



NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE  
ARLINGTON VA 22204-1382

ARNG-HRR

26 October 2016

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 17-003, Recruiting and Retention Promotional Items 25% Rule

1. In an effort to support the Recruiting and Retention Force (RRF), State RRF Marketing Account Managers are authorized to execute their Program Budget Guidance (PBG) in accordance with NGR 601-1 and the Federal Acquisition Regulations (FAR).
2. States are authorized to spend in excess of the authorized 25% of their PBG on RRPI's due to the current suspension of the Mission Zone / Guard Store program. Therefore, the "25% Rule" in accordance with NGR 601-1 paragraph 7-17 (8) does not apply.
3. Examples of authorized Recruiting and Retention Promotional Items (RRPIs) are printed materials, giveaways, wearables, advertisements, award/retention items and other expendable items that provide exposure to our target market, prospects, and COI's (Centers of Influence). RRPI's are not authorized for persons who are neither prospects nor influencers as per NGR 601-1 paragraph 7-17.
4. Any questions regarding this matter, please contact SFC Semeja at (703) 607-2973 or e-mail [michael.j.semeja.mil@mail.mil](mailto:michael.j.semeja.mil@mail.mil).

A handwritten signature in black ink, appearing to read "Monie R. Ulis", is located below the list of points.

MONIE R. ULIS  
COL, IN  
Chief, Strength Maintenance Division  
Army National Guard