



UNITED STATES MARINE CORPS
MARINE FORCES RESERVE
2000 OPELOUSAS AVENUE
NEW ORLEANS, LA 70114-1500

ForO 5726.1A
PAO
JUL 10 2014

FORCE ORDER 5726.1A

From: Commander
To: Distribution List

Subj: MARINE FORCES RESERVE (MARFORRES) COMMUNITY RELATIONS PROGRAM

Ref: (a) MCO 5720.77
(b) SECNAVINST 5720.44C
(c) MCO P5720.73 W/CH 1
(d) DoD Directive 5410.18, "Public Affairs Community Relations Policy," November 20, 2001
(e) MCO 3040.4

1. Situation

a. To provide policy and procedural guidance for Community Relations (COMREL) request procedures, reporting requirements, and support eligibility criteria.

b. MARFORRES unit commanders should make every effort to provide appropriate support, whenever legally and operationally feasible, to veterans and other eligible community organizations for ceremonies, parades, and other patriotic events with Marine Corps guest speakers, and ground and/or air assets.

2. Cancellation. ForO 5726.1

3. Mission. This Order provides policy for the MARFORRES Public Affairs (PA) COMREL Program to foster positive relationships between MARFORRES subordinate units and their host communities in order to serve and enhance the Marine Corps' relationship with the American public and assist in Marine Corps recruiting and retention. In accordance with reference (a), the Marine Corps shall engage its communities in a way that conveys the ethical and responsible stewardship of financial, natural, and human resources. COMREL programs shall support the following objectives:

a. Create and sustain partnerships with various publics, both at home and abroad.

b. Support equal opportunity goals and nondiscrimination policy of the Department of the Navy.

c. Increase public awareness and understanding of the Marine Corps.

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d. Support recruiting goals.

e. Inspire patriotism through observance of Marine Corps traditions and days of national significance.

4. Execution

a. Commander's Intent and Concept of Operations

(1) Commander's Intent. MARFORRES units shall maintain a streamlined, uniform system for requesting COMREL support, reporting requirements, and ensure eligibility requirements are met.

(2) Concept of Operations

(a) The most common types of COMREL ground support include color guards, band performances; guest speakers, and static displays for eligible community events. Aviation support usually involves flyovers or static displays at air shows.

(b) COMREL support eligibility covers four areas: program, sponsor, site, and type. To be eligible for Navy and Marine Corps participation, the event must (in each of the four areas) meet at least one of the conditions detailed in reference (a). Additionally, support to charitable and fundraising events is restricted per the guidelines in reference (b). Questions regarding eligibility should be addressed to the MARFORRES PA Office at MFRPAO@usmc.mil and MARFORRES counsel at (504) 697-8143.

(c) If a local community group or sponsor requests support directly from a Marine Corps unit, the unit's Inspector-Instructor (I-I) staff will inform the sponsor (the organization or individual requesting support) that all requests must be received as a DD Form 2536 Request for Armed Forces Participation in Public Events (non-aviation), or DD Form 2535 Request for Military Aerial Support. The I-I staff should also inform sponsors that a 30 to 90 day lead-time is required for processing all requests. Forms shall be submitted electronically via the Marine Corps COMREL website at: <http://www.marines.mil/community/Pages/default.aspx>. If the sponsor is unable to access or effectively use the COMREL website, then unit personnel may assist the sponsor with filling out the appropriate DD form.

b. Coordinating Instructions

(1) The Office of Marine Corps Communication will review event requests submitted for support to ensure they meet eligibility requirements. If an event is disapproved for eligibility, either the Office of Marine Corps Communication or MARFORRES PA will notify the sponsor. If an event is deemed to be eligible, its status will be updated online. It is important to note that events listed as

eligible are NOT automatically supported by the Marine Corps. Eligible events must still follow the unit assignment process listed below.

(2) I-I staff members, unit personnel and sponsors can view the status of their requests online via the Headquarters Marine Corps (HQMC) COMREL website at:
<http://community.marines.mil/community/Pages/CommunityEvents.aspx>.

(3) Unit Assignment Process

(a) MARFORRES PA COMREL personnel will review eligible requests and contact the unit that has the requisite assets and is geographically nearest to the event, for potential support. MARFORRES will usually make unit support assignments within 30 to 45 days prior to the requested event.

(b) If the assigned unit is able to support the event, MARFORRES COMREL will provide the sponsor's information to the unit for coordination and execution.

(c) If the requested unit is unable to provide support, another unit will be solicited for support.

(d) If no MARFORRES units are able to support, MARFORRES PA will send a notice of regret to the sponsor and inform the Office of Marine Corps Communication of the final status.

(4) Aviation Support. Aviation requests must be submitted online at <http://www.marines.mil/community/pages/aviation.aspx>. All aviation support requests sent via the HQMC website will be evaluated for eligibility in accordance with reference (c) and/or staffed through Marine Corps Aviation by the Office of Marine Corps Communication COMREL.

(5) Ground Support

(a) All color guard and speaker requests, requests for static displays, parade participation, military appreciation events, athletic/educational events, and ceremonial events will be requested via a DD Form 2536 per reference (d).

(b) Events that do not require a DD Form 2536. Funeral Honors fall within the scope of reference (e) and do not require a DD Form 2536. Toys for Tots events do not require a DD Form 2536. All other types of events typically require an event request form. When in doubt, sponsors interested in Marine Corps support must be directed to submit a DD Form 2536.

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(6) Documentation. It is imperative that every COMREL event supported by MARFORRES personnel be documented appropriately.

(a) Once a unit accepts and is assigned an event to support, unit personnel must enter pertinent event information in the MARFORRES COMREL event database. Requests for access to the COMREL database shall be submitted to the MARFORRES PA office via email to MFRPAO@usmc.mil. The event database can be accessed at the following location: <https://eis.usmc.mil/sites/reserves/default.aspx>.

(b) An After Action Report outlining the event, unit participation, and any lessons learned should be submitted to MARFORRES PA COMREL within 10 working days following the event's completion. Additional suggested documentation may include, but is not limited to: photographs and/or video, any media coverage (news articles, press releases, etc.), and sponsor feedback.

5. Administration and Logistics

a. Recommendations concerning the contents of this Order may be forwarded to MARFORRES PA via the appropriate chain-of-command.

b. The MARFORRES SharePoint features a "COMREL Event Tracking" application. The purpose of this application is to enable Marine Corps leaders at all levels of command to view all events that MARFORRES units are supporting nationwide. This application is available at: <https://eis.usmc.mil/sites/reserves/default.aspx>

6. Command and Signal

a. Command. This Order is applicable to MARFORRES. MARFORRES PA COMREL has direct liaison authority with MARFORRES units for support coordination.

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


S. A. WENRICH
Chief of Staff

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