



# Recruiting and Retention Battalion

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# Current State of Affairs



## NGB Mission

- 2989 - End Strength Objective (ESO) FY25

## NDARNG

- 2950 – Land Component Commander FY25 ESO
  - Achieve 353+ Gains, limit to 321 Loses to meet ESO
- 2963 – RRB FY25 ESO

STATE	FISCAL YEAR	ARNG	ARMY	USAR	USAF	AFNG	USMC	USMC RES	NAVY	NAVY RES	COAST GUARD	DOD	DoD ARNG MKT SHARE %	Reserve Component DoD ARNG MKT SHARE %
ND	FY25 RAW	65	27	4	13	0	19	0	8	1	0	137	47.4%	92.86%
ND	FY25 Mkt Share %	47.4%	19.7%	2.9%	9.5%	0.0%	13.9%	0.0%	5.8%	0.7%	0.00%			
ND	FY24 RAW	285	72	10	62	7	45	0	22	2	2	507	56.2%	95.96%
ND	FY24 Mkt Share %	56.2%	14.2%	2.0%	12.2%	1.4%	8.9%	0.0%	4.3%	0.4%	0.39%			
ND	FY23 RAW	233	59	19	41	0	34	4	17	5	0	412	56.6%	89.27%
ND	FY23 Mkt Share %	56.6%	14.3%	4.6%	10.0%	0.0%	8.3%	1.0%	4.1%	1.2%	0.00%			
ND	FY22 RAW	194	55	15	25	7	45	3	13	1	1	359	54.0%	91.08%
ND	FY22 Mkt Share %	54.0%	15.3%	4.2%	7.0%	1.9%	12.5%	0.8%	3.6%	0.3%	0.28%			
ND	FY21 RAW	303	86	15	72	3	83	12	47	1	1	623	48.6%	91.54%
ND	FY21 Mkt Share %	48.6%	13.8%	2.4%	11.6%	0.5%	13.3%	1.9%	7.5%	0.2%	0.16%			
ND	FY20 RAW	324	92	24	90	1	121	12	74	2	2	742	43.7%	89.50%
ND	FY20 Mkt Share %	43.7%	12.4%	3.2%	12.1%	0.1%	16.3%	1.6%	10.0%	0.3%	0.27%			
ND	FY19 RAW	343	79	20	90	3	148	15	46	0	2	746	46.0%	90.74%
ND	FY19 Mkt Share %	46.0%	10.6%	2.7%	12.1%	0.4%	19.8%	2.0%	6.2%	0.0%	0.27%			
TRENDline Raw		280	74	17	63	4	79	8	37	2	1	565	51%	91%

# Current Marketing

- **Eligibility:**
- Currently serving member of ANG/ARNG
- Former members with Honorable Characterization of Service

**ND2000**  
12/01/24 THROUGH 05/31/25 OR UNTIL FUNDS ARE EXHAUSTED

**\$2000 BONUS**  
ENGAGE. INSPIRE. EARN.

Exclusions Apply  
Scan this QR code to determine eligibility!

**LEADS TO ENLISTMENT**  
Current Members of the NDARNG and eligible former members are invited to participate in the ND2000 lead to enlistment incentive and earn \$2000 for each lead that turns into an accession!

**NORTH DAKOTA ARMY NATIONAL GUARD**

**NORTH DAKOTA ARMY NATIONAL GUARD**

**MATTHEW SCHAEFER**  
SOLDIER AND ATHLETE

**THE WORK YOU DO. WILL WORK FOR YOU.**  
**TAKE YOURSELF TO THE NEXT LEVEL**

**ALEX ARNEGARD**  
SOLDIER AND GYMNAST

**NORTH DAKOTA ARMY NATIONAL GUARD**

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# Questions