



25 OCT 2024  
FM: CHDIRAUX  
TO: ALAUX  
ALAUX 034/24

Subj: PROMULGATION OF THE AUXILIARY COAST GUARD MUTUAL ASSISTANCE  
AMBASSADOR PROGRAM SOP

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Ref: (a) Auxiliary Coast Guard Mutual Assistance Ambassador (AUX-CGMA) Program  
Standard Operating Procedures, AUX-SOP-014(A)

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1. This ALAUX announces promulgation of reference (a).
2. Coast Guard Mutual Assistance (CGMA) is the official relief society of the United States Coast Guard, offering aid to the entire Coast Guard family: active duty and retired Coast Guard military personnel, members of the Coast Guard Reserve, Coast Guard civilian employees, Coast Guard Auxiliarists, Public Health Officers serving with the Coast Guard, chaplains, and surviving spouses.
3. CGMA recently launched its Ambassador program. CGMA Ambassadors are volunteers who possess a wealth of knowledge about the Coast Guard and serve in the role of outreach, acting as a force-multiplier in promoting a unified message of CGMA mission and programs.
4. Reference (a) details guidelines for how qualified Auxiliarists may participate as CGMA Ambassadors. It is the result of collaboration between CGMA, the Auxiliary Division (CG-BSX-1), and Auxiliary leadership including the Auxiliary's national Human Resources Directorate. The Division Chief for USCG Special Projects (DVC-HB) in the Auxiliary's national Human Resources Directorate will serve as the Auxiliary's AUX-CGMA program manager.
5. The timing of this SOP's promulgation currently coincides with a busy period for CGMA. Accordingly, an initial cohort of AUX-CGMA Ambassadors will involve a very small, pre-selected group of Auxiliary participants, while preparations are made to process more program applicants. Auxiliarists who are interested in participating in the AUX-CGMA Ambassador program should familiarize themselves with this SOP and then begin pursuing the competency in January 2025 or later.

6. No paper distribution will be made of this SOP. An electronic version has been posted on the Chief Director of Auxiliary section of the Coast Guard Auxiliary website: <https://www.uscgaux.info/content.php?unit=BX-GROUP&category=sop>. If the cited web link does not work, then access should be attempted by copying and pasting or typing the website address into the user's internet browser.

7. Internet release is authorized.

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\*\*\*For many reasons including the value of keeping communication lines clear and open as well as facilitating access to training and educational tools, all Auxiliarists are urged to have their own email address and to keep it updated in AUXDATA II.\*\*\*

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\*All ALAUX's are posted on the Chief Director of Auxiliary web site located at: [CHDIRAUX  
ALAUX](#)

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If you have a question regarding this ALAUX, please seek resolution within your Chain of Leadership and Management (COLM) including up to your servicing District Director of Auxiliary (DIRAUX). If your question still cannot be resolved after that, then please email [CGAUX@uscg.mil](mailto:CGAUX@uscg.mil).

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