

**Army Naming Conventions:  
AR 1-33, The Army Memorial Program (25 Oct 2018) vs.  
AR 1-100, The Army Gift Program (2 Jul 2019)**

1. Army Regulation 1-33, The Army Memorial Program (25 Oct 2018):

P1: "This regulation sets policies and procedures for the memorialization of deceased individuals, responsibilities for the dedication to/for living individuals, and naming where no permanent marker will be established for Regular Component, Reserve Component, and U.S. Military Academy (USMA) and its echelons on Army installations."

P1: "The ASA (M&RA) will be the approval authority for actions to dedicate or memorialize...Army installations or activities in the United States, its territories, or its possessions."

P2: "The Superintendent, USMA will be the approval authority for the Army Memorialization Program for memorializing facilities, buildings, groups of buildings, rooms, streets, or areas on or part of the USMA installation, except for those situations where the ASA (M&RA) is the final approval authority..."

P3: "Garrison commanders will have a post regulation explaining submission procedures for requesting to dedicate or memorialize facilities, buildings, groups of buildings, rooms, streets, or areas on post; the composition of the garrison memorialization and dedication board; and project officer responsibilities."

P4: "Dedication Criteria: ...Only living individuals will have dedications in their honor... The individual must be retired from military service with 20 or more years of honorable service, medically retired..., or recipient of the MOH, DSC, DSM, or SS."

P4-5: "Naming Criteria: ...Any Army entity that is named after a person will be considered a memorialization or dedication."

2. Army Regulation 1-100, The Army Gift Program (2 Jul 2019):

P1: "This regulation assigns responsibilities and prescribes policy for the acceptance, recording, reporting, and accountability of gifts offered to the Department of the Army..."

P3: "Army academic institutions will codify in their charters and memorandums of agreements with their foundations and other non-Federal entities that photos of or correspondence from Department of Defense Servicemembers and civilian employees may not be used to support fundraising or imply endorsement of the non-Federal entity or its programs or fundraising efforts."

P6: "Gifts of construction, whether money or real property, require additional staffing and notification before construction can be executed."

P7: "Advertising and Publicity: ...The donor may mark the gift indicating that it was donated by a particular person, group, or organization. However, the marking must be in good taste and cannot be worded so that it implies endorsement of the product by the Army or its military or civilian personnel... Acceptance of such a gift will not be construed as advertising or publicity by the Army... The accepting official will not initiate publicity for the donor. The donor may not receive special concessions or privileges."

AR 1-100 does not include any discussion of gift naming or related conventions.