



# AER Campaign Season 2025

## ARMY EMERGENCY RELIEF

ANNUAL CAMPAIGN MARCH 1 - JUNE 14



AER CELEBRATES THE U.S. ARMY'S  
250 YEARS OF BRAVERY AND SERVICE

HONORING THE PAST 1775 - 2025 SECURING THE FUTURE



### 5 Steps to Success

1. Select your unit campaign key workers and submit their names.  
HQDA EXORD 134-25 FY 2025  
OPORD 25-018
2. Campaign Key Workers attend a one-hour training on the expectations  
26 FEB 0930 or 1300  
27 FEB 0930 or 1300
3. Attend the Campaign Kickoff event at the Special Event Center on Friday, 21 March from 1130 to 1300. Learn more about AER, the campaign and enjoy free lunch.
4. Find time to inform 100% of your unit about AER and the option to give.
5. Campaign teams wrap it all up by 30 May 2025.

