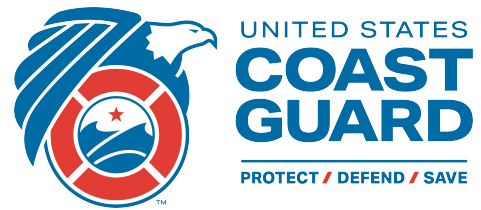


Hometown Recruiting Program (HTRP)



Overview: We need you! We currently have less than 42% of our non-rate billets filled. To reduce our current non-rate shortage, we need to send ~5,000 new recruits to boot camp. We are currently on track to only send ~2,800. YOU can help by becoming a Hometown Recruiter!

Topline Message.

The CG has expanded the Hometown Recruiting Program to allow any Active-Duty member the opportunity to return to their recruiting offices, hometown, or center of influence for a period of up to 30 days for recruiting activities.

Who Qualifies? All graduates of recruit training, "A" School, the Coast Guard Academy, and Officer Candidate School, and all Active-Duty Coast Guard members.

High Points.

- **You are our best recruiter:** Current Coast Guard members are the best recruiters for the next generation of our Service. Everyday personal community interaction is pivotal in influencing the next members of our force. Coast Guardsmen have strong ties to their communities through their friends, children, and activities. Our members are the foundation of recruiting efforts. Members are authorized through permissive orders to act on these relationships to support our recruiting efforts.
- **You know your communities the best: Coast Guardsmen live, work, and recreate in local communities and are centers of influence.** A center of influence is a location where a member is well-known, respected and trusted in the community and has significant influence. The knowledge that our members have in their communities enable them to generate interest in the Coast Guard.
- **Extend your time at home without using leave:** The revised program allows all Coast Guard members the ability to spend time in their hometown or in their center of influence to extend their leave or without having to use any leave. This change allows members permissive orders to return home, or a center of influence, tell their Coast Guard story, and generate interest in serving.
- **Think about activities to generate leads:** Seek command approval, once you have received your command approval, find meaningful activities where you can tell your story and apply [here](#) (CAC required). The IMT will coordinated activities with the nearest Recruiting Office where you intend to do the Hometown Recruiting and then you will be provided the authorization for your command to send you on permissive orders.

Background.

Prior to this change the HTRP only allowed graduates of recruit training, "A" School, the Coast Guard Academy, and Officer Candidate School an opportunity to return to their recruiting offices before reporting to or while serving at their first duty station for a period of up to 30 days. This narrow scope prevented the Service from using this program in areas where a member is an influential member in a community beyond their initial entry into service.

Links:

- GoCoastGuard.com/max/hometown-recruiting – [Link](#)
- MyCG Article – [Link](#)
- ALCOAST 457/22 – [Portal Link](#) – [Public Link](#)