Navy-Marine Corps Relief Society
2018 Active Duty Fund Drive
Executive Summary

Responses were received from the following commands:

- Headquarters Battalion Henderson Hall (HQBN HH)
- Marine Corps Installations East (MCI East)
- Marine Corps Installations Pacific (MCIPAC)
- Marine Corps Installations Pacific, G1 (MCIPAC G1)
- Marine Corps Station Beaufort (MCS Beaufort)
- US Naval Forces Southern Command/US Fourth Fleet (USNAVSO)
- Fleet Cyber Command/10th Fleet (FLTCYBERCOM/C10F)
- Bureau of Medicine and Surgery (BUMED)
- U.S. Fleet Forces Command (USFF)
- Naval Air Systems Command (NAVAIR)
- Naval Facilities Engineering Command (NAVFAC)
- Strategic Systems Program (SSP)
- Office of the Chief of Naval Operation (OPNAV)
- United States Navy Band (USNB)
- United States Naval Academy (USNA)
- U.S. Naval Forces Southern Command/U.S. Fourth Fleet (USNAVSO/4th Fleet)
- Naval Postgraduate School (NPS)
- Commander Navy Installations Command (CNIC)
- U.S. Naval War College (USNWC)
- Naval Supply Systems Command (NAVSUP)
- Commander Operational Test & Evaluation Force (COMOPTEVFOR)
- Space and Naval Warfare Systems Command (SPAWAR)

Questions:

1. Do you consider this year’s campaign a success compared to last year’s? Why or why not?

   Summary: A majority of those that provided input felt that they had a successful campaign. This response was due to achieving 100% contact and seeing a significant increase in the amount raised from 2017.

2. Describe any specific events or actions that were particularly helpful, either to you, your ADFD Chair/Coordinator/Key Persons, or to your active duty leadership.
Summary: Leadership involvement, selecting the right person as Coordinator and having a Co-Coordinator were primary responses. One command had their senior leadership being the first to donate and doing so in front of junior personnel. The use of social media, follow up messages and the use of personal testimony were also recommended. Having a NMCRS donation table during command-wide All Hands and combining events with other commands was helpful.

3. Describe obstacles you experienced in administering your campaign.

Summary: The inability to contact personnel due to Deployment along with Mission Conflict were mentioned. Having a late start appointing Coordinators and Key Person being reassigned/dropping out during campaign are problems. Commands with a high number of civilians limits the ability to solicit and limits the fundraising ideas. Online donations are not captured on the ADFD tracking tool.

4. Did your ADFD Coordinator(s) utilize the local NMCRS for support and training?

Summary: Everyone who provided input did utilize the local NMCRS and were pleased with their support.

5. Did you conduct a NMCRS kick off ceremony? If so, did leadership participate?

Summary: A majority responded that they either held or attended a Kick off ceremony with senior leadership participating; some used kick off emails. One organization had a benefit hockey game between local commands; ticket sales going to the NMRCs.

6. Did your ADFD Coordinator(s) provide a weekly briefing to their active duty leadership?

Summary: Almost every command that responded indicated that they did provide a weekly brief to leadership.

7. Were thermometers used at your location to track the progress of the 2018 ADFD?

Summary: Most of the commands that responded did not use a thermometer. A few stated that the use of thermometers gave the impression of a monetary goal.

8. Was 100 percent meaningful contact achieved?

Summary: A majority of commands responded as “Yes.”
9. Did your active duty leadership recognize good performance of ADFD Coordinators and other participants with any type of ceremony, certificate, or award?

Summary: A majority of commands recognized good performance.

10. Provide any other comments, recommendations, or suggestions to improve the ADFD.

The below comments were submitted:
“…communicating the exceptional services NMCRS provides…”
“With local Personnel Support Detachments (PSD) closing, there needs to be an easier way to submit the allotment forms.”
“Recommend Command Coordinators have a card reader for Online contributions at fundraising events.”
“It was difficult to find meaningful statistics and NMCRS goals on the website to pass along in email and POW updates.”
“…NMCRS provide an inventory of actual examples of the society in action helping specific individuals.”
“Improve the tracking tool available on the NMCRS Fund Drive website to capture the online donations…”