

## **CADRE FUNDRAISING FOR ROTC PROGRAM SUPPORT**

1. BLUF. Despite benefiting from the support of host institutions, private foundations, alumni, parent groups, and friends of the program, the Army cannot fundraise for Army needs or solicit support for a non-federal entity (NFE) such as a college, university, or foundation, cadet private fund or another non-federal entity.
2. References. DoDD 5500.7-R (Joint Ethics Regulation); AR 360-1; AR 601-208.
3. Discussion. While Professors of Military Science manage Army personnel and program funds and resources, ROTC programs are also university departments, and many receive significant support from private and institutional resources for scholarships as well as activities for which appropriated funds are not available. In addition to support for departmental and student scholarship efforts, ROTC cadre are often asked about permissible support to or facilitation of cadet fundraising efforts. The following guidance is provided in an effort to assist PMSs with unique financial support questions.
4. Prohibited activities. Fundraising efforts must be private activities that do not create the appearance of official Army endorsement, and must conform to the fundraising policies on each individual campus. Because university scholarship benefit the university's advancement program, such fundraising is considered non-federal entity (NFE) endorsement that would violate the Joint Ethics Regulation (JER).<sup>1</sup> This prohibition extends to things such as cadre acting as the primary POC for a fund or fundraising event; posting links to fundraising efforts on official ROTC webpages; supervision or control of fundraising or funds received; and direct solicitation of funds via letters or email.
5. Permissible activities. Despite the above listed prohibitions, we recognize that establishing scholarships for ROTC cadets or the availability of increased funds for cadets to participate in outside activities (e.g., the Army Ten-Miler or a military ball) supports the morale and profile of the battalion, and helps further recruiting and retention of highly qualified candidates. Notably, JER prohibitions apply to government personnel, not outside entities or individuals. Therefore, there are some permissible activities that, while not directly a fundraising effort, may have a beneficial effect on cadet fundraising or scholarship activities. For example, informational briefs or tours provided to ROTC/university alumni or prospective cadets and family would be appropriate as part of public affairs and community outreach efforts,<sup>2</sup> and also serve to educate and promote

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<sup>1</sup> JER 3-209 provides that with limited exceptions (none of which apply in the present case), endorsement of a NFE, event, product, service, or enterprise may be neither stated nor implied by DoD or DoD employees in their official capacities and titles, positions, or organization names may not be used to suggest official endorsement or preferential treatment of any NFE. JER section 3-210 provides that with limited exceptions (none of which apply in the present case) DoD employees shall not officially endorse or appear to endorse membership drives or fundraising for any NFE.

<sup>2</sup> AR 360-1, paragraph 1-6, provides that every member of the Army contributes to effective public affairs. Soldiers are the most credible and influential spokespersons that the Army has. As such, they should be encouraged to

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service opportunities to service-age citizens and their influencers.<sup>3</sup> Furthermore, while USACC personnel may not solicit funds, they may refer an individual seeking to make a donation to a cadet fund/scholarship POC or to the appropriate school official, alumni or private individual who could facilitate that donation.

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communicate with the public by using all communication mediums and using and adhering to the guidance in AR 360-1.

<sup>3</sup> Per AR 601-208, USACC develops advertising and publicity to further SROTC recruiting, enrollment, and retention as part of the Army Brand and Marketing Program. Per paragraph 6m, the professor of military science, as the senior Army representative on campus, will be the point of contact and coordinator of all Army marketing conducted on campuses that host Army ROTC detachments.