



SECRETARY OF THE ARMY
WASHINGTON

20 JAN 2023

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Army Directive 2023-01 (Army Recruiting Ribbon Program)

1. References.

a. Army Regulation (AR) 600–8–19 (Enlisted Promotions and Reductions),
16 May 2019

b. AR 600–8–22 (Military Awards), 5 March 2019

c. AR 670–1 (Wear and Appearance of Army Uniforms and Insignia),
26 January 2021

2. Purpose. This policy incentivizes support to recruiting efforts through the award of the Army Recruiting Ribbon and associated promotion points.

3. Applicability. The provisions of this directive apply to the Regular Army, Army National Guard/Army National Guard of the United States, and U.S. Army Reserve.

4. Background. This program provides increased recruiting awareness throughout the Army and encourages Soldiers to embed themselves within their communities to share their Army stories. It may also help to identify junior Soldiers who are best suited for recruiting duty as they advance in rank.

5. Policy.

a. Effective immediately, the Army Recruiting Ribbon will be awarded to all Soldiers who provide a valid referral to the U.S. Army of an individual who both enlists and ships to Army Initial Military Training (IMT).

b. Soldiers may receive the Army Recruiting Ribbon up to four times during their career. Additional awards are identified with a numerical device added to the ribbon.

c. At each award of the Army Recruiting Ribbon, Soldiers will be awarded 10 points toward promotion to E-5/E-6. Soldiers may receive up to 40 total promotion points for four valid referrals.

d. Award Authority. Referrals will be submitted through the chain of command for approval. The U.S. Army Recruiting Command is responsible for validating referral and

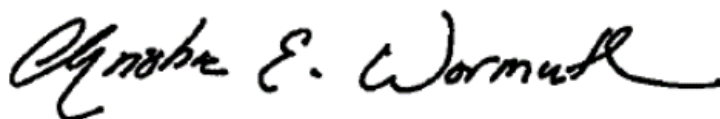
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departure of the trainee to IMT. The Soldier's battalion commander is the approval authority for award of the Army Recruiting Ribbon and will provide a memorandum to serve as supporting documentation of the award.

6. The U.S. Army Human Resources Command will coordinate with the U.S. Army Recruiting Command to publish implementing guidance for this policy.

7. Proponent. The Assistant Secretary of the Army (Manpower and Reserve Affairs) has oversight responsibility for this policy. The Deputy Chief of Staff, G-1 will incorporate the provisions of this directive into AR 600-8-19, AR 600-8-22, and AR 670-1 within 2 years of the date of this directive.

8. Duration. This directive is rescinded on publication of the revised regulations.



Christine E. Wormuth

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