



**NATIONAL GUARD BUREAU**

111 SOUTH GEORGE MASON DRIVE  
ARLINGTON VA 22204-1382

ARNG-HRR

14 May 2018

MEMORANDUM FOR NG J1 RRF (All-Entire RRF)

SUBJECT: SMOM 18-048, Exception to Policy for 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 spend in excess of 25% of their PBG on RRPis. Therefore, the "25% Rule" in NGR 601-1 paragraph 7-17 (8) does not apply.
2. 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 COIs (Centers of Influence). RRPis are not authorized for persons who are neither prospects or influencers per NGR 601-1 paragraph 7-17.
3. Any questions regarding this matter, please contact MSG Rebecca Ingram at (703) 607-2452 or e-mail [rebecca.j.ingram2.mil@mail.mil](mailto: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