



UNITED STATES MARINE CORPS
MARINE CORPS AIR STATION
POSTAL SERVICE CENTER BOX 8003
CHERRY POINT, NORTH CAROLINA 28533-0003

5340
CO
4 Mar 21

From: Commanding Officer, Marine Corps Air Station Cherry Point
To: Distribution List
Via: Commanding General, 2d Marine Aircraft Wing

Subj: LETTER OF INSTRUCTION FOR 2021 MCAS CHERRY POINT NAVY-MARINE CORPS RELIEF SOCIETY ACTIVE DUTY FUND DRIVE

Ref: (a) SECNAVINST 5340.7A
(b) MARADMIN 109/21

Encl: (1) Appointment Letter Template
(2) ADFD Manual
(3) Unit Leader/Key Person Responsibilities Flow Chart
(4) Allotment Transmittal Form
(5) Collection Log Form
(6) ADFD Weekly Progress Report Coversheet

1. Situation. Per the references, each year the Secretary of the Navy directs all active duty Marines and Sailors to participate in a fund drive to support the Navy-Marine Corps Relief Society (NMCRS). This fund drive is known as the Active Duty Fund Drive (ADFD). It is how we raise money: "By our own, for our own." Every dollar raised is donated to NMCRS to cover program and operating expenses incurred throughout the year. During the fund drive, each service member is provided with information on NMCRS's mission and the resources available and shall be given the opportunity to donate. The ADFD is intended to raise awareness, in addition to funds, to ensure that the benefits provided by NMCRS are available both today and tomorrow for all our Marines and Sailors. In 2020 alone, the local NMCRS Cherry Point office provided \$272,466.00 in financial support to Marines and Sailors stationed aboard MCAS Cherry Point, but raised only \$157,128.00 the same year.

2. Mission. From 1 March until 30 April 2021, Marine Corps Air Station Cherry Point, along with its subordinate and tenant commands, will commence and execute the ADFD. Every Marine and Sailor will be briefed in small groups by a trained NMCRS representative and shall be given the opportunity to donate. Each command will be responsible for conducting their own ADFD, with training and material support provided by NMCRS Cherry Point.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. Ensure one hundred percent of the Navy and Marine Corps personnel stationed aboard MCAS Cherry Point are aware of the NMCRS services and provide them with the opportunity to donate. Ensure that the maximum amount of donations are pledged to support the organization and our service members and retirees in need.

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(2) Concept of Operations

(a) Contributions to the NMCRS will be conducted from 1 March through 30 April 2021; however, if required by operational commitments, commands may initiate fund drives prior to 1 March 2021 to accommodate units that may be unavailable during the primary fund drive, and may extend the campaign beyond 30 April 2021, as necessary. Deployed units whose headquarters are aboard MCAS Cherry Point will also, to the greatest extent possible, be contacted and informed of NMCRS services and benefits and be afforded the opportunity to donate to the fund drive.

(b) A single area MCAS Cherry Point Active Duty Fund Drive Coordinator (FDC) will oversee and manage the ADFD under the direction of the ADFD Chairman (Installation Commanding Officer, MCAS Cherry Point) with assistance from subordinate and tenant commands and their appointed Unit Leaders, and Key Persons from each unit. The FDC will train, develop, provide guidance and oversee the operations of Unit Leaders from the following major commands, immediate subordinate commands, and participating tenants who will execute their command and subordinate fund drive campaigns:

1. Marine Wing Headquarters Squadron 2 (MWHS-2)
2. Marine Air Control Group 28 (MACG-28)
3. Marine Wing Support Group (MWSG-27)
4. Marine Aircraft Group 14 (MAG-14)
5. Combat Logistics Company 21 (CLC-21)
6. Headquarters and Headquarters Squadron (H&HS)
7. Center for Naval Aviation Technical Training (CNATT)
8. Fleet Readiness Center East (FRC-East)
9. Naval Medical Readiness Training Command (NMRTS)
10. Naval Aircrew Survival Training Center (ASTC)
11. Boat Docks

(c) Fund Drive Staff: The following key personnel billets are required to execute the area wide ADFD and will be sourced from the major commands, immediate subordinate commands, and participating tenants listed above. Commands or sections identified to source requirements will submit appointments, per enclosure (1) NLT 8 March 2021 to the FDC.

1. FDC: Officer from H&HS
2. Assistant FDC (AFDC): Officer from IPAC
3. Treasurer: Officer from IPAC
4. COMMSTRAT: Any officer
5. Special Event Coordinator: Any officer
6. Judge Advocate: Attorney from the Office of Staff Judge Advocate, MCAS Cherry Point.

(d) The ADFD will primarily consist of direct briefs to small groups led by Key Persons, which will be supervised by Unit Leaders. Service members will be provided with contribution slips and encouraged to donate through allotment, check, cash, or credit card.

(e) Commands may direct their trained ADFD Unit Leaders to plan fundraising events that are within ethical and legal limits, after consulting with the ADFD Judge Advocate.

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(f) The fund drive will be executed in conjunction with the Marine Corps Exchange (MCX) NMCRS Campaign retail coupon program with MCX results reported to the FDC.

(g) At the conclusion of the fund drive, a Volunteer Recognition Ceremony, hosted by the Chairman and Commanding General, 2d MAW, will take place to recognize the efforts of all ADFD volunteers.

b. Tasks

(1) Installation Commanding Officer, MCAS Cherry Point

(a) Serve as the Chairman of the ADFD, supervising all Coordinators.

(b) Fund Drive Coordinator and Assistant Fund Drive Coordinator Appointments: Appoint one or more officers to serve as the area-wide Fund Drive Coordinator (FDC) and an Assistant Fund Drive Coordinator (AFDC). The appointed Coordinators should be at MCAS Cherry Point for the duration of the fund drive with no lengthy absences. The AFDC must be an officer belonging to Station IPAC.

(c) Review weekly statistics on the number of personnel briefed and amounts donated during staff meetings and provide guidance to commands on their progress.

(d) Strongly encourage active participation through the drive and ensure commands meet one hundred percent in-person contact of all MCAS Cherry Point personnel during the fund drive.

(e) Coordinate with the Director, NMCRS and the FDC to determine the best option for recognition of exceptional volunteers.

(f) Attend the Volunteer Recognition Ceremony and present special awards to exceptional volunteers.

(g) Review and approve the After Action Report for 2021 ADFD.

(2) Commanding Officer, Naval Medical Readiness Training Command (NMRTS)

(a) Coordinator and Assistant Coordinator Appointments: Appoint one or more officers to serve as a Coordinator and Assistant Coordinator for NMRTS, Cherry Point and all supporting clinics or directorates NLT 5 March 2021. Ensure the Coordinators attend Coordinator training. Appointed Coordinators should be at NMRTS, Cherry Point for the duration of the fund drive with no lengthy absences. The Assistant Coordinator should be someone with responsibilities for manpower administration and entitlements.

(b) Review weekly statistics on the number of personnel briefed and amounts donated, and provide guidance to leadership on their progress.

(c) Strongly encourage active participation through the drive and ensure one hundred percent in-person contact of all NMRTS, Cherry Point personnel during the fund drive.

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(3) Tenant and Subordinate Commanding Officers

(a) Commanding Officers, 2d MAW subordinate commands

1. Unit Leader Appointments: Each command is required to designate at least one Officer or SNCO to serve as the section or squadron-level Unit Leader NLT 8 March 2021. Appointments for section Unit Leaders will be made in accordance with enclosure (1).

2. Key Person Appointments: Each Unit Leader is required to designate at least one non-commissioned officer as an ADFD Key Person NLT Wednesday, 10 March 2021, per enclosure (1). Units are highly encouraged to appoint motivated speakers (e.g., those who have personally benefitted from the NMCRS) as Key Persons to provide testimonial briefs and solicit donations. One Key Person per 30 personnel is recommended.

3. Unit Leaders from each command will provide an accurate head count for the total number of personnel attached to their command to the FDC NLT 10 March 2021, and again at the conclusion of the fund drive on 30 April 2021.

4. Review weekly statistics on the number of personnel briefed and amounts donated, and correct any deficiencies.

5. Ensure Unit Leaders, and Key Persons have completed one hundred percent in-person contact with all command personnel NLT 30 April 2021, unless an extension is granted.

(b) Commanding Officers, MCAS Cherry Point subordinate commands

1. Unit Leader Appointments: Each command is required to designate at least one Officer or SNCO to serve as the section or squadron-level Unit Leader NLT 8 March 2021. Appointments for section Unit Leaders will be made in accordance with enclosure (1).

2. Key Person Appointments: Each Unit Leader is required to designate at least one non-commissioned officer as an ADFD Key Person NLT Wednesday, 10 March 2021, per enclosure (1). Units are highly encouraged to appoint motivated speakers (e.g., those who have personally benefitted from the NMCRS) as Key Persons to provide testimonial briefs and solicit donations. One Key Person per 30 personnel is recommended.

3. Unit Leaders from each command will provide an accurate head count for the total number of personnel attached to their command to the FDC NLT 10 March 2021, and again at the conclusion of the fund drive on 30 April 2021.

4. Review weekly statistics on the number of personnel briefed and amounts donated, and correct any deficiencies.

5. Ensure Unit Leaders, and Key Persons have completed one hundred percent in-person contact with all command personnel NLT 30 April 2021, unless an extension is granted.

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(4) Director, NMCRS MCAS Cherry Point

(a) Ensure that all Coordinators, Unit Leaders, and Key Persons are given proper training, materials, and supplies to conduct a successful fund drive.

(b) Distribute "assistance provided" statistics for 2020 and previous donation totals by command.

(c) Monitor and communicate with all stakeholders and Coordinators about the progress of the ADFD.

(d) Maintain continuity of ADFD deposit account and provide Sub-Area Coordinator, AFDCs, and Treasurer with access to the account.

(e) Transfer funds to NMCRS Headquarters at the conclusion of the fund drive and close the ADFD deposit account.

(f) Assist MCCS with the training of MCX employees necessary to aid in the promotion of MCX NMCRS coupon sales.

(5) Fund Drive Coordinator (FDC)

(a) Coordinate and direct the day-to-day planning and operation of the fund drive.

(b) Act as the central point of contact for all AFDCs and Unit Leaders.

(c) Attend Coordinator trainings and conduct Unit Leader/Key Persons trainings scheduled on the following dates: 5 March 2021 at 0900-1100, 8 March 2021 at 0900-1100, and 10 March at 0900-1100.

(d) Secure and distribute all ADFD campaign supplies and materials to fund drive AFDCs and Unit Leaders.

(e) Collect and maintain accountability of weekly contributions from each command, and compile the results into the Weekly Progress Report and the ADFD Tracking Tool.

(f) Beginning 8 March 2021, provide weekly progress reports each Monday by COB to Director, NMCRS Cherry Point; Chief of Staff, 2d MAW; Commanding Officer, MCAS Cherry Point; and Commanding Officer, Naval Medical Readiness Training Command, Cherry Point, and route the reports to the Protocol Officer, 2d MAW and MCAS Cherry Point.

(g) Receive and compile the names of all volunteers to Director, NMCRS for Letters of Appreciation by 2 April 2021. Identify any exceptional volunteers who deserve special recognition and coordinate with Director, NMCRS and Chairman of ADFD to determine best method of additional recognition.

(h) Attend the Volunteer Recognition Ceremony.

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(i) As necessary, request permission and instructions on ADFD extensions from the ADFD Chairman.

(j) Distribute an After Action Survey (AAS) to all AFDCs and Unit Leaders for completion and distribution to Key Leaders NLT 16 April 2021 to be returned NLT 22 April 2021.

(k) Complete an After Action Report (AAR) on the ADFD and submit to the Director, NMCRS MCAS Cherry Point NLT 14 May 2021.

(l) Identify and nominate next year's FDC and provide turnover.

(6) Assistant FDC (IPAC)

(a) Serve as the primary point-of-contact for all Unit Leaders and Unit Leaders for the weekly contribution turn-ins, which shall be turned in the Station IPAC each Thursday NLT 1200 for the duration of the fund drive.

(b) Receive, collect, and maintain accountability of weekly contributions from each command and establish procedures for the control of cash (currency and checks).

(c) Report weekly contributions received to the FDC NLT 1200 every Friday for the duration of the fund drive.

(d) Attend Coordinator trainings, and assist the FDC and Navy Coordinator in training Unit Leaders and Key Persons.

(e) Train and oversee IPAC personnel to process allotment contributions received.

(f) Serve as a primary account holder to assist the Treasurer or Navy Coordinator in depositing weekly contributions into the ADFD bank account.

(g) Provide financial closeout support to the FDC and Treasurer as needed.

(7) Navy Coordinator, Naval Medical Readiness Training Command (NMRTC), Cherry Point

(a) Plan and execute the day-to-day operations of the fund drive for all Navy personnel at NMRTC, Cherry Point, with assistance from Unit Leaders and Key Persons.

(b) Recruit and assign Unit Leaders and Key Persons, at least one for each directorate NLT 8 March 2021 (Unit Leaders) and 10 March 2021 (Key Persons).

(c) Ensure Unit Leaders and Key Persons are available for their respective trainings.

(d) Attend Coordinator trainings, and assist the FDC in conducting trainings for Unit Leaders and Key Persons.

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(e) Secure and distribute all ADFD campaign supplies and materials to Unit Leaders and Key Persons supporting the Navy Medical Readiness Training Command, Cherry Point.

(f) Support Unit Leaders and Key Persons as necessary.

(g) Deposit cash and checks weekly in to the ADFD checking account.

(h) Maintain accountability of weekly contributions from each Navy Key Person and compile the results into the Weekly Progress Report and the ADFD Tracker Tool by COB each Friday for the duration of the drive.

(i) Provide names of all Navy volunteers to Director, NMCRS for Letters of Appreciation by 3 April 2021. Identify any exceptional volunteers who deserve special recognition.

(j) Attend the Volunteer Recognition Ceremony.

(k) Distribute an After Action Survey (AAS) to all NMRTC Unit Leaders and Key Persons NLT 3 May 2021 for completion NLT 7 May 2021.

(l) Complete an After Action Report (AAR) on ADFD and submit to Director, NMCRS MCAS Cherry Point NLT 14 May 2021.

(m) Provide financial closeout support to the FDC, AFDCs and Treasurer as needed.

(n) Identify and nominate next year's NMRTC Navy Coordinator and provide turnover.

(8) Unit Leaders

(a) Unit Leaders direct the day-to-day planning and operation of the fund drive at the unit command level. Unit Leaders should be an Officer or senior enlisted individual who is well organized, highly motivated, and committed to carrying out the tasks associated with overseeing a successful fund drive.

(b) Unit Leaders shall attend at least one Unit Leader training, which will be available on the following dates: 5 March 2021 at 0900-1100, 8 March 2021 at 0900-1100, and 10 March 2021 at 0900-1100.

(c) Per enclosures (2)-(3), Unit Leaders shall familiarize themselves with the NMCRS ADFD Manual, "Unit Leader/Key Person Responsibilities" Flow Chart, and other training materials that are provided.

(d) Recruit and assign Key Persons NLT than Wednesday, 10 March 2021. Unit Leaders are highly encouraged to appoint motivated speakers (who have personally benefitted from the NMCRS) as Key Persons to provide testimonial briefs and solicit donations. One Key Person per 30 personnel is encouraged.

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(e) Develop and execute unit-level campaign plans that provide for command element engagement and achieve the campaign end-state of one hundred percent meaningful contact.

(f) Distribute NMCRS supplies to Key Persons.

(g) Unit Leaders shall receive, account for, and transmit contributions collected by Key Persons to AFDC(IPAC), or if Navy, to the Navy Coordinator, each week NLT 1200 every Thursday. Final submission of contribution slips should be NLT COB Friday, 30 April 2021, unless an extension is granted. Unit Leaders will use the Allotment Transmittal forms and the Collection Log format, as provided in enclosures (4)-(5), along with the Weekly Progress Report coversheet as provided in enclosure (6) to make weekly contribution turn-ins.

(h) Unit Leaders shall consolidate all reports and weekly contribution numbers to AFDCs (IPAC) or, if Navy personnel, to the Navy Coordinator, NLT 1200 every Thursday for the duration of the fund drive. Weekly progress reports will be turned in every week regardless of whether contact is made or not for that week.

(i) Collect lessons learned for AAR and submit observations via AAS to the FDC NLT Wednesday, 7 May 2021.

(j) Provide financial closeout support to the Fund Drive Coordinator, AFDCs, and Treasurer as needed.

(9) ADFD Key Persons

(a) ADFD Key Persons are assigned by the Unit Leader and are responsible for the actual solicitation of donations and conduct of the fund drive within the command or unit. One Key Person per 30 personnel is recommended.

(b) ADFD Key Persons shall attend at least one Key Person training seminar which will be available on the following dates: 5 March 2021 at 0900-1100, 8 March 2021 at 0900-1100, and 10 March 2021 at 0900-1100.

(c) Per enclosures (2)-(3), Key Persons shall familiarize themselves with the NMCRS ADFD Manual, "Unit Leader/Key Person Responsibilities" Flow Chart, and other training materials that are provided.

(d) Plan any fundraising activities as directed by your Commander or Unit Leader.

(e) Ensure that every service member within your designated section receives in-person contact during the fund drive. At the end of each brief, request that attendees support the NMCRS with a donation. Provide detailed instructions on how to donate, including how to complete the allotment slip. Online/email contact is not considered effective or meaningful and should be discouraged.

(f) Develop and meet weekly progress targets for achieving one hundred percent meaningful in-person contact in coordination with Unit Leaders.

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(g) Make meaningful in-person contact with one hundred percent of all personnel assigned to your section during the course of the fund drive, including those who check in or out during the ADFD.

(h) Maintain accountability of all donations received, pursuant to the policies directed by the ADFD Treasurer and enclosure (2).

(i) Turn in all completed contribution slips, cash, and checks to appropriate Unit Leader every Thursday as directed by your Unit Leader (but NLT 1200) for the duration of the fund drive. Final submission of contribution slips should be NLT COB Friday, 30 April 2021, unless an extension is granted. Late submissions will not be counted until the following week. Key Persons will use the Allotment Transmittal forms and the Collection Log format, as provided in enclosures (4)-(5), along with the Weekly Progress Report coversheet, as provided in enclosure (6), to make weekly contribution turn-ins.

(j) Report weekly numbers to the appropriate Unit Leader NLT 1200 every Thursday for the duration of the fund drive. Weekly progress reports will be turned in every week regardless of whether contact is made or not that week.

(k) Provide names of all ADFD volunteers to the FDC or the Director, NMCRS, via Unit Leaders, for Letters of Appreciation NLT 2 April 2021.

(l) Attend the Volunteer Recognition Ceremony.

(10) ADFD Treasurer (IPAC Director)

(a) Assume custody of the local ADFD campaign bank account.

(b) In conjunction with the AFDC, serve as primary account holder to assist the Navy Coordinator in depositing weekly contributions into the ADFD bank account.

(c) Establish procedures for the control of cash (currency and checks) and acquire a deposit safe to maintain and manage receipt of weekly cash contributions. Disseminate cash accountability procedures to all Unit Leaders/Unit Leaders and Key Persons.

(d) Deposit cash and checks weekly in to the ADFD checking account.

(e) Adjudicate all checks returned for insufficient funds.

(f) Audit bank statements and activity reports to ensure all cash collected is deposited and correctly reflected.

(g) At the conclusion of the fund drive, close the ADFD campaign bank account.

(h) Schedule and conduct a final record audit with the AFDCs at the conclusion of the fund drive.

(11) Communication Strategy and Operations (COMMSTRAT)

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(a) Create a short video to release at the start of the ADFD to promote the importance of the fund drive.

(b) Assist Coordinators and the Director, NMCRS with the solicitation for submission of stories and/or photos of command activities and past NMCRS clients willing to share their stories in support of the ADFD for use in local social media and networking venues, local community media outlets, and on the local ADFD microsite.

(c) Provide a photographer/videographer to document and promote the Kick-Off Event, the Volunteer Recognition Ceremony, and any fundraising activities or events hosted by commands.

(d) Publish information about the ADFD and NMCRS and its program and services through any means possible, including but not limited to social media sites.

(e) Release and update NMCRS supplied progress messages as necessary.

(12) Director, Marine Corps Community Services (MCCS)

(a) Dependent on sign availability, post ADFD start and conclusion messages, and total funds raised on light boards and marquee boards aboard MCAS Cherry Point for the duration of the fund drive.

(b) Ensure PX/MCX maximizes sale of NMCRS coupons for the duration of the coupon campaign period.

(c) Allow NMCRS staff to brief and educate MCX employees regarding the programs and services offered by NMCRS to assist in soliciting the maximum number of coupon sales.

(d) Report the number of total coupon sales to the FDC at the conclusion of the coupon campaign.

(e) Submit names of sales people with exceptional coupon sales numbers for recognition from NMCRS.

(13) Legal Advisor (SJA)

(a) Review campaign directives and operations for consistency with applicable rules, regulations, and guidelines for ethical conduct and legal sufficiency.

(b) Review unit directed fundraising events for ethical and legal sufficiency.

c. Coordinating Instructions

(1) Execution Timeline.

Date	Time	Event	Location	Comments
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8 Mar	COB	All Unit Leaders identified and appointed in writing	N/A	Provide via email to FDC.
10 Mar	COB	All Key Persons identified and appointed in writing	N/A	Provide via email to FDC.
5 Mar	0900-1100	Unit Leader/Key Person Training	T&E Building	
8 Mar	0900-1100	Unit Leader/Key Persons Training	T&E Building	
10 Mar	0900-1100	Unit Leader/Key Persons Training	T&E Building	
2 Apr	COB	LOA: Volunteer Names Due		Unit Leaders to submit full list of volunteers to FDC via email.
16 Apr	COB	After Action Surveys Distributed	N/A	
22 Apr	COB	After Action Surveys Complete	N/A	
30 Apr	COB	After Action Report Due	N/A	
TBD	TBD	Volunteer Recognition Ceremony	TBD	

(2) Constraints/Restraints

(a) Targeted potential contributors are limited to the active duty component; civilians cannot be actively solicited by active duty personnel but they can be provided the opportunity to donate if so motivated.

(b) Prohibited activities: coercion, 100% participation goals (vice 100% meaningful contact), personal quotas, tracking non-contributors, documenting results on performance appraisals.

(3) Critical Information Requirements (CIRs). Report the following immediately to your ADFD chain-of-command upon first notice:

(a) Incidents or indications of violations of constraints or restraints.

(b) Loss of financial accountability for donated funds.

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(c) Any reporting unit with less than 30% contact by 9 April 2021.

(d) Any reporting unit with less than 75% contact by 19 April 2021.

(e) Any reporting unit with \$0.00 raised by 17 April 2021.

4. Administration and Logistics. This LOI is effective the date signed. All documentation for the 2021 NMCRS ADFD will be posted on the NMCRS ADFD website: <<http://nmcrsfunddrive.org/cherrypoint>>.

5. Command and Signal. This LOI is applicable to all MCAS Cherry Point and 2d MAW Marines and Sailors. The Commanding Officer, MCAS Cherry Point has overall responsibility for the fund drive; all other commands are supporting.

a. Points of Contact

(1) The MCAS Cherry Point ADFD FDC is 1stLt Luke Barrett. He can be reached at 252-466-5123 or luke.barrett@usmc.mil.

(2) The AFDCs are CWO2 Joshua Hitzing and CWO2 Derek Bergstrom. CWO2 Hitzing can be reached at 252-466-6677 or Joshua.hitzing@usmc.mil. CWO2 Bergstrom can be reached at 252-466-2700 or derek.bergstrom@usmc.mil.

(3) The Navy Coordinator, Naval Medical Readiness Training Command (NMRTC), Cherry Point is LT Kristin Fralix, NC, USN. She can be reached at 252-466-0258 or kristin.e.fralix.mil@mail.mil.

(4) The ADFD Treasurer (IPAC Director) is CWO3 Avin Hinton. He can be reached at 252-466-7099 or avin.hinton@usmc.mil.

(5) The Director of the NMCRS Cherry Point office is Mr. Timothy Brady. She can be reached at 252-466-2797 or timothy.brady@nmcrs.org.



Patrick S. Lindstrom
By Direction

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