

Examples of Impermissible PO Emails

1. *Base-wide email:* "The Mountain Home Colonels' Association will hold its annual Texas Hold 'Em night at the Community Center Ballroom on 17 Mar 09. Tickets are \$10. Prizes will include a weekend at the Polumbo Resort for the high hand. Support your colonels. Tickets are available now; contact your Colonel to purchase a ticket. Don't Miss Out!"

FOUL! Pricing information raises the profile of this fundraising advertisement. There is no indication that this fundraiser benefits anyone or anything other than the Colonel Association membership. It practically directs junior officers and enlisted members to give their money to their colonels. This one could be salvaged:

Base-wide email: "The Mountain Home Colonels' Association will hold its annual Texas Hold 'Em night at the Community Center Ballroom on 17 Mar 09. Prizes will include a weekend at the Polumbo Resort. Show your support for the Special Olympics. Contact the representative for your group for more information: [include the POC's name here]....**NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED.**"

2. *Base-wide email:* "The LRS Top 4 is selling hot dogs today at the Chapel. \$1.50 for a hot dog, and \$3.50 for a combo which includes a hot dog, bag of chips and a soft drink. Stop by between 1030 and 1400 to get your eats and support a club member's trip to Hawaii!"

FOUL! Pricing information raises the profile of this fundraising advertisement. No indication that this fundraiser benefits anyone or anything other than one lucky winner. This email implies duty-time fundraising activity. This one could be salvaged if emailed only to the LRS:

LRS-only email: "The LRS Top 4 quarterly hot dog sale is here! Stop by at lunch today near the smoke pit. All proceeds go to reduce the cost of the LRS Top 4 Holiday Party. **NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED.**"

3. *Base-wide email:* "An Official 50th Anniversary Air Force Pen for ONLY \$6!!! Yes, Airmen, get your Official 50th Anniversary Air Force Coins from the First Sergeant today for only \$6. Contact your First Sergeant before COB on Friday."

FOUL! Pricing information raises the profile of this fundraising advertisement. The email tells the audience that fundraising is occurring during duty hours only ("Contact your First Sergeant before COB....") and it doesn't tell the audience who benefits from this fundraiser. The email strongly suggests official endorsement. This one could be salvaged:

Base-wide email: "Get your 50th Anniversary Air Force Pens. All proceeds will help defray the cost of Air Force ball tickets for our junior Airmen - E-4 and below. Co-sponsored by the Air Force Sergeants Association. Contact your group POC for more information. **NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED.**"

Examples of Permissible PO Email Messages

1. *Base-wide email:* "Please join the Gunslinger's Club for its annual members meeting and board election on Tuesday, 23 Jan 2009, at 1900 in the Gunfighter Club. The Gunslinger's Club is open to all personnel. The program will include a bake sale to benefit the Gunslinger's Club scholarship program. NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED."

2. *Base-wide email:* "The Top 3 Association will sponsor a golf scramble on Saturday, 10 Mar 2009, at the Golf Course in support of Special Olympics. Prizes awarded in multiple categories. Contact MSgt Joe Smith at 222-2222 for details. NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED."

3. *Base-wide email:* "The Enlisted Spouses Club invites you to our Open House at the Thrift Store on Monday, 14 Aug 09. Besides discounts on merchandise, we will have a bounce house for the kids and door prizes. Contact Ms. Jennifer Jones, Thrift Store manager, at 222-2222, for more details. NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED."

4. *366 MXG-only email:* "The 366 MXG Spouses Club is selling its latest cook book, "*Cooking with the 366 MXG.*" All proceeds pay for our monthly dinner for families of deployed 366 MXG members. Call Mrs. Smith at 222-2222 for more information. NO FEDERAL ENDORSEMENT OF THIS PRIVATE ORGANIZATION OR ITS ACTIVITIES IS INTENDED."