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UNCLAS
PASS TO ALL SAVINGS BOND CAMPAIGN COORDINATORS
SUBJ: 2003 U.S. SAVINGS BOND CAMPAIGN (THIS IS ANNUAL SAVINGS BOND CAMPAIGN MESSAGE 03-1)
1. COMMANDERS OF MAJOR ARMY COMMANDS, INSTALLATIONS, AND TENANT/ SATELLITE ACTIVITES NEED TO DESIGNATE THEIR SAVINGS BOND CAMPAIGN COORDINATORS NOW. MACOM-LEVEL COORDINATORS ARE TO PROVIDE THEIR NAME, TELEPHONE NUMBER (BOTH COMMERCIAL AND DSN), AND E-MAIL ADDRESS TO THE ARMY SAVINGS BONDS PROGRAM MANAGER AND TO THEIR SUBORDINATE COMMANDS/ACTIVITIES. THE AVAILABILITY OF COORDINATORS AT ALL LEVELS OF COMMAND WILL BE MORE IMPORTANT THIS YEAR THAN EVER BEFORE.
2. RADICAL CHANGES ARE IN EFFECT THIS YEAR, AS THE BUREAU OF PUBLIC DEBT IS CHANGING THE WAY U.S. SAVINGS BONDS ARE PROMOTED. EFFECTIVE IMMEDIATELY, THE FOCUS WILL BE ON ELECTRONIC MARKETING WITH ALL MATERIALS, FORMS AND GENERAL INFORMATION IN ELECTRONIC FORM. THEY WILL NO LONGER PROVIDE AGENCIES WITH PRINTED BROCHURES, ENROLLMENT CA RDS, POSTERS, OR OTHER MATERIALS YOU HAVE COME TO ASSOCIATE WITH SAVINGS BONDS CAMPAIGNS. FORMAL CAMPAIGNS AS YOU HAVE KNOWN THEM, WI TH CANVASSERS AND KICKOFFS, WILL NO LONGER BE NECESSARY. WHILE YOU MAY CONTINUE TO CONDUCT PROMOTIONS IN THE TRADITIONAL, TIME-LIMITED MANNER, YOU ARE ENCOURAGED TO PROVIDE INFORMATION ABOUT BONDS ON AN OCCASSIONAL BASIS YEAR-ROUND, USING E-MAIL MESSAGES TO EMPLOYEES EVERY COUPLE OF MONTHS AND POSTING INFORMATION PROVIDED TO YOU ON YOUR AGENCY'S INTRANET. RATE CHANGES AND OTHER PROGRAM INFORMATION WILL BE PROVIDED BY THE ARMY PROGRAM MANAGER AND/OR BUREAU OF PUBLIC DEBT MARKETING OFFICE. DESIGNATED BOND PROGRAM COORDINATORS SHOULD ACCESS THE PUBLIC DEBT (WWW.SAVINGSBONDS.GOV> OR ARMY (WWW.ASAFM.ARMY .MIL/FO/FOD/FINCOM WEB-SITES ON A REGULAR BASIS TO OBTAIN INFORMATION ON THE SAVINGS BONDS PROGRAM.
3. THESE CHANGES ARE MEANT TO INCREASE YOUR ABILITY TO ADMINISTER AND MANAGE THE SAVINGS BONDS PROGRAM IN AN EFFICIENT AND EFFECTIVE MANNER, WITHOUT DIMINISHING THE AMOUNT OF PROGRAM INFORMATION AVAILABLE TO YOUR EMPLOYEES.
4. THE DA PROGRAM MANAGER IS MR. RON CARLSON, U.S. ARMY FINANCE COMMAND, ATTN: SFFM-FC-OD, 8899 E. 56TH STREET, INDIANAPOLIS, IN 46249-3000, DSN 699-7954/CML (317) 510-7954, FAX 699-3017, AND/OR E-MAIL: RON.CARLSON@DFAS.MIL.
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