



**DEPARTMENT OF THE ARMY
KENTUCKY ARMY NATIONAL GUARD
RECRUITING & RETENTION BATTALION
1111 LOUISVILLE ROAD
FRANKFORT, KENTUCKY 40601-6123**

NGKY-RRB-Z

03 March 2025

MEMORANDUM FOR Participants of the Kentucky Enhancement Enlistment Program (KEEP) 2.0

SUBJECT: Memorandum of Instruction (MOI) for Kentucky Enhancement Enlistment Program (KEEP) 2.0

1. References.

- a. PPOM 23-006a, Update to the Army National Guard (ARNG) Stripes for Buddies and Announcement of the New Army Recruiting Ribbon, 06 March 2023
- b. Army Directive 2023-01, Army Recruiting Ribbon Program, 20 January 2023
- c. Army Regulation 600-8-19, Enlisted Promotions and Reductions
- d. PPOM 23-019-a, Army National Guard Accessions Criteria, 03 April 2023

2. Purpose: This memorandum provides the updated procedures for the program and outlines the methods by which Soldiers/Retirees receive incentives for their hard work and assistance.

3. All Soldiers in the Kentucky Army National Guard (KYARNG) represent our team and serve as examples of professional Citizen Soldiers. As such, all Soldiers have opportunities to encourage their friends, family, and acquaintances to explore service in the KYARNG. If any Soldier knows an interested person, they are encouraged to use the KEEP Process. Soldiers are eligible to receive incentives enlistments as detailed below.

4. KEEP has an associated QR code that collects each lead gained from a respective code. Battalions are encouraged to publicize the corresponding poster (See Enclosure 1, KEEP 2.0 Flyer) in order to gain leads for their units.

- a. The Kentucky Recruiting and Retention Battalion (RRB) Marketing Team will compile the leads and send periodic updates to the field.
- b. Units are reminded that the QR code is to be used for valid leads only. Please encourage all Soldiers not to submit incorrect or invalid lead information, as this creates unnecessary work for RRNCOs.

5. If a lead becomes an enlistment through the KEEP process, the referring Soldier will earn the following individual awards:

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- a. One enlistment earns the referring Soldier \$500, a small KYARNG promotional item, and the Army Recruiting Ribbon. This award will be processed at RRB for tracking purposes. Referring Soldier could also be eligible for promotion of one rank if E-1 thru E-3.
- b. Two enlistments earn the referring Soldier \$750, a KYARNG promotional item based on inventory, and the Army Recruiting Ribbon. These items could include, but are not limited to a promotional knife, hatchet, or clothing items. Referring Soldier could also be eligible for promotion of one rank if E-1 thru E-3.
- c. Three enlistments earn the referring Soldier \$1000 and the Army Recruiting Ribbon. Referring Soldier could also be eligible for promotion of one rank if E-1 thru E-3.
- d. Four enlistments earn the referring Soldier \$1000 and the Army Recruiting Ribbon.
- e. Five enlistments and any consecutive ones thereafter will earn the referring Soldier \$1000 and the Army Commendation Medal.
- f. The Soldier who refers the most leads that become enlistments in FY will receive a military school of their choice. This is subject to availability.

6. Update to the Army National Guard (ARNG) Stripes for Buddies:

- a. Effective, 01 October 2022, Unit Commanders may advance Soldiers one enlisted grade per referral that enlists into the ARNG, not to exceed the grade of E4. Reference Enclosure 1 (PPOM 23-006a) for more information.

7. Army Recruiting Ribbon (ARR): The Army Recruiting Ribbon will be awarded to all Soldiers who provide a valid referral to the ARNG of an individual who both enlists and ships to Initial Military Training (IMT).

- a. Soldiers may receive the ARR up to four times during their career. Additional awards are identified with a numerical device added to the ribbon.
- b. With each award of the ARR, Soldiers will also be awarded 10 points toward promotion to SGT/SSG. Soldiers may receive up to 40 total promotion points for four valid referrals during their career. Currently, the maximum promotion points for military awards is 50.
- c. The referrals enlistment and shipment will be verified. The RRB Commander is the approval authority for award of the ARR. The RRB is responsible for validating each referral as well as the departure of the trainee to IMT. The RRB will provide a memorandum to serve as supporting documentation of

the award. Once approved, the ARR and validation memo will be uploaded to the Soldier's Official Military Personnel File (OMPF) and updated in the Soldier's IPPS-A record.

d. Reference Army Directive 2023-01 (Army Recruiting Ribbon Program) for more information.

e. Exceptions:

- If a Lead enlists as or contracts as an 09R and does not ship to Basic Training, the KEEP Recruiter will receive a KYCOM in lieu of the ARR.
- If a Lead enlists as a Prior Service Soldier and does not ship to training, the KEEP Recruiter will receive a KYCOM in lieu of the ARR.
- If a KEEP Recruiter's third enlistment does not ship to training they will receive the KYRR in lieu of the ARR.

8. Eligibility: A Soldier/Applicant may receive KEEP incentives if they utilize the KEEP QR code to register a referral. **The referral is good for 1 year based on QR code scan date from first eligible KEEP Recruiter.** The applicant must not have RZ actions within the last 6 months. Prospects and leads must not have RZ actions within the last 30 days.

a. Legitimate Referrals: All referrals must be obtained by the individual Soldier outside of official duties with the RRB. Soldiers on orders (ADOS/AGR) in an official capacity with the RRB are not authorized to benefit from referrals obtained during these periods. Those in the KYARNG that also live with any one on orders in an official capacity with the RRB are also ineligible to participate in KEEP. This includes spouses, significant others, family, children, and friends. This should be reflected on KEEP Form 3. Any updates to KEEP Form 3 must be submitted to BN **NLT 30 days** after any changes occur.

b. ROTC Programs: All personnel affiliated with an ROTC program as an instructor, contractor, PMS, APMS, or ROO are ineligible to participate and receive KEEP incentives.

c. Exceptions:

- If an applicant is in the recruiting process and they provide a valid KEEP referral who completes the enlistment process prior to them, they can receive KEEP incentives contingent on their (applicant) enlistment.

- If a KEEP Recruiter refers a lead and they scan the QR code prior to the KEEP Recruiter becoming affiliated with the RRB, the KEEP Recruiter can still receive their incentives.

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9. KEEP Form 1 Update: RRNCO's will be required to digitally sign KEEP Form 1 so that a date and time stamp is on the form for verification purposes.

10. Prior Service Soldiers: Personnel who have previously served in the KYARNG may participate in KEEP as long as they received an honorable discharge. Documents may be requested in order to confirm the condition of their discharge through a DD214 or NGB22.

11. Point of contact for this memorandum is the undersigned MAJ Jonathan V. Strayer at 502-607-6011 or jonathan.v.strayer.mil@army.mil.

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