SECNAV INSTRUCTION 5340.7A

From: Secretary of the Navy

Subj: FUNDRAISING AND SOLICITATION IN SUPPORT OF THE NAVY-MARINE CORPS RELIEF SOCIETY

Ref: (a) Executive Order 12353
(b) DoD 5500.07-R, Joint Ethics Regulation of August 30, 1993
(c) 10 U.S.C. § 1033
(d) SECNAVINST 5720.44C
(e) DODPMR Volume 7A, Chapter 52
(f) MILPERSMAN 5726-010

Encl: (1) Responsibilities

1. Purpose. To establish policy for fundraising and solicitation in support of the Navy-Marine Corps Relief Society (NMCRS).

2. Cancellation. SECNAVINST 5340.7.

3. Background. Founded in 1904, the NMCRS is a private, non-profit volunteer service organization that provides need-based assistance to active-duty and retired Sailors and Marines, their eligible family members and survivors. The NMCRS’s principal activity is the disbursement of emergency interest-free loans and grants. Other services provided include visiting nurse services, thrift shops, infant layettes, food lockers, budget counseling services, and educational scholarships and loans.

4. Applicability. This instruction applies to the Office of the Secretary of the Navy (SECNAV), the Chief of Naval Operations (CNO), the Commandant of the Marine Corps (CMC), all U.S. Navy and U.S. Marine Corps installations, commands, activities, field offices, and all other organizational entities within the Department of the Navy (DON).

5. Policy. Pursuant to references (a) and (b), the DON shall provide such assistance to the NMCRS as may be feasible and
necessary to ensure that Service Members are familiar with the
nature and extent of the NMCRS's assistance.

a. Per references (b) and (c), SECNAV may designate DON
officials, in their official capacity, to serve on the NMCRS
board of directors for the purpose of providing oversight,
advice, and coordination with the NMCRS.

b. DON will provide support to the annual NMCRS Active Duty
Fund Drive (ADFD) and the annual solicitation of retired members
of the Navy and Marine Corps. Per references (b) and (d), DON
leaders, officers and enlisted, are authorized to provide their
personal support to ensure an effective call for contributions
and to inform Navy and Marine Corps personnel of the work of the
NMCRS and the value of supporting that work. The purpose of the
annual campaign is twofold:

(1) To increase Navy and Marine Corps personnel
awareness regarding the availability of financial assistance and
other support services administered by the NMCRS;

(2) To obtain the funds essential for the NMCRS to
continue to provide assistance.

c. The DON Secretariat and military services will maintain
liaison relationships with corresponding NMCRS offices and
coordinate with NMCRS staff to share appropriate information and
resources pertinent to DON commands and activities and eligible
beneficiaries.

6. Action

a. All DON commands and activities with Navy and Marine
Corps active-duty personnel attached will support the annual
NMCRS ADFD.

b. Commanders are to conduct the ADFD during the months of
March and April. If that period is impractical due to
operational schedules, commanders may designate another period
to conduct the local fund drive. Commanders should be cognizant
of constraints on charitable allotments imposed by the Defense
Finance and Accounting Service, which require all NMCRS
allotments be submitted no later than the first week of May for
a 1 June start.
c. Successful ADFD's are supported by four pillars: leadership, assigning the right people at the right time, effective management, and meaningful contact and education.

(1) Leadership. The most important success factor is leadership commitment and involvement at all levels.

(2) Right People/Right Time. Support personnel should be assigned for the entire timeframe of the ADFD with no lengthy leave or temporary additional duty periods planned before or immediately following the ADFD. Commanders must appoint coordinators and sub area coordinators no later than the end of November. These positions should be an officer or E-7 and above. ADFD key persons and their assistants must be identified no later than February.

(3) Effective management. Fundraising efforts must be managed to achieve their primary purposes: to increase awareness of the NMCRS and to provide Navy and Marine Corps personnel and retirees an opportunity to contribute.

(4) Meaningful contact and education. Commanders are directed to attain meaningful personal contact of 100 percent of their command by incorporating education and awareness into the ADFD. Electronic communication is not the most effective method for meaningful contact; face-to-face contact is more meaningful. Contact will ensure every active duty Sailor and Marine has the opportunity to learn about the programs and services offered through NMCRS and are given an opportunity to support the NMCRS through payroll deduction or other donation methods. Training, education, and resources are available from NMCRS to support the efforts of commanders in the administration of the ADFD. Actions that are coercive and that do not allow free choice are prohibited. Therefore, individual donations are to be kept private and shall not be publicized.

d. As an exception to the prohibition against gambling, commanders are authorized to sponsor raffles, lotteries, and carnival-type games of chance within their installations or activities in conjunction with the ADFD. This authorization does not extend to casino-type games of chance. Such authorization is subject to the following conditions:
(1) In U.S. jurisdictions, the commander must determine that the fundraising activity proposed will be consonant with local law, even when the command is located in an area of exclusive federal jurisdiction and local law would not otherwise be applicable. In foreign jurisdictions, the commander will ensure the activity proposed would not be in contravention of the status of forces agreement or other applicable law. In all cases, the commander will consider relevant community relations implications before making a decision.

(2) The commander must establish adequate internal control measures to ensure that event funds are properly managed, safeguarded, and submitted as contributions to the NMCRS.

(3) Amounts paid for chances to participate in raffles, lotteries, and similar drawings or to participate in other contests for valuable prizes, are not gifts to support the NMCRS and, therefore, do not qualify as deductible, charitable contributions to the NMCRS.

e. The cash contributions resulting from this fund drive will be forwarded by commanders of shore activities to the nearest field activity of NMCRS and by commanding officers of ships and activities afloat to the NMCRS’s field activity in their homeport.

f. Voluntary allotment of military pay may be used to make contributions to NMCRS. Forms which may be used for either cash/check or allotment contributions will be printed and distributed by the NMCRS and distributed to its worldwide offices in December. Instructions for disbursing and finance officers to register allotment pledges are contained in references (e) and (f).

g. The Department of the Navy/Assistant for Administration (DON/AA), in coordination with the CNO and CMC, shall manage the SECNAV’s annual solicitation of retired members of the Navy and Marine Corps in support of NMCRS.

7. **Records Management**

    a. Records created as a result of this instruction, regardless of format or media, must be maintained and

b. For questions concerning the management of records related to this instruction or the Big Bucket Records Schedule, please contact your local Records Manager or the DRMD program office.

8. Reports. The reports required in enclosure (1), 3. (d) are exempt from reports control by SECNAV M-5214.1, Part IV, paragraphs 7h and 7k.

THOMAS B. MODLY
Under Secretary of the Navy

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RESPONSIBILITIES

1. The CNO, CMC, and DON/AA shall ensure the proper management of all functions related to NMCRS within their respective service or the DON Secretariat, serve as liaison to SECNAV, and gather data related to fundraising in support of the NMCRS.

2. DON/AA shall be responsible for the general administration of this fundraising program for the DON and shall perform the following specific functions:

   a. Issue policy and procedures required for appropriate NMCRS fundraising activities within the DON;

   b. Provide advice and assistance on the policy, objectives, and procedures of NMCRS fundraising activities within the Navy and Marine Corps enterprise, including guidance for improvement to the CNO and CMC;

   c. Provide data related to fundraising in support of the NMCRS to the CNO and CMC as requested;

   d. Uphold the policy of truly voluntary giving during the NMCRS fundraising campaign;

   e. Establish a process to investigate member complaints of undue pressure or coercion regarding NMCRS donations.

3. Commanders, commanding officers, officers-in-charge, and heads of DON activities (hereinafter referred to as commanders) shall be responsible for the internal operation and administration of the NMCRS fundraising program within their respective organizations, consistent with this instruction and other applicable guidance, and shall:

   a. Issue appropriate implementing guidance and procedures required for the effective operation of, and participation in, pertinent organizational NMCRS fundraising activities;

   b. Establish or maintain committees or working groups for fundraising and solicitation in support of the NMCRS ADFD;

   c. Establish adequate internal control measures in the execution of the NMCRS’s campaign to ensure that proceeds, after

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payment of legitimate expenses, are submitted as a contribution to the NMCRS and to safeguard protected personally identifiable information from unauthorized disclosure;

d. Gather data and prepare reports as required;

e. At the end of each ADFD, collect best practices and forward these along with any other recommendations for improvement to DON/AA.