



DEPARTMENT OF THE NAVY
HEADQUARTERS UNITED STATES MARINE CORPS
3000 MARINE CORPS PENTAGON
WASHINGTON, DC 20350-3000

MCO 7040.12
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17 Jul 2007

MARINE CORPS ORDER 7040.12

From: Commandant of the Marine Corps
To: Distribution List

Subj: PRESENTATION OF RECOGNITION ITEMS FOR MILITARY
RECRUITMENT AND RETENTION PURPOSES

Ref: (a) P.L. 109-163, FY 2006 National Defense Authorization
Act dtd 6 Jan 06
(b) OASN(FM&C) memo dtd 9 Nov 06
(c) OASN(FM&C) memo dtd 14 Dec 06
(d) 10 U.S.C. Section 520c

1. Situation. Reference (a) provides authority to use appropriated funds to purchase recognition items for military recruitment (enlistment) and retention (reenlistment) purposes. The Office of the Assistant Secretary of the Navy (Financial Management and Comptroller) (OASN(FM&C)) issued guidance on the use of appropriated funds to purchase items of nominal or modest value for recruitment and retention purposes per references (b) and (c). Items may be presented to members of the armed forces, members of the families of members of the armed forces, and other individuals recognized as providing support that **SUBSTANTIALLY** facilitates service in the armed forces. This provides amplifying guidance on the use of Marine Corps resources and the presentation of the subject items.

2. Mission. Provide financial guidance and policy on the use of Marine Corps appropriated funds in accordance with the references.

3. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent

(a) Recognize or commemorate decisions of individuals and the efforts of influencers on enlistment and reenlistment into the Marine Corps.

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(b) Recognize enlistment or reenlistment by bestowing honor on those who do so by bringing public recognition to the individual.

(2) Concept of Operations

(a) Potential recipients of these items include members of the armed forces who enlist or reenlist, their immediate family members, or other individuals where it can be substantiated they had a direct role in the member's decision to enlist or reenlist.

(b) Items may only be purchased with appropriated funds if the following criteria are met:

1. Each recognition item shall be of nominal or modest value (less than \$50 per item),

2. Items shall be designed to recognize or commemorate service in the armed forces, such as medals, trophies, badges, flags, posters, and paintings. This includes an item displaying the logo of the command in which the individual served, to recognize and commemorate their service. Items should be of sustainable form (i.e., non-perishable). The issuance of coins/medallions is not authorized under this Order.

3. Documented (written) justification will be maintained that establishes the basis for the recognition of individual(s) receiving an item.

4. Functions conducted for the purpose of presenting such items shall be treated as recruiting functions with the recipients treated as persons who are the objects of armed forces recruiting efforts. However, appropriated funds may not be used to provide small meals and refreshments as provided by reference (d) (as a general rule, food is a personal expense for which appropriated funds are not available absent legal authority).

(c) This guidance applies only to items that are procured and distributed under this new authority and does not apply to existing programs under which appropriated funds are used to purchase trinkets (e.g., pencils, magnets, computer mouse pads, etc.) distributed for recruiting purposes.

4. Administration and Logistics

a. All contracting and purchasing guidelines apply to these items.

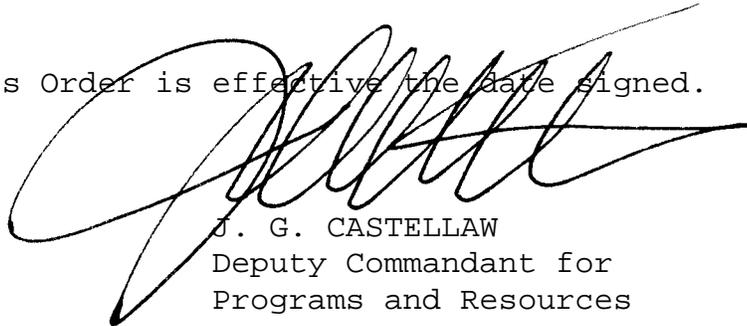
b. Prudent fiscal practices must be exercised based on the command's fiscal resources.

c. Commands will establish procedures to ensure the need is validated, affordable, documented, and within Department of the Navy guidelines. No additional resources or justification for deficiencies as a result of purchasing these items will be entertained by Headquarters, Marine Corps.

5. Command and Signal

a. Command. This Order is applicable to the Marine Corps Total Force.

b. Signal. This Order is effective the date signed.



J. G. CASTELLAW
Deputy Commandant for
Programs and Resources

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