



NATIONAL GUARD BUREAU

111 SOUTH GEORGE MASON DRIVE
ARLINGTON VA 22204-1382

ARNG-HRR

22 May 2018

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-047, Exception to Policy for the Use of FARC for Recruiting and Retention Promotional Items for Fiscal Year 2018 (Amended 22 May 2018)

1. For the remainder of FY18, this SMOM acts as an exception to policy to NGR 601-1 paragraph 7-17 (8). Due to the current limitations of the VAMP 434 funds and in order to provide maximum advertising, states are authorized to spend FARC 434 funds on RRPis.
2. In an effort to support the Recruiting and Retention Force (RRF), State RRF Marketing Account Managers are authorized to use FARC funds for the purchase of Recruiting and Retention Promotional Items. This will assist the Recruiting and Retention force in increasing the public awareness of the Army National Guard. The Account Managers are authorized to execute FARC funds (434G3000) for promotional items for this specific purpose and Program Budget Guidance (PBG) in accordance with NGR 601-1 and the Federal Acquisition Regulations (FAR).
3. Examples of authorized Recruiting and Retention Promotional Items (RRPis) are printed materials, giveaways, wearables, retention items and other expendable items that provide exposure to our target market and their influencers. RRPI's are not authorized for persons who are neither within the target market or influencers per NGR 601-1 paragraph 7-17.
4. Any questions regarding this matter, please contact MSG Rebecca J. Ingram at (703) 607-2452 or e-mail rebecca.j.ingram2.mil@mail.mil.

A handwritten signature in black ink, reading "Robert E. Kuster II".

ROBERT E. KUSTER II
COL, AG
Chief, Strength Maintenance Division
Army National Guard