Marine Corps Relief Society (NMCRS) is the organization through which we help our fellow Marines and Sailors in times of emergency. The annual NMCRS Active Duty Fund Drive is how we raise money: "By our own, for our own." In 2015, I Marine Expeditionary Force (I MEF) NMCRS Offices provided over 4.2 million dollars to Marines and Sailors in I MEF alone. Of that money, only 314,285 dollars was raised through I MEF donations in 2015.

2. Mission. The I MEF 2016 Active Duty Fund Drive will raise awareness and charitable support for the NMCRS Camp Pendleton office. The method for this year is formal personal contact. During the campaign it is our goal to discuss and become familiar with the resources the NMCRS offers Marines, Sailors, and their families. This knowledge will assist leaders in the coming years who advise those during times of financial need.

3. Execution

a. Commander's Intent and Concept of Operation

(1) Commander's Intent. To have a successful Active Duty Fund Drive by ensuring all personnel assigned to I MEF are aware of its importance. Ensure each Marine and Sailor is contacted directly by a small unit representative and given the opportunity to participate. This effort allows Marines and Sailors to directly assist their fellow service members and their families.

(2) Concept of Operations. The I MEF 2016 Active Duty Fund Drive will run from Tuesday, 8 March to Friday, 1 April 2016. The Active Duty Fund Drive will begin with a kick-off event to be held on Tuesday, 8 March 2016 at 0745 at the Pacific Views Event Center aboard Marine Corps Base (MCB) Camp Pendleton. I MEF will assign an Active Duty Fund Drive Campaign Manager who will work with representatives from each Major Subordinate Commands (MSC). All Commanders, Directors, and Department Heads subordinate to I MEF will

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facilitate this campaign as mission permits. I MEF units stationed at Marine Corps Air Station (MCAS) Miramar, MCB Twentynine Palms, and MCAS Yuma will coordinate with their local Navy-Marine Corps Relief Society and Installation Coordinators for specific instructions on this year's fund drive. A POA&M is provided as enclosure (1).

b. Subordinate Element Missions

(1) I MEF Campaign Manager. The I MEF Campaign manager for the 2016 Active Duty Fund Drive is Captain Scott A. Humr. The I MEF Campaign Manager is responsible for the following:

(a) Coordinate the 2016 Active Duty Fund Drive kick-off training evolution.

(b) Act as the central point of contact for all Major Subordinate Command Active Duty Fund Drive managers.

(c) Coordinate with the local NMCRS director for all matters pertaining to the I MEF Active Duty Fund Drive.

(d) Supervise and assist unit Active Duty Fund Drive managers as necessary.

(e) Provide supplies to unit Active Duty Fund Drive managers as necessary.

(f) Open a bank account with Pacific Marine Credit Union to deposit all money donated throughout the drive.

(g) Provide the I MEF Commanding General and Chief of Staff weekly progress reports and current efforts.

(h) Publish subsequent instructions on Active Duty Fund Drive extensions, collection submissions, closing activities, and award ceremony prior to the end of the Active Duty Fund Drive.

(i) Develop detailed turnover instructions for the 2017 Active Duty Fund Drive.

(2) I MEF MSC. Your engaged leadership approach will undoubtedly drive this campaign. Command participation and encouragement will create a positive and encouraging atmosphere for people to get involved with this campaign.

(a) Appoint a unit campaign manager and an alternate representative to manage their respective unit's 2016 Active Duty Fund Drive no later than 12 February 2016. It is requested that these representative be a Staff Noncommission Officers or Officer.

(b) MSC Chiefs of Staff and MSC Campaign Managers aboard MCB Camp Pendleton will attend a pre-kick off synchronization meeting on 16 February 2016 at 0830 in the I MEF Commanding General's Conference room located in building 210701.

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(c) All Commanders, Department Heads, Executive Officers, and Sergeants Majors aboard MCB Camp Pendleton are encouraged to attend the kick-off and training event on 8 March 2016 at 0745 at the Pacific Views Event Center aboard Camp Pendleton.

(d) Request after-action reports from each Unit Campaign Manager. Submit after-action reports to the I MEF Campaign Manager no later than 6 May 2016.

(3) MSC Campaign Managers

(a) Complete Navy Marine Corps Relief Society Active Duty Fund Drive training. Training can be coordinated through the local Navy Marine Corps Relief Society aboard Camp Pendleton. Please see the coordinating instructions below for details.

(b) Attend the I MEF Active Duty Fund Drive kick-off event on 8 March 2016 at 0745 Pacific Views Event Center.

(c) Publish guidance and provide oversight of Unit Campaign Managers as necessary.

(d) Gather unit submission of funds for turn-in and reporting to the I MEF Campaign Manager.

(e) Distribute NMCRS supplies to Unit Campaign Managers as necessary.

(f) Report completion status to the I MEF Campaign Manager no later than 1700 each Thursday during the campaign fund drive.

(4) Unit Campaign Managers aboard MCB Camp Pendleton

(a) Attend the I MEF Active Duty Fund Drive kick-off event on 8 March 2016 at 0745 Pacific Views Event Center.

(b) Host a special unit activity/event where you can specifically focus on informing your Marines and Sailors about the benefits the NMCRS can provide.

(c) Distribute NMCRS supplies to individual members. Each Marine shall be handed a pledge card inside of a brochure providing information about the NMCRS. It is the job of the unit Active Duty Fund Drive manager to **physically hand one to each member of the unit**. It is not enough to merely announce, "There are pledge cards available for those that want one." Avoid nesting the Active Duty Fund Drive with Back in the Saddle (BITS) training and other events as it has a tendency to water down the message and intent of the fund drive.

(d) Recruit small unit leaders who exhibit the required attention to detail and will provide every person in their shop the opportunity to donate.

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(e) Inform all members of their respective units about the importance of this campaign. Forward any questions or concerns individuals may have to the I MEF Campaign Manager.

(f) Strive for 100 percent meaningful contact across each respective unit.

(g) Do not conduct any of the following activities:

1. Publish individual amounts of donations from sections or individuals.

2. Allow supervisors to solicit their own subordinates.

3. Enforce 100% participation (donation by compulsion).

4. Solicit civilians, retirees, or reservists (however, can accept donations if offered).

5. Double count student or TAD personnel.

6. Use "Navy Marine Corps Relief Society (NMCRS)" in any of the naming since it is the '*in support of.*' Actual name of the event is the Active Duty Fund Drive.

(h) Report completion and contact status to your MSC Campaign Manager as they require.

(i) Return all completed, organized, and unused forms/supplies back to the I MEF Active Duty Fund Drive Manager, MSC Campaign Managers or the MCB Camp Pendleton NMCRS Office no later than close of business 15 April 2016.

(5) I MEF Public Affairs Officer

(a) Publish all Active Duty Fund Drive events and fund drive dates across all I MEF social media outlets to maximize awareness.

(b) Attend the kick-off event at 0745 on 8 March 2016 at the Pacific Views Event Center to provide media coverage.

(c) Provide additional media coverage and support to any I MEF Commanding General supported Active Duty Fund Drive events.

(6) I MEF Staff Judge Advocate

(a) Provide ethical guidance and oversight of I MEF's Active Duty Fund Drive efforts throughout the campaign.

(b) Attend the kick-off event at 0745 on 8 March 2016 at the Pacific Views Event Center to provide ethics guidance with regards to fund drive events.

c. Coordinating Instructions

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(1) Active Duty Fund Drive kick-off training event.

(a) The I MEF 2016 Active Duty Fund Drive in support of Navy Marine Corps Relief Society kick-off be held at 0745 on 8 March 2016 at the Pacific Views Event Center. I MEF Commanding General or representative will provide opening comments and guidance. The speakers will discuss the details, requirements, and importance of raising money from within our organization. Commanding Officers, Executive Officers, Sergeant Majors, and are invited and highly encouraged to attend.

(b) Personnel assigned to serve as Command Coordinators, Committee Members, Unit Campaign Managers, or Key Persons must attend scheduled training sessions and be available throughout the entire campaign. (Note: Replacement and retraining of personnel after the campaign commences has proven detrimental to overall Fund Drive results).

1. Scheduled Training Active Duty Fund Drive Training for personnel aboard MCB Camp Pendleton will take place at Navy Marine Corps Relief Society Office located at building 1121. Training outside of the below published dates and/or request for an alternate training venue requires coordination with the Director of the local Navy Marine Corps Relief Society. Contact information is located in paragraph 5.a.(3) below.

a. 16 February from 1300-1430

b. 17 February from 0900-1030 or 1300-1430

(c) All charitable allotments must be submitted no later than the first week of May 2016.

1. Allotments will not be accepted for personnel with an EAS prior to 1 September 2016.

2. Allotment authorizations will be prepared and effected at the reporting unit level.

3. Unit donation submissions will be scheduled and coordinated via SEPCOR.

(d) The instructions outlined in this LOI apply to units stationed aboard Camp Pendleton. I MEF units and activities aboard any other installation will fall under the local commander's fund drive efforts and reporting.

4. Administration and Logistics. Directives issued by this Headquarters are published and distributed electronically.

5. Command and Signal

a. Command. This LOI is applicable to I MEF commands, organizations, units, and activities aboard MCB Camp Pendleton. The I MEF Active Duty Fund Drive Command Structure is provided as enclosure (2).

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(1) The I MEF Active Duty Fund Drive Campaign Manager is Captain Scott A. Humr. He can be reached at scott.humr@usmc.mil and/or 760-763-7050.

(2) The Assistant I MEF Campaign Manager is Master Gunnery Sergeant Antonio Manzano Jr. He can be reached at antonio.manzano@usmc.mil and/or 760-725-9209.

(3) The Camp Pendleton Navy Marine Corps Director is Ms. Erin Gaian located at building 1121. She can be reached at erin.gaian@nmcrs.org and/or 760-725-5337.

b. Signal. This LOI is effective the date signed.


M. L. JONES
Chief of Staff

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UNITED STATES MARINE CORPS
I MARINE EXPEDITIONARY FORCE
 Box 555300
 Camp Pendleton, CA 92055-5300



1. DATE 4 Feb 2016

2. OPERATION CODE

- X ORIGINATOR OF ROUTE SHEET
- A APPROPRIATE ACTION
- B SIGNATURE
- C CONCURRENCE
- D INFORMATION
- E RETENTION
- F RETURN TO:
- G COMMENT(S)

3. SUBJECT: LETTER OF INSTRUCTION FOR I MARINE EXPEDITIONARY FORCE NAVY/MARINE CORPS RELIEF SOCIETY 2016 ACTIVE DUTY FUND DRIVE

| 9. NATURE OF ACTION REQUIRED | ORIGINATOR INITIALS | DUE DATE |
|------------------------------|---------------------|---------------|
| ROUTINE/URGENT | SAH | 2/16/16 KA |

10. ACTION OFFICER (NAME, GRADE, SECTION, EXT)

Scott A. Humr, Captain, G-6/IMO, 763-7050

| 4. RTNG | 5. OPR CODE | 6. ADDRESSEES | 7. DATE | | 8. INITIALS | |
|---------|-------------|-------------------|---------|------|-------------|------------|
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| | | ADJUTANT | | | | |
| | | RLO | | | | |
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| | | SJA | | | | |
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| | | INSPECTOR | | | | |
| | | SURGEON | | | | |
| | | CHAPLAIN | | | | |
| | | CAREER RETEN SPEC | | | | |
| | | SECURITY MANAGER | | | | |

11. REMARKS AND SIGNATURE:

PURPOSE: Provide Feedback on draft LOI for NMCRS Active Duty Fund Drive support and AMHS message

DISCUSSION: The enclosed LOI and draft AMHS message require CoS review to ensure the appropriate amount of command participation is solicited while striking a balance with mission priorities

RECOMMENDATION: N/A

→ sent to G-1 on 2/5.
for Numbering of LOI & Forwarding

→ Recv. 2/11 - SSEC

2/12 - make small correction on msg and release.
Cos/my

received
 PL Brown 2/5