

TO: ALAUX
From: CHDIRAUX
SUBJ: COAST GUARD "EVERYONE IS A RECRUITER" CAMPAIGN -002/16

1. At the Auxiliary National Training Conference in St. Louis, MO in January, Captain Matthew Bell (Deputy Commander of the Coast Guard Personnel Service Center) and Captain Rob Smith (Commanding Officer of the Coast Guard Recruiting Command) delivered a presentation to the Auxiliary's National Board that emphasized the importance and value of Auxiliary support of the Coast Guard's recruiting program. The Coast Guard's "Everyone Is A Recruiter (EIAR)" campaign is now underway to help identify and recruit the best candidates for the best military service - the U.S. Coast Guard. The targeted age range for these candidates is 17 to 27 years of age. The Auxiliary is an integral part of this campaign, and is being turned to for help in generating Coast Guard recruitment leads and referrals. Additional information about the EIAR campaign can be found in its instruction located at the following web site: <http://www.uscg.mil/psc/hra/pscinst.asp>

2. In general, the best direction that Auxiliarists can lead prospective Coast Guard recruits is toward the Coast Guard recruiting web site: www.gocoastguard.com As part of the EIAR campaign, Auxiliary flotilla, division, and regional leaders are also strongly encouraged to reach out to proximate Coast Guard recruiting offices in order to get to know each other, possibly receive limited recruiting literature and incentive items that help recruit new Coast Guardsmen, and to collaborate with regards to public outreach opportunities. Coast Guard recruiting office locations and contact information can be found in the "Find a Recruiter" section of the Coast Guard recruiting web site: www.gocoastguard.com

3. Limited supplies of recruiting materials provided by the Coast Guard Recruiting Command have begun arriving at the Auxiliary National Supply Center (ANSC).

a. These materials will be carried on the ANSC inventory available for order by Flotilla Commanders (FC) and Flotilla Staff Officers for Materials (FSO-MA). Materials should not be ordered unless absolutely sure that they will be used in full and timely manner. Four types of materials will be available:

- (1) Coast Guard recruiting business cards (these are the most effective recruiting tool due to their simplicity and direct message).
- (2) Coast Guard Roles and Missions brochures.
- (3) FAQ brochures.
- (4) 9/11 GI Bill brochures.

b. The Coast Guard Recruiting Command has also advised that there are still many outdated recruiting materials in circulation, specifically items with a "1-800" or "1-877" telephone number on it (e.g., pencils, tablecloths, etc). The Coast Guard Recruiting Command no longer uses any such telephone numbers...just the www.gocoastguard.com web site. Any legacy recruiting materials with phone numbers on them must not be distributed but rather disposed of.

4. There is an "Everyone Is A Recruiter" section on the Auxiliary's national Human Resources Directorate web site:

https://urldefense.proofpoint.com/v2/url?u=http-3A__wow.uscgaux.info_content.php-3Funit-3DH-2DDEPT-26category-3Deveryones-2Da-2Drecruiter&d=BQIFaQ&c=0NKfg44GVknAU-XkWXjNxQ&r=ED7fXIkSok-0PLnfa6hJl041zq479h6iVJTqvIGnUG0&m=oVvJmfrKReww2yBOzuwGKrDqFAKcSarQPGK_uxTJLnA&s=MB1H6mXLGhx9O4RUz0avYKDP_sN_p8pTWApG2CLaC-o&e= Great information about Coast Guard and Auxiliary recruiting can be found here, too.

5. The Coast Guard is calling on all members of its family to support the Everyone Is A Recruiter campaign...and the Auxiliary is a vital and cherished member in this effort!

4. The purpose of this list is to keep Auxiliarists as well as all other interested parties abreast of current developments, policies, manuals, etc. All information contained herein and linked is OFFICIAL policy and Information.

5. Internet Release and Distribution is Authorized.