



United States Coast Guard
U.S. Department of Homeland Security

29 AUG 2020
FM: CHDIRAUX
TO: ALAUX
ALAUX 024/20

Subj: EVERYONE IS A RECRUITER INCENTIVE PROGRAM

1. All Auxiliarists are strongly encouraged to read the following ALCOAST message and *Everyone is a Recruiter Incentive Program User Guide*, PSCINST 1120.1A, found at <http://wow.uscgaux.info/content.php?unit=H-DEPT> and <https://drive.google.com/file/d/1sbTGhgyFhjNSmxfNF6e3veURPv00KBTA/view>, about the Everyone is a Recruiter Incentive Program. (Please note that some of the hyperlinked web sites embedded in the ALCOAST and in the PSC instruction (PSCINST) will not be accessible if you do not have access to the dot-mil domain.)

Respectfully,
Captain Scott L. Johnson
Chief Director of Auxiliary (CG-BSX)

R 261032 AUG 20
FM COMDT COGARD WASHINGTON DC//CG-1//
TO ALCOAST
UNCLAS//N01100//
ALCOAST 317/20
COMDTNOTE 1100
SUBJ: EVERYONE IS A RECRUITER INCENTIVE PROGRAM
A. Everyone is a Recruiter Incentive Program User Guide, PSCINST 1120.1A
B. Civilian Awards Manual, COMDTINST M12451.1 (series)
1. The Coronavirus pandemic has had significant negative impacts on Coast Guard recruiting efforts, with cascading impacts on workforce strength, and we need the total workforce's help recruiting our future service members. The Coast Guard Recruiting Command (CG RC) is calling on all active duty and reserve members, civilian employees, Auxiliarists, and retirees to assist in increasing enlisted and officer accessions for both the

active duty and reserve.

2. To encourage support of our efforts to recruit new members in critical areas described below, the Personnel Service Center has revised the Everyone Is A Recruiter (EIAR) Incentive Program (REF (A)). This program recognizes those who have supported recruiting efforts through the use of formal and informal awards, which may include: the Commandant's Letter of Commendation Ribbon, Auxiliary Letter of Commendation Ribbon, 72 hours of special liberty, recognition in the Reservist Magazine, Official Letter of Commendation for CG civilians and a Time Off Award per REF B, thank you letters, and unit coins from CGRC. Since 2017, 223 LOC's have been awarded and 58 72-hour special liberty passes were given through the EIAR Incentive Program.

3. Critical recruiting mission areas through 30 Sep 2021 are:

- a. Active Duty (AD) enlisted: all accessions
- b. Reserve enlisted: all new accessions (non prior-CG) and active duty members accessing directly to the CG Reserve.
- c. Officer: new accessions (non prior-CG) through:
 - (1) College Student Pre-commissioning Initiative (CSPI)
 - (2) Direct Commission Aviator
 - (3) Direct Commission Engineer
 - (4) Direct Commission Lawyer (AD or SELRES)
 - (5) Direct Commission Physician's Assistant (AD or SELRES)

4. Specific information on program details, resources, requirements, and the referral and award process can be found in REF (A), posted at:

<https://cg.portal.uscg.mil/units/psc/Lists/PSC%20Instructions/AllItems.aspx>.

5. For additional program information, contact YNCS Mary Endicott of CG RC Mission Support at (202) 795-6879 or HQS-SMB-CGRC-GOCOASTGUARD-Chat-Team. Refer to the www.GoCoastGuard.com website or Everyone Is A Recruiter portal page:

<https://cg.portal.uscg.mil/units/cgrc/SitePages/Everyone%20is%20a%20Recruiter!.aspx> for more information and recruiting resources.

6. RADM J. M. Nunan, Assistant Commandant for Human Resources, sends.

7. Internet release is authorized.

For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA.

*All ALAUX's are posted on the Chief Director of Auxiliary web site located at: CHDIRAUX

[ALAUX](#)

If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email CGAUX@uscg.mil.