



Reserve Info Bulletin



Enhancement of Everyone is a Recruiter Initiative

Coast Guard Recruiting Command (CGRC) has started an incentive that will allow for \$500 cash for critical recruiting needs: Active Duty enlisted and Reserve enlisted. Members who are prior service do not count as applicable recruitment candidates for this initiative.

The cash incentive is open to Coast Guard Active Duty, Reserve, and civilian employees. Please read the message on the next page and visit the following links for more information:

Referral submission:

<http://www.gocoastguard.com/sites/default/files/inline-files/EIAR.pdf>

Coast Guard Recruiting initiatives:

www.GoCoastGuard.com/MAX

Applicable Message Traffic

ALCOAST 176/22

ALCGPSC 068/22

If you are interested serving on the IMT to support this initiative, they are still seeking an O-4 to O-5 Team Lead and a CWO to O-3 IMT Team member. Contact CG Recruiting IMT at (202) 372-8043 if you have any questions about the positions.



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R 031726Z JUN 22
FM COMCOGARD PSC WASHINGTON DC
TO ALCGPSC
BT
UNCLAS
ALCGPSC 080/22

SUBJ: RECRUITING INITIATIVE - CONTINUATION AND ENHANCEMENT OF
EVERYONE IS A RECRUITER (EIAR)

- A. COMDT COGARD WASHINGTON DC 101617Z MAY 22/ALCOAST 175/22, Maximum Efforts to Support Recruiting
- B. COMDT COGARD WASHINGTON DC 111218Z MAY 22/ALCOAST 176/22, Servicewide Initiatives to Maximize Military Recruiting Efforts
- C. Everyone is a Recruiter Incentive Program User Guide, PSCINST 1120.1 (series)
 1. Per REFs (A) and (B) and effective the date of this message, Everyone is a Recruiter (EIAR) now includes a \$500 cash incentive for the following "critical recruiting needs:"
 - a. Active Duty (AD) enlisted; and
 - b. Reserve enlisted (not prior-service being released from AD).
 2. Coast Guard Military and Civilian employees are eligible for the \$500 cash incentive subject to the restrictions in paragraph (6).
 3. This message amends the policy contained in REF (C). Incentives will be awarded pursuant to current EIAR Program processes; CG RC will determine eligibility when a lead identified by a referring member starts Recruit Basic Training (i.e. Boot Camp).
 4. The single best way to submit referrals is via the email link found within: <http://www.go Coast Guard.com/sites/default/files/inline-files/EIAR.pdf>
 5. Once a member is deemed eligible, a recruiter will confer with the member to determine their preferred incentive:
 - a. Coast Guard Active Duty and Reserve employees may choose either the Commandant's Letter of Commendation Ribbon Bar or a \$500 cash incentive.
 - b. Coast Guard Civilian employees may select an official Letter of Commendation and a recommended eight-hour time off award (if eligible) or a \$500 cash incentive. Civilian monetary incentives under this program shall be coordinated through the applicable Civilian Resource Coordinator.
 - c. Coast Guard Retirees and Auxiliarists will not be eligible for the \$500 cash incentive but may continue to receive non-monetary incentives contained in REF (C).
 6. The following restrictions apply to the \$500 cash incentive:
 - a. Personnel serving in a recruiting assignment, or assigned duties which could be perceived as creating a conflict of interest (as determined by CG RC) are ineligible.
 - b. Personnel who refer applicants who have previously served in any branch of the armed forces are ineligible.
 - c. Incentives will not be awarded unless the new recruit properly acknowledges the referring member by signing the Referral Contact Sheet included in REF (C).
 7. All other referrals in accordance with REF (C) remain eligible for non-monetary incentives.
 8. Contact info: CG Recruiting IMT (202) 372-8043.
 9. Additional information on all CG Recruiting initiatives can be



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found at: www.GoCoastGuard.com/MAX

10. RDML D. C. Barata, CG Recruiting Incident Commander, and CAPT R. L. Tipton, Commanding Officer, CG RC send.

11. Internet release is authorized.