UNITED STATES MARINE CORPS
MARINE CORPS RECRUITING COMMAND
3280 RUSSELL ROAD
QUANTICO VA 22134-5103

IN REPLY REFER TO
1652
Compt
JUL 24 2001

MARINE CORPS RECRUITING COMMAND ORDER 1652

From: Commanding General
To: Distribution List

Subj: ISSUING PROMOTIONAL AND INCENTIVE ITEMS

Ref: (a) MCRCO 1650.3
(b) MCRCO 10120.2

1. Situation. The purpose of this order is to publish guidance for the issuance of promotional and incentive items to prospective applicants, members of the Delayed Entry Program (DEP), reserve officer candidates, recruits and influencers. Influencers are any individuals who can have a positive influence on our target audience. This can include, but is not limited to, educators, coaches, guidance counselors and a prospective applicant's parents. Promotional and incentive items are not to be provided to active duty military personnel.

2. Cancellation. MCRC Frost Call 8-95 and all previous guidance pertaining to the procurement and issuance of promotional and incentive items are cancelled.

3. Mission. Promotional items are issued for advertising purposes, while incentive items are issued as incentives to encourage or reward actions that assist Marine Corps recruiting.

4. Execution

a. Promotional Items

(1) Promotional items are items provided to prospective applicants, DEP members, officer candidates and influencers for advertising purposes. The item helps make the individual recipient a walking advertisement for the Marine Corps. Examples of promotional items include, but are not limited to: posters, T-shirts, bumper stickers, pencils, hats, decals and water bottles. District Advertising Officers are responsible to ensure that the procurement of all promotional (and incentive) items are "on-brand" with the current Marine Corps advertising campaign. Being "on-brand" basically means that any promotional/incentive items purchased should not diminish/tarnish the image of the

Marine Corps. Rather, they should maintain or increase the brand value or stature of the Marine Corps. Promotional/incentive items should also extend the current advertising strategy that supports the Marine Corps image as "Tough, Smart, Elite, Warriors." Any questions regarding "on-brand" should be directed to the MCRC Advertising Officer. Additionally, requests for new, creative promotional (or incentive) items/materials must be submitted to the MCRC Advertising Officer for approval.

(2) Eligible recipients may receive promotional items in order to appropriately advertise the Marine Corps to our target audience and their influencers.

(3) Promotional items should be distinguishable and be associated with the Marine Corps; i.e., reflect the Marine Corps emblem and, as applicable and feasible, the appropriate contact information (i.e., 1-800 Marines or www.marines.com). Care should be taken to select items that efficiently target the group that will be receiving the items. For example, items that make sense for a school administrator may not be as effective for a school coach. Consider where the individual will use the item, how long you desire it to be used, and a way to make it as useful for the recipient as it is for the Marine Corps. High-value items are not necessarily more effective than low-value items. When chosen carefully, the same results can be achieved with less expensive items.

(4) Promotional items are normally utilitarian in nature and are limited to a value of $20 per item. As an exception to this dollar limitation, promotional items of a value up to $200 per item may be acquired for issuance at certain national-level advertising/enhanced area canvassing events as designated by the MCRC Advertising Officer. The primary intent of this exception is to enable the MCRC Advertising Officer to obtain exceptional promotional items appropriate for issuance at events like the X-Games. At such events, winners of the daily chin-up challenge could receive, for example, a more expensive snowboard or skateboard instead of the normal promotional item. Only MCRC HQ personnel will be authorized to procure promotional items falling under this "up to $200" per item exception. Promotional items may not include gifts of cash, event tickets, or gift certificates.

(5) An eligible recipient may receive more than one promotional item. Good judgment and limited funding resources dictate that promotional items must be distributed to the maximum number of eligible recipients possible in order to achieve their maximum benefit.

(6) Advertising funding will be used to purchase all promotional items. Procurement of all promotional items may only be accomplished at the District headquarters level, the MCRC headquarters level, or by a Regional Contracting Officer (RCO). Recruiting stations will not procure these items directly.

b. Incentive Items

(1) Incentive items are defined as items provided to prospective applicants, DEP members, officer candidates, recruits and influencers as incentives to encourage or reward actions that assist Marine Corps recruiting. These actions include, but are not limited to: providing referrals who subsequently enlist in the Marine Corps (or enter the officer candidate program), obtaining school lists, coordinating presentations by recruiters to target audiences, providing administrative assistance to the recruiting station/district and for DEP members/officer candidates' excellence in accomplishments and competitions related to the Marine Corps. Incentive items are the same types of items as promotional items, but may include some items that cost more than $20 each, not to exceed $50 in value each, and are used only as incentive, vice promotional items.

(2) Eligible recipients may receive incentive items to encourage or reward actions taken to assist recruiters in accomplishing the recruiting mission.

(3) Incentive items should be distinguishable and be associated with the Marine Corps; i.e., reflect the Marine Corps emblem and, as applicable and feasible, the appropriate contact information (i.e., 1-800 Marines or www.marines.com).

(4) Incentive items are normally utilitarian in nature and are limited to a value of $50 per item. Incentive items may not include gifts of cash, event tickets, or gift certificates.

(5) One of the purposes for incentive items is to motivate DEP members and officer candidates to provide qualified referrals who subsequently enlist in the Marine Corps (or enter into the officer candidate program). To further enhance this referral initiative, the following plan is authorized:

(a) First referral: Provide an incentive item(s) up to $20 in value.

(b) Second referral (DEP members only): Promotion to Private First Class (upon completion of recruit training) and an incentive item under $50 in value.

(c) Second Referral (officer candidate only): Provide an incentive item under $50 in value.

(d) Third Referral (DEP members only): As an exception to MCRCO 1650.3, para 3b(2), issuance of dress blue uniform items, as described in MCRCO 10120.2, is authorized.

(6) Other than for the referrals noted above, an eligible recipient may receive more than one incentive item, as appropriate. However, DEP members/officer candidates cannot receive more than one incentive item for the same accomplishment or competition.

(7) Either Advertising or Recruiting support funding can be used to purchase incentive items. Procurement of all incentive items may only be accomplished at the District headquarters level, the MCRC headquarters level, or by an RCO. Recruiting stations will not procure these items directly.

5. Administration and Logistics. Appropriated funds may not be used to purchase awards for civilians, to include members of the DEP or officer candidate pool. However, promotional and incentive items can be purchased and provided to eligible recipients as noted above.

6. Command and Signal. Waivers, Exceptions and Changes: Districts will forward requests for waivers, exceptions and changes to these policies to MCRC (Comptroller) for action.

G. K. CUNNINGHAM
Chief of Staff

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