



ASSISTANT TO THE SECRETARY OF DEFENSE  
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WASHINGTON, DC 20301-1400

18 AUG 2023

PUBLIC AFFAIRS

MEMORANDUM FOR SECRETARIES OF THE MILITARY DEPARTMENTS  
CHAIRMAN OF THE JOINT CHIEFS OF STAFF  
CHIEFS OF THE MILITARY SERVICES  
CHIEF OF THE NATIONAL GUARD BUREAU  
COMMANDERS OF THE COMBATANT COMMANDS

SUBJECT: Community Outreach Support to Events Sponsored by Non-Federal Entities

This memorandum serves as a reminder of Department of Defense (DoD) public affairs policy regarding support to events sponsored by non-Federal entities (NFEs), including fundraisers. Specifically, when support is requested by an NFE, each event must be individually assessed. No prior guidance or approval for support should be used as justification for providing support at NFE-sponsored events.

Section 4.8 of Volume 1 of DoD Instruction (DoDI) 5410.19, "Community Outreach Activities: Policy Overview and Evaluation Procedures," requires commanders, public affairs officers, and legal counsel to ensure DoD participation in NFE-sponsored events is incidental and serves a community outreach purpose. As defined in Volume 1 of DoDI 5410.19, incidental support means the event could proceed undeterred without DoD participation, adding minimal programmatic value, if any.

Section 4.10 of Volume 1 of DoDI 5410.19 provides further guidance regarding DoD support to NFE-sponsored fundraising events. Paragraph 4.10.b prohibits active and visible DoD participation in fundraising events, meaning the collective military support provided to fundraising events may not be the principal draw or attraction for attendees.

Individual Service members who are invited to participate in NFE events in an official capacity to represent the DoD or a specific Military Department must notify their local public affairs and legal offices to receive instructions to ensure compliance with DoD and Military Service public affairs policy as well as Executive Branch and DoD ethics regulations. This does not preclude personnel from participating in a personal capacity, but those who participate in a personal capacity should ensure they comply with the applicable guidance regarding uniform wear, refrain from referring to their official duty position, and ensure that their participation does not imply DoD sanction or endorsement of the event or the NFE sponsor.

I appreciate your efforts to engage and educate the public about DoD missions and those who serve while ensuring compliance with this policy. Please contact Mr. David Nokes in my Directorate of Community Engagement at [david.l.nokes.civ@mail.mil](mailto:david.l.nokes.civ@mail.mil) with any questions.

Chris Meagher

