



DEPARTMENT OF THE ARMY
HEADQUARTERS, 4TH INFANTRY DIVISION AND FORT CARSON
6105 WETZEL AVENUE, BUILDING 1435
FORT CARSON, COLORADO 80913-4289

AFYB-CG

20 February 2020

MEMORANDUM FOR Commanders of Brigades and Battalions Residing on Fort Carson, Colorado, 80913-4298

SUBJECT: 4th Infantry Division Army Recruiting Partnership and Incentive Program.

1. Army Recruiters must develop innovative and creative strategies to reach the next generation of future Army Soldiers. Mission requirements have created an opportunity for 4ID Active Duty Soldiers to partner with the Denver Recruiting Battalion to facilitate our recruiting mission in a complex and evolving world.
2. Recruiting is the responsibility of all Soldiers in the Army and 4ID would like to show our support for the Army's recruiting mission. Active duty Army Soldiers in 4ID operating in the Denver Battalion AO are already representing the United States Army within their local communities. We would like to start an award incentive program for all Soldiers who assist in this goal.
3. In order to accomplish this objective, the Denver Recruiting Battalion and 4ID is offering incentives to active duty Soldiers who help achieve the Army's recruiting mission by providing referrals who enlist in the Regular Army or Army Reserve. These referrals can be provided to the closest Army recruiting center, or to the POCs listed below.
 - a. For the first referral to enlist in the Army, the referring Soldier will receive a Certificate of Achievement signed by the Denver Recruiting Battalion Commander. In addition, 4ID will provide a three day pass at the discretion of the Soldier's Unit Command.
 - b. For the second referral to enlist in the Army, the referring Soldier will receive a Denver Recruiting Battalion Challenge Coin, an Army Achievement Medal Signed by 4ID CG, and a three day pass at the discretion of the Soldier's Unit Command.
4. In order to ensure the referrals are properly tracked, all referrals from active duty Soldiers must be processed by an Army Recruiter. All NCO's within Colorado Springs Recruiting Company will track Referrals using the process below.
 - a. All Referrals from 4ID Soldiers are created as "Leads," using the 4ID MAC Code #AHNS. Once the lead is built, the Recruiter will ensure they add the referring Soldier's name and unit information in the contact history to ensure that 4ID Soldiers are properly credited and recognized for their contributions to Army Recruiting.

AFYB-CG

SUBJECT: 4th Infantry Division Army Recruiting Partnership and Incentive Program

b. Additionally, all 4ID Referrals will be reported by the Station Commander to the Company Commander within 24 hours of the Referral's entry as a 'Lead' into the system. When the Referral enlists, the Recruiter will provide updates to the Company Commander within 24 hours of each of these events.

5. Through the 4ID partnership, Colorado Springs Recruiting Company Commander provides an award recommendation to 4ID G1 for any Soldier that provides referrals that result in two enlistments. The Colorado Springs Recruiting Company Commander will review the Referral Tracker at least monthly for accuracy of reporting and to ensure that all Referring Soldiers are recommended for their corresponding awards.

6. Points of Contact: Primary- CPT Josh Trenkle, Denver Recruiting Battalion at 719-264-0814/720-839-7195 or josh.e.trenkle.mil@mail.mil. Secondary- SFC Michael Stone, 4ID USAREC Outreach NCO at 719-526-1738/502-264-5234 or Michael.j.stone118.mil@mail.mil.



MATTHEW W. McFARLANE
Major General, U.S. Army
Commanding General