



Sea Service Unit Adoption Guide

Navy League of the United States

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(Change 7 dated 1 March 2023)

2300 Wilson Boulevard
Arlington, Virginia 22201-3308
(800) 356-5760

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Record of Changes

Change	Description	Date Issued
--	Original Issue	14 May 18
1	Added Sea Service Adoption Excellence Award	11 Aug 18
2	Added reference to Navy National Defense Cadet Corps (NNDCC), clarified what "Coast Guard JROTC" really means, enhanced/strengthened government ethics compliance language throughout, removed specific NLUS web site links (fluid) and replaced them with a general reference to the NLUS web site, deleted reference to a commercially-available embossed adoptions certificate, updated the logos on the cover page and Certificate of Adoption templates, clarified the definitions of "adoption" and "sponsorship," and added a suggestion to use existing scholarship foundations to administer scholarships to individual unit families. <i>The changes are substantial and integrated throughout the prior text, especially information related to ethics and gift-giving regulations compliance. Change markers were not used and it is recommended all AULs and Council Officers read this Change in its entirety.</i>	24 Jan 20
3	Adds additional suggested activities and updates the definition of "sponsorship" to better reflect actual NLUS relationship with youth groups. Removed reference to Area Presidents' direct involvement to emphasize responsibilities of Region Presidents.	21 Apr 20
4	Adds a sample Certificate of Recognition for awarding to Sea Service Unit members, reinforces the availability of virtual support throughout, clarifies policy that multiple Councils adopting a single unit should be avoided without compelling need, and adds additional suggested adoption activity based on review of 2019 Adoption Excellence Award submissions.	20 Aug 20
5	Provided reference to the list of active NROTC units in the discussion of planning CNET-funded namesake visits. Moved "Emergency Support To Families During Deployments" from a set-apart type of support to under [general] "Deployment Support." Clarified how the Coast Guard manages crews during major availabilities on smaller vessels. Incorporated best practices gleaned from 2020 award submissions. Added the Department of Defense Standards of Conduct Office website as a resource. Expanded examples of end-of-life support for adopted units. Changed font to match latest NLUS Branding Guide.	21 Sep 21

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Change	Description	Date Issued
6	Added new Appendix A detailing key ethics and gift-giving guiding principles. To retain proper appendix sequencing, this resulted in the re-lettering of all subsequent appendices. Also added interim guidance on how to obtain gift subscriptions to <i>Seapower</i> magazine for adopted/sponsored units.	5 Feb 2022
7	Made "Unit Selection" its own section and expanded the guidance. Added a suggestion to appoint an Adoptions & Sponsorships Chair for larger councils with multiple adoptions. Clarified the Adopted Unit Liaison's (AUL's) duties to coordinate with the Communications Committee before <u>and after</u> an event. Also added a duty for AUL to provide input the the annual report. Added best practice of involving Congressional offices in recognizing sea service members (provide certificates signed by Representative or Senator). Added a web site link to Navy National Defense Cadet Corps (NNDCC) information. Updated the footnote about the growing Coast Guard JROTC Program.	1 Mar 2023

Introduction

The Navy League of the United States (NLUS) has long been recognized for its role as a supporter of U.S. Sea Service Units and their families world-wide. One of our most important objectives is to improve upon the understanding of, and appreciation for, those who wear the uniforms of America's Sea Services and to improve the conditions under which they live. One way NLUS accomplishes this objective is through direct support of Sea Service Units by NLUS Councils.

This Guide supersedes the NLUS "Guide to Ship Adoption" dated August 2015, which is hereby canceled. This guide was developed and is maintained by the NLUS Ship Commissioning and Adoption Committee.

To the extent possible, Council activities suggested in this Guide are in consonance with federal and service-specific ethics/gift-giving laws and regulations including, but not limited to:

- DoD Directive 5500.07-R, Joint Ethics Regulation (JER);
- DoD Directive 5500.07, Standards of Conduct;
- SECNAV Instruction 4001.2K, Acceptance of Gifts;
- OPNAV Instruction 4001.1F, Acceptance of Gifts;
- COMMANDANT Instruction M5370.8B, Standards of Ethical Conduct;
- COMMANDANT Instruction 5760.14, Acceptance and Accounting for Special Projects and Other Gifts to the Coast Guard from Non-Federal Sources;
- The Department of Defense Standards of Conduct Office (SOCO) website (<https://dodsoco.ogc.osd.mil/>), especially:
 - A series of Deskbooks¹ relating to each ethics topic, found on the web page for that topic, and
 - Periodic SOCO Advisories (<https://dodsoco.ogc.osd.mil/Ethics-Program-Resources/DoD-Ethics-Guidance/SOCO-Advisories/>);
- Other applicable service Desk Guides; and
- Comparable directives that may apply to other Sea Services such as those from the Department of Homeland Security and the Department of Transportation.

Appendix A offers a summary of ten key guiding principles with which every Council Member involved in adoption and sponsorship activities should have a working knowledge. However, the acceptability of most activities is situation-based and requires a case-by-case assessment referring to the parent sea service directives(s). For emphasis, many listed activities are also qualified with a statement that the Council should coordinate with applicable Sea Service staff to verify the acceptability of the activity, or how to modify its support to comply with

¹ These Desk Guides/Deskbooks should be used with caution because they can quickly become outdated relative to their governing directives, and they typically start with a qualification to always refer to the applicable governing directive anyway. They are most useful as "pointers" suggesting where to look for the actual parent requirement(s) on a given ethics or gift-giving topic.

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federal ethics/gift giving regulations (i.e.; turn a grant into an open competitive scholarship, etc.).

Objective

The objective of adopting a ship, station, or other military unit or facility is to provide continuing support to a particular Sea Service Unit, its crew and families. Adoption implies a commitment of continuing support. Plans for such support must consider a Council's financial resources as well as the probable cooperation and willingness of the Council's members.

Note: This guide applies to adoption of all types of Sea Service Units listed below except for youth groups, which are addressed in the NLUS Guide to Youth Programs.

"Adoption" and "sponsorship" are often used in reference to an association between a NLUS Council and a Sea Service Unit. "Adoption" typically applies to a social relationship with a unit within a Sea Service's active or reserve component, such as a ship, shore command, or aviation unit, in which a NLUS Council provides support and/or recognition to the unit or unit members that would not normally be provided by the service. The term "sponsorship," as used in this guide and any other NLUS document, typically refers to our relationship with youth groups and means any support, whether financial or morale enhancing, of an entity not managed, owned, or directed by the Navy League of the United States or its affiliated councils, which leaves direction, supervision, management and governing authority to the entity that administers its activities.

Because details regarding support to youth groups are covered in a separate guide, the term "adoption" will be used predominately in this guide.

In no way do the terms adoption/adopt, sponsorship/sponsor, or any variation of those terms imply a legal relationship of authoritative and subordinate between the NLUS Council, the NLUS, or a Sea Service Unit, whether active or reserve, such as a ship, shore command, aviation unit, or the like.

Why Adoption?

Adoption of Sea Service Units has been a long-standing tradition of NLUS Councils. If done properly, it is a mutually-beneficial "win-win" arrangement for both the Sea Service Unit and the Council. NLUS national leadership adamantly encourages continuing adoption activities and periodically supports initiatives to increase the number of adoptions nationwide or in a specific region or type of unit.

Benefits to Sea Service Units

The leadership of Sea Service Units typically desires their unit to be adopted by a NLUS Council due to the recognition it brings the unit, as well as the following additional benefits:

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- Unit members enjoy an enhanced sense of purpose, and often patriotism, when they see that common citizens care enough about what they do to thank them personally;
- The mission of the unit is made more apparent to the local or namesake community through NLUS activities that include the unit;
- Through participation in NLUS activities that also involve civic leadership, the unit, especially their leadership, establishes a more personal relationship with the community ("face to a name");
- When NLUS Council resources allow, gaps in funding unit morale activities can be filled by the adopting Council;
- Individual recognition is often provided by Councils to stand-outs within the unit (normally designated by the unit and not selected by the Council), providing more ways for unit leadership to employ positive reinforcement in their commands; and
- For units without a dedicated Public Affairs Professional, the Council can act as a streamlined intermediary among the unit, local government or business leaders, and/or local/namesake media outlets.

Benefits to the Navy League

NLUS Councils can reap the following benefits through a robust adoption program:

- Enhanced visibility within the local/namesake community;
- Enhanced team-building or *esprit de corps* among council members;
- Enhanced mission support of local Sea Service functions, facilities, and people;
- Recruitment of future Navy League members from the unit—often years down the road;
- Personal satisfaction for the Council's Adopted Unit Liaison (AUL) [see page 7], especially when the unit goes out of their way to recognize the AUL's efforts;
- Enhanced working relationship with, local Sea Service leadership; and
- A specific, noble cause to leverage during fundraising activities.

Targeted Units and National Priorities

Sea Service Units primarily targeted for adoption by NLUS Councils include:

- U.S. Navy Ships, Shore Commands, and Aviation Units;
- Coast Guard Ships, Shore Commands, and Aviation Units;
- Marine Corps Units;
- Naval Reserve Officer Training Corps (NROTC) Units;

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- Naval Junior Reserve Officer Training Corps (NJROTC) and Navy National Defense Cadet Corps (NNDCC)² Units;
- Marine Corps Junior Reserve Officer Training Corps (MCJROTC) Units;
- Maritime Academies that offer USN reserve commissions;
- Naval Sea Cadet Corps (NSCC) Units;
- Navy League Cadet Corps (NLCC) Units; and
- Young Marine Units.

In general, the priority for selecting units to adopt is (in order of decreasing priority):

- Deployable/afloat units (including aviation units) of the Navy, Marine Corps, and Coast Guard;
- Sea Cadet Units (NSCC and NLCC);
- Shore commands of the Navy, Marine Corps, and Coast Guard;
- NNDCC Units;
- ROTC and JROTC Units (Navy, Marine Corps, and Coast Guard³)(who are also supported by their parent service and host school);
- Young Marines (who are also supported by the Marine Corps League);
- Foreign Sea Service Units permanently stationed in a Council's geographic area (domestic or abroad);
- Other Sea Service Units not listed above (NOAA or USNS ships, or historical ships such as the SS Jeremiah O'Brien National Liberty Ship Memorial or Bowfin Memorial).
- Non-Sea Service organizations, units, or youth groups not listed above as targeted by NLUS, such as Scout units, Boys or Girls Clubs, other non-profits, etc.

Within the above priority categories, units based or semi-permanently deployed overseas are a higher priority for adoption than domestic units. Ways to provide meaningful remote support to overseas units are discussed in subsequent sections of this guide.

Some Councils have also chosen to adopt select non-traditional units such as Flying Midshipmen, National Oceanic and Atmospheric Administration (NOAA) or Military Sealift Command ships, or historical ships such as the SS *Jeremiah O'Brien* National Liberty Ship Memorial.

² Navy National Defense Cadet Corps (NNDCC) is similar to the JROTC, except that it is fully funded by a host school that chooses to pursue a JROTC unit without financial assistance from the Department of Defense. More information can be found at <https://www.netc.navy.mil/Commands/Naval-Service-Training-Command/NJROTC/NNDCC-Program/>.

³ Navy ROTC accesses officers for both the Navy and Marine Corps. Until recently, the Coast Guard only had two pilot "JROTC-like" units in Miami, FL and Camden, NC. They have since started a formal JROTC program similar to other services and have six new units as of January 2023.

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Council Presidents should consult their Region Presidents prior to adopting a non-traditional Sea Service-related unit not in the priority listing to validate that the resulting goodwill from the commitment of resources to a non-traditional adoption justifies diverting them from other priority adoptions in the Council's geographic area.

How to Adopt a Unit

Unit Selection

The association between the Council and the Sea Service Unit is most typically geographic (same locality) or via some namesake relationship (person, city, county, state, battlefield, body of water, etc.). It can also be based on a personal relationship between a Council member and the unit or members of the unit, for example when a Council member is a former Commanding Officer of the unit and has volunteered to serve as the liaison, or a Council member's child is serving on the unit. This latter basis of adoption tends to be less permanent than other adoptions based on more traditional reasons due to the transient nature of key persons.

In some cases, both a namesake council and a local council adopt the same unit to provide a greater depth of support, but with a local presence to afford quick response to changing needs. For example, USS Jimmy Carter (SSN 23), homeported in Bangor, Wash., is adopted by both the local Lake Washington/Everett Council and the namesake Atlanta Metropolitan Council. Another example is NLUS support for the USS New York (LPD 21) based in Mayport, Fla., which is adopted by the New York Council with assistance from the Daytona Beach Council.

Consult the NLUS Guide for Council Partnerships for addition information on co-adoptions. The most successful joint adoptions have clearly-defined roles and responsibilities. A sample Co-Adoption Memorandum of Understanding (MOU), that can be modified or expanded to suit specific circumstances, is provided in Appendix B. Region Presidents can also be an excellent resource for helping adjudicate and/or coordinate when multiple Councils desire to adopt, or have adopted, the same unit. For example, in the case of a unit named after a State in which there exist multiple Councils, the Region President can provide guidance as to which Councils may be best positioned to support the unit and/or which Council should act as the "Lead Council."

Unless there is a compelling, logical need for duplicate adoptions, such as namesake/local Council partnering, multiple Councils necessary to support very large units, a single shore command very geographically-dispersed or with multiple detachments, or the existence of multiple namesake Councils (i.e.; units named after a state or multiple cities like "USS Springfield"), more than one Council adopting a unit is generally discouraged in an effort to "spread the wealth" and minimize the risk of engagement conflicts as perceived by the unit.

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Lists by state of targeted units that have not yet been adopted by NLUS Councils can be found on the NLUS web site (by type of unit), as well as a list of all unadopted overseas units (high priority), and units that have been adopted by multiple Councils.

NLUS National Headquarters can provide additional assistance with unit selection and suggest types of services and support the Council can provide. Lists of units currently not adopted or sponsored can be provided by the Ship Commissioning/Adoption Committee ("Contact Us" button on <https://www.navyleague.org/programs/sea-service-unit-adoptions>). Queries can be run on the [national adoption database](#) to identify available units based on whatever parameter the Council prefers, such as by service, by geographic area, by unit type, by namesake, or any combination thereof.⁴

If both the Council and NLUS National Headquarters cannot identify an appropriate adoption candidate for the Council, the local Public Affairs Office of each Sea Service may be able to identify candidate units that are in need of adoption.

Process Overview

After agreement among the unit, adopting Council, local Sea Service leadership/Legal, and Navy League organization (Regional President), "adoption" normally consists of some form of formal ceremony to codify the relationship, followed by continuing year-after-year support.

The early stages of adoption discussions are usually iterative and interactive as the Council and the unit explore each other's needs, desires, and available resources to arrive at an equitable arrangement going forward. *In other words, it is not uncommon for the Council to be unable to provide everything the unit envisions, or for the unit to be apprehensive of, indifferent to, or downright averse to some of the innovative/creative support ideas Council members may have.*

Note: To the extent possible, activities suggested in this Guide are in consonance with federal ethics/gift-giving laws and regulations. However, the acceptability of many activities is situation-based and requires a case-by-case assessment. While activities that were determined to be unacceptable in all cases have been removed from this Guide, many listed activities are qualified with a statement that the Council should coordinate with applicable Sea Service staff to verify the acceptability of the activity, or how to modify its support to comply with federal ethics/gift giving regulations (i.e.; turn a grant into an open competitive scholarship, etc.).

⁴The database does not contain a complete list of ALL existing Navy, Coast Guard, or Marine Corps shore commands, or of all Naval Auxiliaries/Research Vessels. These types of units are only entered into the database if they have already been adopted by a Council. So the Area or Region President may be in a better position to identify local un-adopted shore commands.

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Resources

Prior to embarking on an adoption, it is important for the Council's Board of Directors, or Adoptions Committee, if established, to have a frank discussion regarding the level of resource commitment planned for the unit--both in terms of people and money.

Some Councils plan a fixed annual amount of funding for each adopted unit—often based on unit size (e.g.; for ships, CVN vs LCS, or USMC Battalion vs Navy Recruiting Station), as well as what types of standard support activities are expected for each adopted unit for that amount of funding plus "above and beyond" ad hoc activities that can be funded by additional Board funding authorization. An example standard budget matrix for predominant adopted unit types can be provided by the Ship Commissioning/Adoption Committee ("Contact Us" button on <https://www.navyleague.org/programs/sea-service-unit-adoptions>).

It is strongly recommended that a manageable cap be established via a budget formally approved by the Council Board.

A decision should also be made whether the amount will be awarded outright to the unit for their discretionary use, targeted to a specific part of the unit (e.g.; Recreation Committee, Spouses Club (Coast Guard)⁵, Family Readiness Group (FRG) (Navy)⁶, etc.), or "awarded" piecemeal based on specific, detailed, justified requests (e.g.; refreshments for a pre-deployment family night, commemorative memorabilia for "first patrol qualifiers," etc.).

The commitment of Council member resources (number and hours of people) to the adoption should be proportional to the size of the unit, as well as the level of activities planned for recurring support. In addition to deciding who within the Council will support adoption activities throughout the year (or throughout the unit's operating cycle, as applicable), the first and most important decision is to designate an Adopted Unit Liaison (AUL) for each adopted unit.

Adopted Unit Liaison (AUL)

The choice of the Council member to be designated as the AUL is critical to the success of the endeavor. In many cases, the AUL is the advocate who proposed the adoption to the Council's Board in the first place based on a prior association with, or interest in, the unit. In other cases, they are designated after the Board decides to explore the adoption and begins the process of planning the formal adoption process. The AUL continues in his/her role after the formal adoption and throughout the adoption lifecycle.

AULs should be members of the Adoptions, Programs, or other appropriate Committee under the auspices of the Council Board of Directors. If the Board of Directors has sufficient

⁵ See COMMANDANT Instruction 1750.6E, Coast Guard Spouses' Clubs.

⁶ See OPNAV Instruction 1754.5C, Family Readiness Groups.

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members, and plans multiple adoptions of different types of units, a dedicated Adoptions Committee, chaired by a person experienced in protocol, ethics guidelines, and adoption activities, is recommended. The Chairperson can coordinate and advocate activities and budgets across AULs to ensure consistency and fairness. The Chairperson can also act as a back-up AUL in case the incumbent is unavailable for a specific event or period of time, or underperforms.

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If the unit is not local to the Council, the AUL should be able and willing to travel to the location of the unit when appropriate; and it should be clear to the AUL whether or not the Council will fund the travel.

The primary attributes of an effective AUL are excellent interpersonal and communication skills, insightful planning expertise, but above all, a passion for the welfare of the unit and its members.

Duties of the AUL include:

- Initial outreach to the adopted unit to explain what adoption by NLUS entails and determining if the unit is amenable to being adopted;
- Working with the prospective adopted unit and/or parent/supporting commands to help resolve legal or ethics questions surrounding the adoption itself, or, later, regarding any specific adoption activities.
- All planning and arrangements for the adoption ceremony;
- Officiating at the adoption ceremony if the unit commander or other Council officers are predisposed;
- Planning, coordinating, and leading all recurring support activities for the unit;
- Facilitating the transfer of annual lump sum funding from the Council Treasurer to the appropriate unit representative;
- Submitting budget input for their adopted unit support to the Treasurer or Adoptions Committee Chairperson annually or as otherwise required by the Board;
- Keeping accounting of funds committed and spent on their adopted unit(s) and strive to "manage to the budget" (if established);
- Acting as an intermediary for single funding requests from the unit, to include reviewing, researching, and making award recommendations to the Board or applicable Committee as delegated;
- Submit receipts for reimbursements of expenses associated with their adopted unit in a timely manner per Council procedures;
- Presenting non-recurring/ad hoc support activities to the Board or applicable Committee as delegated and obtaining applicable approval and/or funding (submit invoices to the Treasurer for direct disbursement as applicable);

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- If not the province of other Council Officers, acting as a conduit between the unit and local civic and business leaders as requested by the unit;
- Acting as a conduit between the unit and NLUS members and officers, at all levels of NLUS;
- Informing the Council's Public Affairs Representative or Communications Committee ahead of time regarding adopted unit activities (what, when, where, why, etc.) so that Council's Board and General Members can be apprised and encouraged to participate/attend as needed and/or appropriate. The AUL should stay ahead of the newsletter deadlines to ensure content is provided to members well enough in advance of the event.
- After each major adopted unit activity supported by the Council, feeding information about the event, including photos (with captions and names of people in them), relevant facts, and interesting participant quotes, to the Council's Public Affairs Representative for coverage in NLUS and community media.
- Where applicable for namesake visits, planning those portions of the visit not planned by Sea Service Public Affairs Representatives, and accompanying the adopted unit members to all activities where appropriate and allowed; and
- Upon notification that the unit will be inactivated/deactivated, decommissioned, closed, etc., coordinating between the Council and the unit to determine when support will cease and if any formal ceremony is desired.
- Annually, upon request, submit input for the NLUS annual report to the designated individual (or Adoptions Committee Chairperson as applicable) regarding support provided to the adopted/sponsored unit, to including a narrative of support provided (may be a compilation of information submitted to the Communications Committee throughout the year as above), and total of funds expended in support of the unit, including donations-in-kind by Community Affiliates or other sponsors.

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Procedure

After a decision is made by the Council's Board of Directors to pursue the adoption of a Sea Service Unit, the first step is for the AUL or other senior Council Officer to approach the Commanding Officer/Commander/Officer-in-Charge (OIC) of the unit and discuss the Council's adoption proposal. The adoption proposal should be in writing, ideally a letter, to provide a permanent record of what the Council promises it will do for the unit so that no misunderstanding occurs later.

Note: If the unit to be adopted is a youth group, refer to the NLUS Guide to Youth Programs, as well as the NLUS Operations Manual for processes and procedures specific to youth group support.

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Ceremony

If the commanding officer agrees to the adoption, the next step is to plan an adoption ceremony.

Note: The "ceremony" can range from a small number of people gathered in the unit commander's office/stateroom, on the pier, or off-base location, to a major, formal ceremony attended by local civic and military leadership and the media...and anything in between. The exact character and extent of the adoption ceremony should be agreed by the unit and the Council, using applicable portions of the complete ceremony example below and in the appendices.

- Set the place, date and time for the adoption ceremony. It is common for the ceremony to be held at/on/near the unit depending on the size and security restrictions, but it may also be held at a third-party location more accessible to the community. If the unit is very remote from the Council, or public gatherings are not allowed due to public health restrictions, a virtual ceremony may be appropriate, and even likely to increase "attendance."
- Prepare an appropriate invitation together with Commanding Officer. A sample invitation is included as Appendix C. A history of the Council and/or the Sea Service Unit may also be included with the invitation.
- Depending on the size of the venue, send invitations to all council members, local community, military and business leaders, as well as persons requested by the unit. Also provide an invitation to the NLUS Region President. If the ceremony is to be virtual, the invitations should be sent via e-mail and include the video conferencing data.
- Prepare a plaque and a certificate of adoption. An adoption certificate can be created locally from the sample provided in Appendix D or downloaded from the Navy League website. Two versions are available on the web site: a "fill-in-the-blank" Portable Document Format (PDF) version and a Microsoft Word version that can be customized before printing. The wording on the Certificate of Adoption should be mutually agreed to by the council and the adopted ship or unit. If the ceremony will be virtual, a mutually-agreed certificate should be signed by one party and then mailed in advance to the other party so that it can be signed and dated during the ceremony.
- Plan the ceremony with the commanding officer or designee. A sample program is in Appendix E. If not too distant from the ceremony, and as allowed by security restrictions, a tour of the unit is often scheduled after the ceremony. A reception of some sort after the ceremony may also be appropriate. Depending on the ceremony's level of participation and visibility by local government and military leaders, one or more community affiliate businesses may be interested in financially supporting the reception.
- Publicize the ceremony throughout the community. Submit notices to community bulletin boards, websites, social media platforms, community and/or national media outlets. Sample press releases are in Appendices E and F. Don't forget internal communication--

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see Appendix H! *Consult the NLUS Public Relations Handbook for guidance on press releases and working with the media in general.*

- If the ceremony is to be held at a location where access is controlled, ensure all required information is gathered from guests and submitted in time to the appropriate authority.
- Provide the RSVP list to all ceremony speakers so that they can acknowledge VIPs during the ceremony, even if the ceremony is virtual.
- Notify the NLUS Ship Commissioning/Adoption Committee ("Contact Us" button on <https://www.navyleague.org/programs/sea-service-unit-adoptions>) when the adoption is complete so the list of Adopted Ships and Units on the NLUS website can be updated.

Working with the Adopted Unit

Adoption of a Sea Service Unit is a major commitment that requires allocation of Council resources--time and money--to be successful. But there is no such thing as a "perfect" or "model" adoption. Rather, there is a wide variety of adoption activities in which Councils can engage, resulting in a wide continuum of adoption levels representing an on-going mutually-beneficial interaction between the Council and the unit.

It is suggested that, annually, the AUL provide a list of all Council officers, Board Members and relevant Committee Members to the unit's commander to help prevent inaccurate or mis-directed communications from causing awkward situations.

In general, all adopted unit activities should be the subject of press releases to local and namesake/hometown media outlets. For Councils staffed as such, a representative of the Council's Public Affairs or Communications Committee should attend the event, take notes, interview participants, and take photos. Note that the Sea Service may send their Public Affairs Specialist to cover the event for a press release. The Council's representative should coordinate with the sea Service's representative to prevent conflicting stories/quotes and potentially share photos, as well as who will send a press release to the awardee's hometown media in view of the Service's current Hometown News Release Program.

Note: To the extent possible, activities suggested in this Guide are in consonance with federal ethics/gift-giving laws and regulations. However, the acceptability of many activities is situation-based and requires a case-by-case assessment. While activities that were determined to be unacceptable in all cases have been removed from this Guide, many listed activities are qualified with a statement that the Council should coordinate with applicable Sea Service staff to verify the acceptability of the activity, or how to modify the circumstances so that it would be (i.e.; turn a grant into an open competitive scholarship, etc.).

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Suggested Council Services to the Unit

Ideas for increasing the level of support to the members of the adopted unit are limited only by imagination and by the Council's resources. Some larger events can be specifically supported (e.g.; funded) by Community Affiliates; or they can provide services-in-kind as awards. But in all cases, the inherent dollar value of gifts to individuals should stay below the service's gift limit and/or receive approval prior to providing to the unit/member.

Depending on the command, the command's size, and the command's service, much of the support (financial or in-kind) the NLUS typically provides to crew and family social events (holiday parties, family nights, pre-deployment nights, refreshments at command awards ceremonies, etc.) should be directed towards the organization outside the command that normally conducts the event, such as the Spouses Club or FRG, and not the command directly. See OPNAV Instruction 1754.5C, Family Readiness Groups and COMMANDANT Instruction 1750.6E, Coast Guard Spouses' Clubs.

Typical support provided by the Council may include, depending on Council resources, the following activities:

- Recurring awards and recognition of the unit's outstanding members. Many Councils have an active Awards Committee that recognizes their adopted units' "xxxx of the Quarter and/or Year" (where xxxx would be Sailor (Navy), Enlisted Person (Coast Guard), Marine (Marine Corps), Cadet (various), etc.) at luncheons or other recurring events. It is appropriate to present certificates, plaques, gift certificates, and/or statutes that comply with Sea Service ethics guidelines for gifts. Spouses or significant others should also be invited guests to the ceremony, as well as the awardee's Chain of Command. A nice touch is to have the awardee's immediate superior introduce the awardee and describe in their own words why the awardee stood-out.

A few Councils establish unique awards with specific criteria, such as "Tactician of the Year" or "Innovator of the Year" to give the unit additional opportunities for recognition. Some namesake Councils also call upon their civic leaders (Mayor, Governor, Senator, etc.) to attend the ceremony and/or present the awards.

For Councils with adopted training commands, top graduates from each class are often awarded on a recurring basis, such as swords for the NROTC class top Midshipman, Submarine School top student, etc.

Some Councils provide formal letters or certificates of recognition signed by the Council President to individuals, identified by the unit, who achieve a significant milestone. Examples include warfare qualification, advancement/promotion, significant watch station qualification, completion of significant training or off-duty education, etc. They can be created locally from the sample provided in Appendix I, or downloaded from the Navy League website. Similar to the Adoption Certificate, two versions are available on the web site: a "fill-in-the-blank" PDF version and a Microsoft Word version that can be customized before printing.

Finally, a few Councils coordinate with their local or namesake elected officials, from Mayor through U.S. Senator or Representative, to supplement the Navy League's award with a certificate from that official's office or organization. Alternately, a business could fund the award and be given "naming rights" to the award, such as the "XXXXX [Company] Sailor of the Year Award presented by the Navy League YYYY Council."

In every case, awards, as with any gift, should only be presented to Sea Service Unit members in a manner that does not give the perception that the NLUS is choosing the individual awardee unless the award selection process is fully-documented and recorded, and follows objective selection criteria. The best way to avoid this perception is to describe the type of award and intentions (i.e.; Tactician of the Year, etc.) to the command and allow them to pick the specific recipients through their normal processes.

- Invitations to tour local/namesake businesses or civic institutions (as "VIPs" if possible). Examples would be crew members of USS *Kentucky* touring the Corvette factory in Bowling Green, Sea Cadets from Palm Bay, Florida touring NASA facilities at Cape Canaveral, crew from USS *Gettysburg* touring the battlefield and museums, etc. If the tour is normally available to the general public at a cost, the Council should ensure consistency with Sea Service ethics guidelines for gifts.

If the Council has a recurring tour program, unit members, their spouses, and their children (as age-appropriate) can be invited on the tours. Surprisingly, most Sea Service Unit members know little about neighboring commands and activities unless they routinely deal directly with them.

- Invitations to attend local/namesake sporting or entertainment events. Examples include professional or collegiate baseball, football, basketball, or soccer games, appropriate theater or concert events, etc. It is always a good practice to ensure the content/theme is appropriate. Sea Service advance approval for unit members to attend may be necessary in some cases for both public affairs and ethics (gifts) considerations. Coordinate with the cognizant Navy Office of Community Outreach (NAVCO) (or similar for other services) if it is planned for the unit members to be formally/publically recognized in uniform. *Charity fundraisers should be avoided to prevent giving the impression that the unit's personnel are being used to somehow enhance the fundraising.*
- Financial support to the unit's Recreation Committee or Spouse's Club. This could include Recreation Committee, Spouse's Club, or FRG, local donations to fund picnics, children's parties for holidays, or light refreshments at unit ceremonies such as Pre-Deployment Family Night (briefing) or Awards Ceremony. It may also include support-in-kind to the unit's/club's own events or fundraisers, such as contributing items to a bake sale, silent auction, toy/food drive, or raffle. If unable to donate or contribute directly, active attendance by Council members at the fundraising event may be a sufficient show of support (publicize in newsletter, web site and social media if open to the public!). Some Councils specifically fund the kids' gifts at holiday parties, or even work with the unit to set-up anonymous giving to needy unit families, such as "Angel Trees" or similar.

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Some Spouse's Clubs or FRGs set-up wish lists/registries on Amazon.com or other similar web sites for items they need for up-coming events. This allows the group to conduct "passive fundraising" that specifies for the donor how best to support current needs. If used by the Club/FRG, the Council should ask for the correct link to the wish list/registry site to ensure the correct organization and event is supported (some Clubs/FRGs may have multiple lists running concurrently for different events).

- Financial support to the unit for specific ad hoc needs. Examples include new flags or holsters for the color guard, new entertainment electronics for lounge areas or for training usage, etc. To not invoke gift to service member constraints, ensure the recipient unit is clear that the gift is to the unit for permanent retention by the unit, and ultimately, Service, and not to any individual(s).
- Namesake visits. Some Councils spearhead the planning, coordination, and possible funding of unit or unit member (and spouses if resources allow) visits to namesake states or cities. Typical activities include unit members meeting local civic, business, and military leaders, conducting community support activities (e.g.; park clean-up, food bank staffing/drives, Habitat for Humanity, etc.), or hosting welcome receptions for various groups of supporters. Sea Service advance approval for unit members to travel or attend specific events will likely be necessary in most cases.

Note that Commander, Naval Education and Training Command (CNETC) has funds available to let operational units visit NROTC units to give presentations and meet midshipmen. It is common for such trips to be co-opted by adding a day or two to conduct namesake activities around the NROTC visit(s).⁷ NAVCO also coordinates a limited number of namesake visits each year as authorized in OPNAVINST 5726.8B⁸.

- Unit member attendance at public/community events. Examples include local Armed Forces Day Galas, Veterans Day events, Memorial Day Services, Military Appreciation Day events, etc., even if they are not a NLUS-supported event. Ideally, these visits should be scheduled for a Navy Week or a local community festival for maximum visibility in the community and the media. Some Councils pay the fee/cost of individual service member recognition at events (concerts, races such as NASCAR Troops-to-Track, etc.), memorials (buy-a-brick/plaque/plank/rock fundraisers, etc.), or other venues (light pole banners recognizing local veterans, etc.).

When a member of a government Sea Service is invited to attend any public event, care must be taken to not use the event for fundraising, and to not allow situations to develop in which it appears the service member is endorsing any commercial service or product.

⁷ CNET will only support visits to institutions with an active NROTC unit, or sometimes, only to the "main" unit in a specific area and have midshipmen from the "Cross-Town Affiliates" (often in neighboring cities) travel to the main unit. Consult the list of active units and their affiliates at <https://www.netc.navy.mil/Commands/Naval-Service-Training-Command/NROTC/Navy-ROTC-Schools/#> before starting to discuss such a visit with your afloat namesake unit.

⁸ Section 6.b.(5): "Namesake Visits. Ensure commanding officers of ships with geographical namesakes maintain active engagement with namesake cities to include:

(a) relationship with elected leadership (mayors, governors, Members of Congress, etc.) and other influencers;
(b) at least four crewmembers from each ship make a namesake crew visit each year as respective budgets support; and
(c) local media outreach in coordination with NAVCO."

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As with other types of gifts and awards, as discussed above, it is best to allow the command/unit to select the specific recipients and that information be provided to the Council for action.

- Educational scholarships to children of unit members. The Council should have a well-documented, fair, and objective process for selecting recipients to help mitigate concerns from those not selected. Merit-based is strongly preferred over needs-based to avoid the collection of sensitive family financial information. The process should also keep the collection of Personally-Identifiable Information (PII) to the absolute minimum necessary; and any PII collected should be removed from permanent records once selection and award is complete.

Some Councils, rather than administer the scholarship themselves and handle PII, establish a named scholarship within a reputable non-profit organization already administering scholarships for the service or community in question. Examples would include the Navy League Foundation (\$50,000 endowment minimum), the Anchor Scholarship Foundation for Navy Surface Ships, and the Dolphin Scholarship Foundation for Navy Submarines. Most of these foundations are already set-up to safely handle PII, affording the option of a pure needs-based or hybrid scholarship.

- Donate to charitable organizations that support our troops in the unit's name. Examples include Operation Paperback, Operation Homefront, Freedom Alliance, Wounded Warrior, etc. ***Please note that any organization listed here, or elsewhere in this guide, as an example does not constitute an endorsement of that organization by the NLUS.***
- Deployment support. Many Councils provide their deploying adopted units packages, "goodie bags," or sundry items such as holiday-decorated pillow cases, "halfway night boxes," and special treats for crew member birthdays or significant career milestones (e.g.; warfare qualification).

Some Spouse's Clubs or FRGs set-up wish lists/registries on Amazon.com or other similar web sites for gift items they need for deployment not provided by the service. For example, a ship's FRG may be assembling halfway night boxes for single sailors to accompany the ones sent by spouses to married sailors and are seeking donations for these boxes. If used by the Club/FRG, the Council should ask for the correct link to the wish list/registry site to ensure the correct organization and event is supported (some Clubs/FRGs may have multiple lists running concurrently for different events).

If allowed by base security, Council members could also attend the unit's "send-off" as they leave port for deployment, as well as greet the unit on the pier when they return from deployment. Many Councils provide refreshments, encouragement, and even entertainment (clowns, face-painting, bands, etc.) on the pier or at the designated public departure/return point.

When the adopted unit is expected to make a port visit overseas, some Councils have provided international calling cards for use by crewmembers in countries in which they do not have free cell phone service.

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Where applicable and available, opportunities may exist to visit and/or otherwise support an adopted ship when making a port visit outside of their homeport (as opposed to a ship making a visit to their namesake location). While the Council members usually travel under their own cognizance and spend some time alone before and after the port visit, they can provide valuable assistance beyond just being familiar faces. This is especially true if the port visit location does not have a local NLUS Council that provides visiting ship support, and if one or more Council members have prior first-hand knowledge of the port visit location.

In addition to Council members traveling to the port visit, some Councils raffle-off round-trip airfare for one or more spouses to the port visit location--typically funded by frequent flier mile donations.

For port visits outside the United States, refer to Hosting Visiting Vessels Guide found on the NLUS web site within the Member Portal.

There is also an opportunity to provide emergency support to families during deployments. ***This type of activity is most strongly subject to approval by the service's Legal Office.*** In the past, family support, especially during deployment of the unit, was considered an excellent way that NLUS Councils could provide seemingly invaluable support to their adopted unit(s). Examples would be emergency auto or appliance repair, urgent transportation needs, urgent childcare, cash grants, etc. However, most Sea Services now have a strong emphasis on family privacy, as well as avoiding situations that have the potential for inappropriate behavior, and thus would discourage, if not prohibit, support of this type. *If approved/allowed, typical points of contact for this type of support are the unit's Ombudsman, Base Chaplain, ISIC Chief of Staff, Off-Crew Executive Officer (two crew ships), or OIC of the stay-home contingent (large ships).*

Some Councils send their adopted units, especially those on deployment over the holiday, greeting cards signed by the Board of Directors or general membership, typically at luncheons or other venues. While these cards are addressed to the unit as a whole, many benevolent organizations gather near the holidays to write hundreds of greeting cards to deployed service members, then seek organizations to help deliver them. These groups may serve as an excellent source for individual cards to an adopted unit's service members. Finally, some commands may identify individual service members in particular need of an encouraging greeting over a holiday period. Councils may want to choose an especially empathetic member to write a personal note of thanks and encouragement to the service member.

- Hosting individual Sailors/Marines/Coasties for major holiday meals when unable to return home for the holiday. *Subject to concurrence by the unit's Immediate Superior in Command (ISIC) or Legal Office, this activity mimics, and possibly compliments, programs run by the services at their major training and indoctrination centers for fresh recruits. The NLUS person coordinating the program should be alert for volunteer hosts with potentially-insincere or inappropriate objectives (religious or political recruiting, commercial soliciting, seeking long-term relationships with family members, etc.).*

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Conversely, a Council may work with the unit to identify junior service member families, or groups of single service members, who may need assistance with holiday meals and/or children's gifts. The Council may either provide a certain number of pre-cooked meals before or on the holiday, or distribute a larger number of a single item, such as turkeys or hams.

- Donating, or loaning for temporary display, iconic namesake items. Namesake Councils can donate iconic namesake items to the adopted unit for display, or smaller items for presentation to the crew/members. Note that some non-ship units (e.g.; Sea Cadet units, Aviation Squadrons, etc.) may also have names with namesake associations or an infamous historical legacy (e.g.; Black Sheep Squadron (VMA-214), Battleship Arizona Battalion, etc.).

Larger items for display could include signed sports team jerseys or equipment (bats, hockey sticks, balls, etc.), art work with a namesake theme, model replicas of iconic buildings or natural formations (Space Needle, Mount Rushmore, etc.), or other ship items such as canvas brow banners with a namesake theme.

To not invoke gift to service member constraints, ensure the recipient unit is clear that the gift is to the unit for permanent retention by the unit, and ultimately, Service, and not to any individual(s).

Smaller items are typically those of lesser value that can be given to the unit's leadership team for later presentation to outstanding unit members at their discretion (E-6 and below)⁹. For example, the Miami Council gave the USS *Florida* several watches with the Turkey Point Nuclear Generating Station logo on the face, which the Captain presented annually to their "Nuke of the Year."

- Publicizing unit activities within Navy League or to the public. Examples would include posting a periodic "Captain's Log" or other chronology of operations on the Council's web site, newsletter, and/or Facebook page, hosting an unofficial web site for the unit as part of the Council's web site, or highlighting any awards the unit or their members receive. Councils who have done this report that unit members families are the largest consumer of this type of content.
- Support unit athletic teams. Support can include purchasing uniforms or equipment, paying fees at local facilities (if not provided free on base), or coordinating/facilitating participation by the unit's team(s) in local community leagues. Again, ensure the recipient unit is clear that the gift is to the unit for permanent retention by the unit, and not to any individual(s).
- Spouse Recognition. Spouses of key leaders in the adopted unit may also be invited to join the Navy League; possibly purchasing a membership for key spouses if resources allow. Several Councils also support "Spouse of the Year" awards and nominate deserving spouses from their adopted units. Other Councils give the spouse of the Commanding

⁹ See SECDEF Memo, "Waiver of Application of the Standards of Conduct Prohibition on Acceptance of Gifts from Outside Sources for Enlisted Personnel, E-6 and Below, for the Limited Purpose of Gift Acceptance from Charitable and Veterans Service Tax-Exempt Organizations" dated May 16, 2013.

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Officer and/or other members of the unit's leadership team honorary membership in the Navy League. Ombudsmen are also often recognized by our Councils, either individually (single command) or collectively (all local commands at a dinner, etc.).

- Indirect support to unit member's children. Some Councils provide materials and/or equipment to schools attended by the children of unit members, such as backpacks full of school supplies or prom dresses/tuxedos. Another example would be sponsoring (providing uniforms, refreshments, funds, etc.) an on-base youth sports team.
- Conduit to other organizations. If the Council has a relationship with another reputable non-profit that supports Sea Service members, families, or veterans, the Council may find occasion to refer the unit to the non-profit, or vice versa, when they become aware of a situation in which the other non-profit may offer enhanced assistance/support. Extreme care should be exercised in the vetting of the associated non-profit. Councils should seek the advice of their Region President, who may in turn seek advice from the NLUS General Council, before connecting an adopted unit with another non-profit.

Similarly, some Councils have been successful facilitating the parallel "adoption" of their unit by a school class or other similar youth group, often as a STEM initiative. Students could become pen pals with crew members and learn about how the ship operates and what their pal does on the ship. One class even went as far as to group the kids into departments aligned to departments on the ship and learn/act-out tasks and roles of their counterparts.

Remote/Virtual Support

Councils not in the geographic vicinity of their adopted unit(s) are especially challenged to provide on-going meaningful support. This is also true when public health conditions prohibit public gatherings or face-to-face interaction with a local unit as imposed by local, state or federal government(s) or the respective service. Councils will have to rely on "contactless" assistance such as providing books, magazines, digital music or movie media, athletic equipment, computers, flat panel TVs or other electronic equipment, games (board and electronic), playing cards, or reference material (e.g.; *Jane's Fighting Ships*, *Combat Fleets of the World*, etc.).

Regardless of whether the unit is local or remote, a subscription to *Seapower* and other service-related periodicals is also an excellent way to stay engaged, especially for deploying units and youth groups. At this time, there is an effort underway to revise the NLUS web site to support purchasing gift subscriptions directly on-line. However, the current process is to call the NLUS Membership Department directly and pay over the phone (visit <https://www.navyleague.org/who-we-are/contact-us/> for the current phone number). Note that NLUS currently offers a discounted rate for subscriptions to schools and libraries. So the Council can save some resources by sending the subscription to the school address for JROTC and ROTC units, or other youth groups that meet at schools.

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Plus many of the types of support listed above, by their very nature, are achievable even when the Council is not geographically co-located with their adopted unit or cannot interact directly with them. All forms of direct financial support, scholarships, and awards should continue unabated even when direct personal interaction is not allowed. For example, internet wish/gift lists discussed on page 15 are an excellent way to continue remote/virtual support. While face-to-face interaction with Navy League clearly has a greater positive impact on the adopted unit, phone calls and video conferencing to arrange and coordinate gifts, virtual ceremonies, or other support may often be necessary.

Once a unit is adopted, its Commanding officer, or designated liaison, usually will be able to offer other suggestions based on their pressing needs and service restrictions.

Possible Reciprocation Activities by the Unit

In some cases, the adopted unit is also able to provide meaningful outreach to the Navy League Council.

Note: Any reciprocation by the unit is to be greatly appreciated, but certainly not expected or required. NLUS has no special or exclusive rights to any reciprocation by an adopted unit. Especially when adopting any armed service unit, the Council should emphasize to the unit leadership that they are under no obligation, explicit or implicit, to reciprocate in any manner for support received from NLUS.

Note: When choosing events for Armed Services adopted unit participation, care should be taken to not construct the event such that the Sea Service can be perceived as endorsing or advocating the NLUS, and in particular, over any other non-profit, or as fundraising for the NLUS or any Council.

- Unit tours, underway cruises, or guest lunches (as allowed by security conditions and the unit's operational schedule). The unit's service will likely conduct some form of security screening of planned guests, so it is incumbent upon the Council to submit guests that will meet security requirements (foreign nationals, individuals not known to the Council, or individuals with known criminal records will likely not meet security requirements).

For visits to Nuclear-Powered Warships (NPWs), or shore facilities that maintain NPWs, individuals known to have had long-term radioisotope treatment, or recent diagnostic tests involving radioisotopes, should not be included.

Submit the list in the advance time frame requested by the unit, and specifically discuss with the unit's liaison any planned guest with physical disabilities or infirmities that may inhibit their mobility, especially for ships. For extended underway cruises on ships, some units may require a medical screening.

- Invitations to unit social events such as holiday parties, picnics, balls, or other ceremonies. Some events may be "open to the public" and all Council members may attend. However, if the event is closed to the public, the suggestions above for unit tour guest lists also

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apply. If the unit limits the number of NLUS guests that can attend, the Council should abide.

Depending on the type of event, the traditional funding source, and whether all attendees must pay a fee, it may be appropriate to ask the unit if a donation would be accepted to help cover costs. The Council's Board should agree among themselves that funding is appropriate for the scenario, as well as approve the amount, before approaching the unit's liaison.

- Direct access to the emblematic items sold by the unit's Recreation Committee. These items are typically for individual purchase and use only; and DO NOT ATTEMPT TO RESELL THEM IN ANY NLUS FUNDRAISING CAPACITY.
- Invitation to unit formal ceremonies such as Change of Command, Inactivation or Decommissioning, Awards/Advancement/Promotion Ceremonies, etc. The guidelines above for social events also apply. Of note, Change of Command receptions are personally funded by the two commanders, so it might be perceived negatively if a Council were to make an overt financial contribution to the reception (i.e.; a gift-in-kind). When invited, seek clarity on the extent of the invitation (i.e.; officers only, board members only, or all members) so that, on one hand, the invitation can be appropriately communicated within the Council, or, on the other hand, awkward situations can be avoided.
- Attend Council Board or other incidental meetings. Commanding Officers and/or Executive Officers may be invited to attend Council Board of Directors' meetings. The Commanding Officer may also be invited, when appropriate, to serve as a sea service advisor to the Council.
- Speak or present at Navy League functions. An appropriate representative from the adopted unit, typically the Commanding Officer, may be invited to speak or provide a presentation at a Council or Region luncheon, board meeting, or other formal function. The Council's AUL should coordinate with the Council's Programs Chair to ensure the unit gets on the appropriate schedule. If the Council also routinely recognizes members of the adopted unit with any form of awards, it is also beneficial for the AUL to coordinate with the Council's Awards Chairman to present the awards at the same function in which the Commanding Officer is the guest speaker. *Recall, all awards must stay within the Sea Service's ethics and gift-giving guidelines.*

Caution: When a member of a government Sea Service is invited to attend any Navy League event, taken care to not use the event for fundraising, and to not allow situations to develop in which it appears the service member is endorsing any commercial service or product. In some cases, it will be necessary to obtain a Widely-Attended Gathering (WAG) authorization from the Sea Service prior to finalizing attendance at the event.

Region Involvement

Regions are prohibited by NLUS Bylaws from adopting units, but Councils should ensure that Region Presidents are kept informed of all adoptions in their region and the activities in

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support of the adoption. Such information can be provided through the Council's annual reports, in person, or by submitting it directly to a Region Vice President for adoptions, if designated.

Region Presidents can also be an excellent resource for identifying local Sea Service Units in need of adoption, as well as helping adjudicate and/or coordinate when multiple Councils desire to adopt, or have adopted, the same unit. For example, in the case of a unit named after a State in which there exist multiple Councils, the Region President can provide guidance as to which Councils may be best positioned to support the unit and/or which Council should act as the "Lead Council." They can also provide advice and lessons learned based on other adoptions in their region or in their past experience.

National Adoption Database

NLUS maintains a database of supported units. Static reports in Portable Document Format (PDF) are periodically posted on the NLUS web site based on the frequency of changes. The page contains a list of adopted units (including youth groups) sorted alphabetically by Council, as well as lists of active Sea Service Units that have yet to be adopted by state (separate report for each unit type).

A list of Sea Service Units adopted by multiple NLUS Councils is also posted on the page to assist in "spreading the wealth." Councils who adopt units also adopted by other Councils should consider adoption of a different unit not adopted by any Council. Councils seeking to adopt a Sea Service Unit should also consult the various lists to see if the unit has already been adopted.

The database is validated in the first quarter of each year both in terms of reconciling the lists of active Sea Service Units to external sources (e.g.; third party youth program web sites, Coast Guard Headquarters Cutter Lists, *Seapower* magazine almanac issue, etc.), as well as sending an extract to each Council via e-mail requesting they verify their adoptions.

However, Councils should notify/contact any member of the Ship Commissioning/Adoption Committee ("Contact Us" button on <https://www.navyleague.org/programs/sea-service-unit-adoptions>) whenever they initiate or terminate an adoption, as well as with any questions, comments or requests about the database.

Of note, the database does not contain a complete list of ALL existing Navy, Coast Guard, or Marine Corps shore commands, or of all Naval Auxiliaries/Research Vessels. These types of units are only entered into the database if they have already been adopted by a Council.

Sea Service Adoption Excellence Award

The Sea Service Adoption Excellence Awards (engraved plaques) are presented annually at the National Convention to Councils who have demonstrated the strongest commitment to

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direct support of Sea Service units through a robust adoption program. The award is inclusive of support to all types of adopted Sea Service Units, including youth groups. The award is judged by the Ship Commissioning/Adoption Committee, with help from one Region President and/or one Area President, each from opposite sides of the Mississippi.

Further details about the Sea Service Adoption Excellence Award and associated criteria can be found in the NLUS Awards Manual, which is an appendix to the NLUS Operations Manual.

Ending Support

They say that all good things must come to an end; and the same is true for Sea Service Unit adoptions. While it is a high priority of NLUS National Leadership to maximize the number and quality of Sea Service Unit adoptions, natural circumstances inevitably may lead to terminating an otherwise strong relationship. Three specific circumstances are discussed below.

Note: As with any change, Councils should notify/contact any member of the Ship Commissioning/Adoption Committee whenever they terminate an adoption or their adopted unit has consolidated or changed names, or changed homeport.

Unit Inactivation/Decommissioning

Sea Service Units come and go. Sea Cadet Units are frequently established, consolidated, converted (e.g.; from NSCC to NLCC or vice versa); ships are always being commissioned and decommissioned; and shore commands are constantly reorganizing.

When a Council becomes aware that one of their adopted units is to be inactivated or decommissioned, the AUL should ascertain the timeline, as well as (for ships) where the unit will go for inactivation work, if applicable. The Council Board of Directors should decide upon the extent of continued support for the unit.

For a ship entering an end-of-life availability ["availability" means any dedicated maintenance period in port] at a public or private shipyard, in which the ship will still be staffed by its normal crew, the Council should first decide if they can continue to support the crew during the availability until they disband. Even if the ship moves to a different homeport for the availability, remote support is still feasible, especially if the Council was not at the ship's original homeport to begin with (e.g.; namesake Council support). *Continued support for a crew serving in a shipyard, especially for a crew working long hours to see their ship torn apart, is immensely valuable and strongly recommended.*

When a ship is formally decommissioned, or shortly thereafter, its crew is reassigned. It is common for the Council to be represented at the Decommissioning Ceremony, and even be publically recognized by the unit at the ceremony. Sometimes, the unit may include a gift to the Council from the ship itself (e.g.; a clock, piece of hull steel, klaxon, etc.) or a flag flown

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from the ship. If attending, the Council should be prepared to reciprocate in some manner proportional to the expected gift from the unit.

Some Councils have committed ad hoc resources to providing a more memorable decommissioning experience for the unit, similar to commissioning support, but on a much smaller scale. For example, some Councils have hosted an informal reception for the present crew, their families, and any former crewmembers in town for the formal ceremony. Additionally, the Council could provide personalized gifts to the decommissioning crewmembers (following gift-giving guidelines, of course), previous Commanding Officers, and/or Plankowners.

When a namesake ship or other unit with tangible assets (e.g.; Seal Team or Aviation Squadron) is being decommissioned and dismantled/recycled, Councils with sufficient financial resources, passionate members, and access to Sea Service and community leaders may want to consider establishing a sub-committee with a goal of memorializing the namesake unit. The "memorial" can range anywhere from a plaque being placed in a prominent location, all the way to a part of the ship, such as a complete submarine sail, being placed in a park or other public grounds. Efforts to create a permanent memorial should also identify a long-term plan for maintenance, which may be performed by the Council, public organization (i.e. city or state), or another private volunteer organization.

For youth groups that are consolidating with another local unit, the Council should contact their Region President, or check on the NLUS web site, to see if the receiving unit is already supported by another Council. If yes, it is recommended that the Council pursue support of another needy unit in their area. Again, check with the Region President, or check on the NLUS web site, to find potential adoption candidates. If the receiving unit is not already supported by any NLUS Council, the Council should consider supporting the receiving unit.

For supported Sea Cadet units converting from NSCC to NLCC or vice versa, or an existing unit spinning-off the other age group unit, there will usually be a tacit expectation that the Council will also support the new unit(s). When a Council becomes aware that one of their supported Sea Cadet units will convert or spin-off, the Youth Programs Coordinator (if assigned) should ascertain the timeline and circumstances. The Council Board of Directors should then debate and decide upon the extent of support for the new unit(s).

Permanent Homeport Change

Ship adoptions based on a geographic association (local Council) may need to be reevaluated if the ship changes homeport. If based on a namesake association, the adoption normally continues uninterrupted, especially if the ship was already not co-located geographically with the adopting Council.

If a locally-adopted ship is moving directly to a new homeport (and continuing operations), the adopting Council should contact one or more Councils near the new homeport to

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determine if one would assume adoption of the ship after homeport change. If no Council near the new homeport steps-up, the old Council should consider continuing adoption remotely at the new homeport if resources permit (e.g.; the departing ship may be immediately replaced by another ship, which may now need adoption following their own homeport move) and at least some Council members are willing to travel periodically to the new homeport. *There is a strong need for adoption of ships transferring to forward-deployed homeports such as Guam, Spain, or Bahrain, especially those ships without a namesake.*

Once all options have been identified and detailed, the Council Board of Directors should decide upon the extent of continued support for the ship.

Many ships undergo a periodic maintenance availability at a shipyard not at their current homeport, then move to a totally new homeport after the availability is complete. Both the Navy and Coast Guard do this often to sustain proper force levels despite scheduled maintenance periods. In this case, Councils are strongly encouraged to continue the adoption of the ship through the maintenance availability until a new Council can adopt them at their ultimate post-overhaul homeport. Like decommissioning availabilities discussed above, continued support for a crew working long hours in a shipyard is immensely valuable and strongly recommended.

For smaller vessels, the Coast Guard typically de-mans the vessel when it enters a major availability by turning the vessel over to the repair activity and permanently reassigning the crew members to other tours of duty. To further reduce the disruption to families, the Coast Guard has on occasion changed crews on same-class vessels entering/exiting maintenance availabilities such that an entire crew can stay at the same homeport--just on a different hull arriving from a completed availability. If a Council prefers to retain adoption of the crew instead of the vessel, the Council should report to the Ship Commissioning and Adoption Committee the new hull name and number to which their adopted crew is/will be attached.

Council Can No Longer Support

A Council enjoying a robust adoption situation with a Sea Service Unit may suddenly find itself unable to continue the relationship. Most common causes include: the single advocate for the unit (often the AUL) is no longer able to support the unit personally due to leaving the Council or for personal reasons; the Council's financial resources no longer allow adoption support or must be diverted elsewhere; and/or the Council membership has declined to the point at which an adoption program, or even the Council itself, is not viable.

When the Council Board of Directors senses impending difficulties supporting an adopted unit due to the situations above, or for any other reason, *it is always best to be proactive and implement a deliberate course of action, including communicating with the unit, before the unit begins to feel ignored or slighted.*

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Once the Board has exhausted all possible alternatives and is close to deciding that support must be terminated, the Council President should consult the Region President to solicit suggestions for other ways to continue support, as well as to see if any other nearby Council(s) can adopt, or "co-adopt," the unit. If there are no nearby Councils available, the Region President may consider continuing limited support of high-interest units (i.e.; capital ships, flag/general officer staffs, etc.) at the Region-level using other funding sources, as long as someone is available to perform the duties of AUL.

After the final decision is made to disestablish an adoption arrangement, the unit Commanding Officer should be contacted, ideally by the Council President, to explain the situation. Although a formal ceremony commemorating the end of support is not necessary, it is suggested that Council and unit leadership meet informally over lunch or after work to thank each other for past support and preserve goodwill. At this time, if the Council continues to exist, and if at all feasible, it is recommended that the Council reassure the unit that they are not forgotten, and that the unit should feel free to contact the Council for unusual ad hoc support needs.

Appendix A

NLUS Ethics and Gift-Giving Guiding Principles for Adoption/Sponsorship Activities

It is incumbent on all NLUS Councils, especially those involved in ship commissioning and unit adoption/sponsorship activities, to proactively inform themselves of applicable laws and regulations. This proactive self-responsibility is meant to avoid awkward situations with gift recipients that may reflect poorly on them, the NLUS, NLUS Councils, or may be illegal.

This short list of guiding principles provides NLUS councils with a basic foundation in some of the most common topics upon which to build specific knowledge of requirements for specific situations. While all sea services formally supported by the NLUS, except some private entity youth groups, fall under the requirements of [5 CFR Part 2635 \(Standards of Ethical Conduct for Employees of The Executive Branch\)](#)¹⁰, there are numerous subordinate directives governing conduct by specific services or entities. A partial list is provided at the end of this appendix for quick reference. *But it is strongly recommended that councils verify the applicability of all governing documents and determine whether they are current, as well as searching for others that may have jurisdiction for the specific event/activity, as a part of event planning.*

This list of principles is not intended to be formal legal advice in any particular jurisdiction for any specific situation. If there is any doubt about the legality of a certain interaction between NLUS members/councils, and any member or unit of the sea services, local counsel should be consulted.

Finally, this appendix only provides guidance as it applies to ethics/gift-giving requirements. *It does not provide guidance regarding the appropriateness of an intended NLUS gift or service in the context of current social norms and prevailing perceptions.* Councils should always evaluate the public relations risks associated with all planned events, gifts, and services, or, in other words, "How would this sound on CNN (or any media for that matter)?" See 5 CFR Part 2635.101.b.(14).

Guiding Principles

1. [5 CFR Part 2635.107] Every sea service activity/command, including Pre-Commissioning Units, falls under the cognizance of a professional legal (Judge Advocate General or "JAG") officer at some level of the chain of command. When

¹⁰ 5 CFR Part 2835 Subpart B was revised effective January 1, 2017 (see Federal Register 81641 Vol. 81, No. 223 dated Friday, November 18, 2016). Some web sites, even government web sites, have not been updated, so ensure you are referring to the most recent set of regulations.

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planning a major event that includes sea service personnel, especially shipbuilding events, it is best to identify the cognizant JAG Officer, build a relationship with that officer, and seek their support/guidance/concurrence well prior to the event.

2. [5 CFR Part 2635.101.(b).(4)] In general, federal employees or sea service members cannot accept gifts, period—especially from any person who does business or seeks to do business with the employee's agency.¹¹ A "gift" includes any item having monetary value, including, but not limited to, any offers of discounts, gratuity, entertainment, hospitality, training, transportation, and meals. See 5 CFR Part 2635.203.(b) for the full definition of a "gift."
3. However, many exceptions apply (refer to 5 CFR Part 2635.204 for the complete list). Regardless of stated exceptions, gifts can never be accepted when there is an appearance, or intent in fact, to influence the employee/member in the performance of their official duties ("quid pro quo"). See 5 CFR Part 2635.101.(b).(4). Also, gifts must never be solicited by the government recipient. See 5 CFR Part 2635.202.(a). Some common exceptions used frequently by NLUS councils are:
 - a. Gifts *other than cash* (or cash-in kind such as gift cards or discount coupons) from a charitable or veterans service tax-exempt organization to a service member E-6 and below. While Coast Guard and National Guard members are included in this exception, civilian employees of any service are not.¹²
 - b. Gifts of less than \$20 market value at a time, and no more than \$50 in a calendar year from a single source. This exception does not apply to (does not allow) gifts of cash or of investment interests such as stock, bonds, or certificates of deposit. See 5 CFR Part 2635.204.(a).
 - c. Non-cash gifts of \$100 value or less (*per individual per milestone*) given to DoD personnel associated with shipbuilding milestones to include keel laying, launching, christening, and commissioning.¹³
 - d. Items that may have cost more than \$20, but with little intrinsic value such as plaques, certificates, and trophies, that are intended primarily for presentation.¹⁴

¹¹ Care must be taken when soliciting industry "sponsors" for events involving federal employees. The industry sponsor should either not do business with the applicable agencies, or the event/gift must be exempted by some other provision below (WAG authorization, E-6 and below, etc.).

¹² See SECDEF Memo, "Waiver of Application of the Standards of Conduct Prohibition on Acceptance of Gifts from Outside Sources for Enlisted Personnel, E-6 and Below, for the Limited Purpose of Gift Acceptance from Charitable and Veterans Service Tax-Exempt Organizations" dated May 16, 2013. When working with services other than the Navy and Coast Guard, pay special attention to the level of Sergeant being awarded; "Staff Sergeants (E-6) would be OK, but "Gunnery Sergeants" (E-7) would not.

¹³ See Department of Defense Standards of Conduct Office (SOCO) Advisory 21-01, Subj: Gifts in Connection with Ship Launch and Similar Ceremonies, dated May 22, 2021. Milestones in shipbuilding are delineated in the memo as keel laying, launching, christening, and commissioning. This exception does not also extend to aircraft rollout or similar ceremonies (staff/shore command stand-up, building dedication, etc.).

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- e. Gifts based on a personal relationship, and not professional or organizational. See 5 CFR Part 2635.204.(b). *This exception is difficult to demonstrate in most NLUS public situations and should generally be avoided.*
 - f. Awards [and honorary degrees] providing the employee/member a gift, other than cash or an investment interest, with an aggregate market value of \$200 or less. See 5 CFR Part 2635.204.(d). To be consistent with this exception, *scholarships, educational grants, and professional development stipends awarded to sea service members or their families should be provided directly to the educational institution in the name of the student* rather than the individual themselves.
 - g. Large events, attended by a mixture of sea service members and the general public, requiring a Widely-Attended Gathering (WAG) authorization from a sea service JAG/Ethics Official (see 5 CFR 2635.204.(g)). This approval should be obtained prior to sending invitations to avoid embarrassment if delayed or denied.
 - h. Social invitations from persons other than prohibited sources, provided no fee is charged to any person in attendance. See 5 CFR Part 2635.204.(h).
4. In summary, monetary donations directly to sea service units and members are forbidden in most cases. NLUS monetary donations to a sea service unit are normally directed towards the unit's Spouses Club (Coast Guard)¹⁵, Family Readiness Group (FRG) (Navy)¹⁶, informal Recreation Committee, or similar entity operating in support of, but not part of, the unit. Non-cash, durable gifts provided to the unit (such as silverware, home electronic equipment for crew spaces, even unit intramural sports team uniforms/equipment, etc.) are less scrutinized and hence preferred because they would belong permanently to the unit and, if of historical value, would be disposed to the National Archives upon decommissioning of the unit.
5. No federal employee or sea service member can engage in fundraising. Therefore, it is important to not frame events that include such individuals in such a manner that gives the perception, or results in fact, that the NLUS is profiting financially from the attendance of the individual. See 5 CFR Part 2635.808.
6. Similarly, no federal employee or sea service member can endorse, or show preferential treatment to, any particular Non-Federal Entity (NFE), particularly over

¹⁴ See 5 CFR Part 2635.203.(b).(2). The key to this exception are the phrases "little intrinsic value" and "intended primarily for presentation." Stated conversely, an item with substantial intrinsic value would not qualify for this exception just because it was engraved with a name on a detachable plaque. An item which is itself an art object or utilitarian item, such as a clock, or which incorporates materials of significant value, would **not** come within this exclusion. Items of value, such as crystal, glassware, items containing precious metals, works of art, swords, books, pistols, and pottery do not qualify for this exclusion, even if they are inscribed, etched, embossed, engraved, or otherwise adorned with the individual's name.

¹⁵ See COMMANDANT Instruction 1750.6E, Coast Guard Spouses' Clubs.

¹⁶ See OPNAV Instruction 1754.5C, Family Readiness Groups.

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another NFE. As with fundraising above, it is important to not frame events, correspondence or media coverage that include such individuals in such a manner that gives the perception, or results in fact, that they are endorsing, recommending, or advertising for the NLUS. See 5 CFR Part 2635.101.(8).

7. Traditional and expected shipbuilding milestone events are typically sponsored and funded by Commissioning Committees either directly or indirectly associated with NLUS. Most of these events include some form of gift or gift-in-kind, some of which can exceed, or are not covered by, a legal exemption. The NLUS Navy Ship Commissioning Guide highlights those instances in which a sea service cognizant Ethics Official must grant authorization for the gift/event and provides sample request letters for committee use.
8. Only duly-appointed acquisition professionals can obligate the government to purchase something, or provide a service or tangible item. Unit commanders should not be requested to provide any items or services back to the NLUS beyond what is within their authority to approve and is not consistent with that provided to any other NFE in a similar situation.
9. Similarly, no NLUS council or member should obligate a government sea service or any of its members without prior concurrence from the member or JAG as applicable.
10. The federal government retains intellectual property (trademark or copyright) rights on the use of all emblems, symbols, publications, etc. used within the sea services— from the service's emblem to ship's emblems, all the way down to marketing slogans such as "It's not just a job, it's an adventure." Their use is strictly prohibited for fundraising uses as outlined by the Navy Trademark Office or similar. Any questions on potential uses can be directed to them or the cognizant JAG officer. The DoD web page at <https://www.defense.gov/Resources/Trademarks/DOD-Trademark-Licensing-Guide/> gives applicable usage guidelines, as well as statutory references.

Some additional references to review/consider (or current revision):

- DoD Directive 5500.07-R, Joint Ethics Regulation (JER);
- DoD Directive 5500.07, Standards of Conduct;
- SECNAV Instruction 4001.2K, Acceptance of Gifts;
- OPNAV Instruction 4001.1F, Acceptance of Gifts;
- COMMANDANT Instruction M5370.8B, Standards of Ethical Conduct;
- COMMANDANT Instruction 5760.14, Acceptance and Accounting for Special Projects and Other Gifts to the Coast Guard from Non-Federal Sources;
- The Department of Defense Standards of Conduct Office (SOCO) website (<https://dodsoco.ogc.osd.mil/>), especially:

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- A series of Deskbooks¹⁷ relating to each ethics topic, found on the web page for that topic, and
- Periodic SOCO Advisories (<https://dodsoco.ogc.osd.mil/Ethics-Program-Resources/DoD-Ethics-Guidance/SOCO-Advisories/>);
- Other applicable service Desk Guides; and
- Comparable directives that may apply to other Sea Services such as those from the Department of Homeland Security and the Department of Transportation.

¹⁷ These Desk Guides/Deskbooks should be used with caution because they can quickly become outdated relative to their governing directives, and they typically start with a qualification to always refer to the applicable governing directive anyway. They are most useful as "pointers" suggesting where to look for the actual parent requirement(s) on a given ethics or gift-giving topic.

Appendix B

Sample Co-Adoption Memorandum of Understanding (MOU)

Co-Adoption Memorandum of Understanding Between the
_____ & _____ Councils
of the
Navy League of the United States
to Co-Adopt
[USS/USCGC] _____ (AAA nnn)

This Co-Adoption Memorandum of Understanding (MOU) (the "Memorandum"), is entered into this ____ day of _____, 20____, by and between _____ ("Council A") of the _____ Region and _____ ("Council B") of the _____ Region of the Navy League of the United States ("NLUS").

I. Purpose

The NLUS, in cooperation with the US Navy and US Coast Guard, establish "adoptions" of Navy ships, Coast Guard cutters and other Sea Service Units by local Councils. Council A and Council B, because of their respective capabilities, have determined that they would benefit from this non-binding MOU to co-adopt the [USS/USCGC] _____ [or substituting other name of the unit] (the "Co-Adoption"). Accordingly, the two Councils wish to establish a cooperative and supportive team in which each Council will devote adequate human capital, financial assets, and other resources to ensure timely support to the objectives of the Memorandum.

II. Relationship of the Councils

A. Objective of the Councils. The objective of the Councils is to support [USS/USCGC] _____, consistent with the mission and goals of the NLUS. Council support consists of awards for Enlisted Person [or Sailor, Marine, Cadet, etc. as applicable] of the Quarter/Year, books for the ship's library and other benefits for the health, education and welfare of the crew and their families, plus other support as needs and circumstances may require from time to time.

B. Roles of the Councils

1. The Councils hereby create a team solely for support of [USS/USCGC] _____.
2. Council A shall take a leadership role in the Co-Adoption. Council A is expected to make financial contributions of approximately xxxxx percent (xx%) of costs for awards and other support to [USS/USCGC] _____. Council B is expected to make financial

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contributions of approximately xxxxx percent (xx%) of costs for awards and other support to [USS/USCGC] _____.

3. Based on access and proximity to the [USS/USCGC] _____ home-port, Council A shall take the lead on fulfilling personnel requirements to support [USS/USCGC] _____ Co-Adoption activities. Council B members may attend any activity or request to take the lead for ad hoc events.

4. Nothing in this Co-Adoption Memorandum shall be construed to grant either Council the right to make commitments of any kind for, or on behalf of, the other Council without the prior consent of the other Council.

5. The Councils shall act independently in the performance of their respective duties provided for in the Memorandum; and neither Council shall act as agent of the other Council for any purpose under the Memorandum.

6. Each Council A and Council B will notify each other of all contacts with the [USS/USCGC] _____ with respect to Co-Adoption.

C. Costs & Fundraising. Each Council is responsible for its own costs and fundraising in support of the Co-Adoption.

III. Responsibilities of the Councils

A. Council A shall:

1. In a timely manner, furnish to Council B the announcements of all scheduled events organized by or with the [USS/USCGC] _____, including those regarding the Co-Adoption.

2. Prepare and deliver to the [USS/USCGC] _____, all awards and other articles required or requested by the [USS/USCGC] _____, provided however, that any award or article delivered by Council A to the [USS/USCGC] _____ shall identify Council B as co-adopt and shall offer Council B the opportunity to participate in the award ceremony or event.

3. Maintain responsibility for all contacts and communications with the [USS/USCGC] _____ and include Council B in communications regarding [USS/USCGC] _____ and/or Co-Adoption.

4. Upon acceptance of this Co-Adoption MOU by the [applicable Sea Service] and leadership of the NLUS, Council A shall perform activities according to the provisions of the Memorandum.

5. Extend to Council B always such cooperation as requested by Council B to facilitate successful performance of the Co-Adoption.

B. Council B shall:

1. Upon acceptance of this Co-Adoption Memorandum of Understanding by the [applicable Sea Service] and leadership of the NLUS, Council B shall perform activities according to the provisions of the Memorandum.

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2. Extend to Council A such cooperation as requested by Council A to facilitate successful performance of the Co-Adoption.

3. Identify to Council A any new opportunities for support activities to [USS/USCGC] _____ which may come to their attention, be requested of them, or are envisioned by Council B members.

V. Publicity

Regardless of restrictions imposed by the [applicable Sea Service] or [USS/USCGC] _____, each Council agrees not to release any publicity or information concerning the Co-Adoption without the prior concurrence of the other, which concurrence shall not be unreasonably withheld. In case of disagreement, Council A shall make the decision to release or not release the publicity or information in question.

VII. Termination

This Co-Adoption MOU shall terminate upon one of the following events, whichever shall occur first:

A. Notice from the [applicable Sea Service] or [USS/USCGC] _____ that it does no longer desires the Co-Adoption.

B. Notice from the [applicable Sea Service], [USS/USCGC] _____, or leadership of the NLUS of award of the adoption to a Council other than Council A or Council B.

C. Mutual written agreement of Council A and Council B.

VIII. Notice

For purposes of establishing and maintaining effective direct communication between the Councils and providing any notice contemplated hereby, the points of contact are:

Council A:

Primary:

Edward Jones, President
Telephone (Mobile) 650-656-7839
E-Mail: EddieJones2123@gmail.com

Secondary:

Van Guard, Adopted Unit Liaison
Telephone (Mobile) 650-348-2395
E-Mail: VanGuard213@gmail.com

Council B:

Charles Schwab, President
Telephone (Home) 510-458-3412
E-Mail: ChuckieS1203@aol.com

Nels Fargo, Adopted Unit Liaison
Telephone (Home) 510-826-5385
E-Mail: Nels3192@aol.com

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IX. Execution

In witness thereof, the Councils have caused their duly authorized representatives to execute this Co-Adoption Agreement on and as of the date first above written.

Executed this ____ day of _____, 20____

Council A:

By: Edward Jones

Council B:

By: Charles Schwab

Title: President

Title: President

Appendix C

Sample Invitation

Front

[Appropriate Navy League Logo(s)]

**The Orange County Council
Navy League of the United States**
requests the pleasure of your company
at the Adoption Ceremony of
USS Zumwalt (DDG 1000)
on April 6, 2017 at 11 a.m.
onboard *Zumwalt* (Naval Base San Diego)
Social Hour 12 Noon; Luncheon 1:00 p.m.
at Anchors, Bldg. 3210, Yama Street
San Diego, CA 92136

Back or Insert

What an Adoption Means

When Theodore Roosevelt received the Nobel Peace Prize, he donated a portion of the cash award to support formation of the Navy League. His words to the Navy League at its inception are as appropriate and meaningful now, as they were more than a century ago:

"For the building and maintaining in the proper shape of the American Navy, we must rely upon nothing but the broad and far-sighted patriotism of our people as a whole: and it is of great importance that there should be some means by which this patriotism can find an effective utterance. Your society offers just the means needed."

The purpose of adopting a ship is to focus the efforts of one Navy League Council on the ship, its officers, crew and their families. It is the goal of the Navy League Council to assist the ship in public and community relations, to become better acquainted with the ship's officers and enlisted personnel: and to share outings, picnics and cruises with them and their families. The ship will select outstanding Sailors each quarter and year who will be honored at Council luncheons. It is the purpose of the Orange County Council of the Navy League of the United States to have a mutually-supportive relationship with ship's officers and enlisted members.

Appendix D

Sample Adoption Certificate

[Appropriate Navy League Logo(s)]

Navy League of the United States

"Citizens in Support of the Sea Services"

Certificate of Adoption

WHEREAS, The Navy League of the United States is the foremost citizens' organization to serve, support, and stand with all the Sea Services – the U.S. Navy, U.S. Marine Corps, U.S. Coast Guard and U.S.-flagged Merchant Marine; and

WHEREAS, We believe that the security of our nation and of the people of the world requires a well-balanced American defense team which includes strong sea services; and

WHEREAS, To promote the rapport and understanding between the Navy League of the United States and the Sea Services, as well as enhance the well-being of Sea Service members and their families, we, the Bremerton/ Olympic Peninsula Council of the Navy League of the United States, as our personal responsibility to enhance the above-mentioned rapport and understanding, desire to adopt *USS Washington* (SSN 787).

THEREFORE, We, members of the Bremerton/Olympic Peninsula Council of the Navy League of the United States, by the authority granted to our President and with full knowledge of the Commanding Officer of *USS Washington* (SSN 787); do

HEREBY adopt *USS Washington* (SSN 787).

Executed this xxth day of November, 20xx

Signed by the **Bremerton/Olympic Peninsula Council**:

[Space for
unit logo(s)
here]

xxxxx xxxxxx
President

xxxxx xxxxxx
Council Adopted Unit Liaison

Acknowledged by the ***USS Washington* (SSN 787)**:

CDR xxxxx xxxxxx
Commanding Officer

MMCM(SS) xxxxx xxxxxx
Chief of the Boat

Appendix E

Sample Adoption Ceremony Program

[Appropriate Navy League Logo(s)]

USS *Zumwalt* (DDG 1000) ADOPTION CEREMONY

Orange County Council, Navy League of the United States

Musical Selections from Navy Band Southwest

Platform Guests Arrive

Parade of Colors: U.S. Naval Sea Cadet Corps, Valley Forge Squadron

National Anthem: John Smith

Invocation: Chaplain Edward Jones, Lieutenant Commander, USN

Pledge of Allegiance: Mr. Chuck Connors, San Diego Council, NLUS

Welcoming Remarks: CAPT Scott A. Tait, USN, Commanding Officer, USS *Zumwalt*

Introduction of Distinguished Guests

Introduction of Guest Speakers

CAPT Roy Love, Commanding Officer, Naval Station San Diego

CAPT John F. Rinko, Commander, Zumwalt Squadron ONE

Mr. John Gates, President, Orange County Council, NLUS

Presentation to Sailor of the Quarter, ET3(SW) Sparky Diode

Presentation to Sailor of the Year, CS1(SW) Cookie Midrat

Closing Remarks: CAPT Scott A. Tait, USN, Commanding Officer, USS *Zumwalt*

Benediction: Chaplain Edward Jones, Lieutenant Commander, USN

Retire the Colors: U.S. Naval Sea Cadet Corps, Valley Forge Squadron

Invitation to Tour the Ship

Appendix F

Sample Press Release (in Advance of Event)

[Appropriate Navy League Logo(s)]

FOR IMMEDIATE RELEASE

Contact: Larry Freeman

(540) 321-nnnn

larry.freeman@emaildomain.com

Date of Release: dd mmm 20yy

NAVY LEAGUE TO ADOPT CRUISER USS CHANCELLORSVILLE

DAHLGREN, VIRGINIA -- The Dahlgren Council of the Navy League of the United States (NLUS) will adopt the guided missile cruiser USS *Chancellorsville* (CG 62) in an official ceremony at the Naval Surface Warfare Center Officer's Club, Dahlgren, Va., on the evening of September 30, 2018. One of the missions of the NLUS is to support the men and women of the sea services and their families, and ship adoptions are the most direct way to help impact their well-being.

USS *Chancellorsville*, commanded by Captain Gordon R. Lightfoot, USN, was commissioned on November 4, 1989 at Pascagoula, Miss. She is a Ticonderoga-class guided-missile cruiser named for the Battle of Chancellorsville of the Civil War. USS *Chancellorsville* carries guided missiles and rapid-fire cannons, with anti-air, anti-surface and anti-subsurface capabilities. She also carries two Seahawk Light airborne multi-purpose system (LAMPS) helicopters, focused on anti-submarine warfare.

Lightfoot explained why he is enthusiastic about the impending adoption. "I can't over-emphasize how excited my crew is to be adopted by the Navy League. We have only heard great things about the Navy League's support of ship crews and their families. I have a classmate on the [USS] Princeton who tells me that Navy League support of their Children's Christmas Party was nothing short of amazing."

Distinguished guests scheduled to attend include: Rear Admiral John N. Walters, USN, Assistant Deputy Chief of Naval Operations for Surface Warfare; Rear Admiral George P. Smith, USN, Assistant Deputy Commander For Anti-Air, Surface And Electronic Warfare, Naval Sea Systems Command; Rear Admiral Henry T. Halvert, USN, Aegis Program Manager; Captain Godfrey "Gus" Weekes, Commander Naval Surface Warfare Center Dahlgren, Va.; and Chancellorsville Commissioning Committee Chairman Vice Admiral Thomas R. Goodman, USN (ret.). Walters and Halvert have agreed to provide guest remarks.

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The official adoption certificate will be presented to Captain Lightfoot by the Dahlgren Council President, Cole Manheim, and the Council's Adopted Unit Liaison, Lynn Driedrich.

According to Driedrich, "Our council is super-charged to begin supporting the crew of Chancellorsville and their families. We already have a ton of activities lined-up from a Children's Halloween Party, to uniforms for the ship's softball team, to a Silent Auction to raise funds for the crew's Christmas Party. We will strive to make the crew feel appreciated, no matter how far from home!"

Founded in 1902 with the encouragement of President Theodore Roosevelt, the NLUS is a civilian organization supporting the US Navy, Coast Guard, Marine Corps and U.S.-Flagged Merchant Marine. It is a worldwide organization with 46,000 members in more than 250 councils, including more than 700 corporate and community affiliate members. The three main objectives of the NLUS are to educate national leaders and public about the vital importance of a capable and fully prepared Sea Services, to support the men and women of the sea services and their families, and to advocate maintenance of a strong U.S. industrial base to secure America's future. More information about the NLUS and local chapters, as well as information about how to join the NLUS, can be found at <http://www.navyleague.org/>.

Photo Caption: [as appropriate]

End

Appendix G

Sample Press Release (Post-Adoption)

[Appropriate Navy League Logo(s)]

FOR IMMEDIATE RELEASE

Contact: Larry Freeman

(540) 321-nnnn

larry.freeman@emaildomain.com

Date of Release: dd mmm 20yy

NAVY LEAGUE ADOPTS CRUISER USS CHANCELLORSVILLE

DAHLGREN, VIRGINIA -- The Dahlgren Council of the Navy League of the United States (NLUS) adopted the guided missile cruiser USS *Chancellorsville* (CG 62) in an official ceremony at the Naval Surface Warfare Center Officer's Club, Dahlgren, Va., on September 30, 2018. One of the missions of the NLUS is to support the men and women of the sea services and their families, and ship adoptions are the most direct way to help impact their well-being.

According to the ceremony program, "The purpose of adopting a ship is to focus the efforts of one Navy League council on the ship, its officers, crew and family. It is the goal of the Navy League council to assist the ship in the area of public and community relations, to become better acquainted with the ship's officers and enlisted personnel: and to share outings, picnics and cruises with them and their families."

USS *Chancellorsville*, commanded by Captain Gordon R. Lightfoot, USN, was commissioned on November 4, 1989 at Pascagoula, Miss. She is a Ticonderoga-class guided-missile cruiser named for the Battle of Chancellorsville of the Civil War. USS *Chancellorsville* carries guided missiles and rapid-fire cannons, with anti-air, anti-surface and anti-subsurface capabilities. She also carries two Seahawk Light airborne multi-purpose system (LAMPS) helicopters, focused on anti-submarine warfare.

During the ceremony, Lightfoot shared his enthusiasm for the adoption. "My crew and I, as well as our families, stand to benefit greatly from our new partnership with the Navy League. There are already plenty of activities lined-up from a Children's Halloween Party, to uniforms for the ship's softball team, to a Silent Auction to raise funds for the crew's Christmas Party. It is immensely reassuring to know that regular citizens are going out of their way to make us feel appreciated for our service."

Distinguished guests included Rear Admiral John N. Walters, USN, Assistant Deputy Chief of Naval Operations for Surface Warfare; Rear Admiral Henry T. Halvert, USN, Aegis Program

Navy League of the United States

Sea Service Unit Adoption Guide

Manager; Captain Godfrey "Gus" Weekes, Commander Naval Surface Warfare Center Dahlgren, Va.; and Chancellorsville Commissioning Committee Chairman Vice Admiral Thomas R. Goodman, USN (ret.).

Walters was one of the guest speakers and reiterated the importance of the adoption. "In my three decades of service to this country, I have had numerous opportunities to witness first-hand the Navy League's amazing support to our Sea Services. But it's the individual efforts of council members standing across the pier from our Sailors and Marines that carry the day. Without them, the strong reputation enjoyed by the Navy League would not exist."

The official adoption certificate was presented to Captain Lightfoot by the Dahlgren Council President, Cole Manheim, and the Council's Adopted Unit Liaison, Lynn Driedrich.

Manheim also thanked the crew's leadership for embracing the adoption, "I have never seen a crew so willing to jump right into an adoption. Captain Lightfoot and his leadership team have made it a priority to facilitate our support and help us become a valuable member of their shore support team. Thank you!"

Founded in 1902 with the encouragement of President Theodore Roosevelt, the NLUS is a civilian organization supporting the US Navy, Coast Guard, Marine Corps and U.S.-Flagged Merchant Marine. It is a worldwide organization with 46,000 members in more than 250 councils, including more than 700 corporate and community affiliate members. The three main objectives of the NLUS are to educate national leaders and public about the vital importance of a capable and fully prepared Sea Services, to support the men and women of the sea services and their families, and to advocate maintenance of a strong U.S. industrial base to secure America's future. More information about the NLUS and local chapters, as well as information about how to join the NLUS, can be found at <http://www.navyleague.org/>.

Photo Caption: [as appropriate]

End

Appendix H

Sample Articles for Newsletters and Websites

WHAT IS NAVY LEAGUE ADOPTION?

Some of our members question what is involved when our Council “Adopts” a ship, Sea Service Unit, or military facility. After a Council Board of Directors has determined that an adoption can be supported, the initial step of adoption consists of obtaining the agreement and approval of the Commanding Officer of the unit to be adopted. When this approval is obtained, our Council and the adoptee hold appropriate formal ceremonies. The adoption of a unit carries with it a deep commitment that the Council and its members assume the responsibility for enhancing the morale and general well-being of the officers, crew and families of the crew. In effect, the Council and its members become “the civilians who are there to assist the unit when the chips are down.”

We become part of the family of the adopted unit. In cases where the adopted unit is subject to periodic deployment, the Council and its members can be counted on, if and when needed, to provide assistance to the family members who are left behind. Our Council has also made a practice of hosting annual outings for the officers, crew, and their family members. We provide civilian recognition and awards to honor outstanding members of the adopted unit who have distinguished themselves within the command, such as the Sailor of the Quarter, or Sailor of the Year. On a case-by-case basis we have provided funding for special projects not covered by military allotments.

MEET OUR ADOPTED SHIP

This month begins a feature on our adopted units and ships with an article about the USS *Cowpens* (CG-63). Upper South Carolina Council adopted the *Cowpens* on October 6, 1999. CG-63 is a Ticonderoga-class guided-missile cruiser named for the Battle of Cowpens (here in Spartanburg County, South Carolina) of the Revolutionary War. USS *Cowpens* carries guided missiles and rapid-fire cannons, with anti-air, anti-surface and anti-subsurface capabilities. She also carries two Seahawk Light airborne multi-purpose system (LAMPS) helicopters, focused on anti-submarine warfare.

She is commanded by Captain Harry Purrow, USN. Recently, Captain Purrow extended an invitation to several members of our Council to join a Tiger Cruise from Pearl Harbor to San Diego. This cruise is an excellent opportunity for our members to gain insight of the operational capabilities of our adopted ship. One of the most rewarding moments in our role as an adoptive council is that of presenting awards to the four Sailors of the Year from the *Cowpens*. These presentations usually take place at our monthly dinner meeting and include a

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gift of one United States Savings Bond to each sailor. Future presentations will be announced in the newsletter.

Cowpens is scheduled for a major overhaul at BAE Systems Ship Repair in San Diego soon, so, while there will be no underway opportunities for a year or so, the availability provides us an excellent opportunity to spend more time supporting the crew and their families!

Appendix I

Sample Certificate of Recognition

[Appropriate Navy League Logo(s)]

Navy League of the United States

_____ Council

Certificate of Adoption

The _____ [Council name] Council of the Navy League of the United States takes pleasure in recognizing _____ [Complete rank and full name, including warfare designator] for superior service in our adopted Sea Service unit, _____. [Full name of unit]

_____ [Short rank and last name] set a strong positive example for others to follow by _____ [description of accomplishment such as warfare qualification, advancement/promotion, significant watch station qualification, completion of significant training or off-duty education, etc.]

_____ 's [Short rank and last name] outstanding achievement demonstrated only the highest degree of initiative, drive, and dedication. [His/Her] strong personal commitment to [his/her] professional duties contributed significantly to [his/her] command's important mission in support of national security, and were in keeping with the highest traditions of our nation's Sea Services.

Given this _____ day of _____, 20_____

Signed:

President

_____ [Council name] Council

Navy League of the United States