



HIRE HEROES USA

# CORPORATE PARTNERSHIP OPPORTUNITIES

2023 CATALOG

*Partnering to Make the Transition Possible*



# PARTNERSHIP OPTIONS

## GIVE BACK

*Make a difference for veterans and their families through volunteering and giving*

## RECRUITMENT

*Engage and hire candidates through our employment services*

- **BUNDLE PACKAGES**

*Bundle based on your company's objectives such as spreading awareness, recruiting, connecting, developing a DEI strategy, and/or becoming a veteran ready organization*

- **JOB BOARD**

*Posting jobs on our job board is a great way to connect with veteran and military spouse candidates*

- **VIRTUAL CAREER FAIR**

*During these online events, recruiters can connect with candidates in a variety of ways to discuss career opportunities and qualifications*

- **SPOTLIGHT WEBINAR**

*Panelists from your organization take audience questions and share what it's like to work at the company*

- **TARGETED EMAIL CAMPAIGNS**

*Engage a large talent pool by sending emails targeted to candidates that meet your specific criteria, like education or security clearance level*

- **TALENT SOURCING**

*Our talent sourcing professionals will provide the best qualified candidates directly to your inbox in a matter of days*

- **EMPLOYER TRAINING**

*Some employers need guidance on establishing veteran hiring programs, and we offer training to educate recruiters, hiring managers, and HR personnel on best practices*

## SUCCESS STORIES

*Our success is best exemplified through our clients' journeys as Hire Heroes USA clients*



# THE HIRE HEROES DIFFERENCE

## OUR MISSION

Hire Heroes USA empowers service members, veterans, and military spouses to succeed in the civilian workforce.

## THE HIRE HEROES USA DIFFERENCE

- **Data Driven Approach:** Hire Heroes USA is able to meaningfully move the needle on veteran and military spouse employment by leveraging data-driven metrics that result in tangible impact. We provide best in class data on our products & services, so our corporate partners can make informed decisions regarding their recruiting strategies.
- **Individualized Services:** Hire Heroes USA addresses "Employment Skills," the #1 request from transitioning veterans, through a customized 1:1 approach with expert transition specialists with personal connections to the military and business communities.
- **Unique Programs for Military Identity Groups:** Hire Heroes USA understands that the military identity is intersectional, and in order to better serve our candidates we created programs unique to their backgrounds and challenges. These programs include:
  - » **Junior Enlisted Program (JENL):**
    - **Challenge:** Junior Enlisted (ranks E1 to E4) experience significant challenges in their job search, maintaining higher underemployment rates and earning lower salaries
    - **Our Solution:** A career coaching program tailored specifically to overcome & address the challenges through networking and mentoring opportunities
    - **Success:** Since its launch in April 2021, this program has helped over 6K junior enlisted job seekers with an average salary of \$54K
  - » **Serving Spouses Program:**
    - **Challenge:** Military Spouses experience unique challenges in their journey such as employment gaps and frequent changes in jobs or careers
    - **Our Solution:** Our Serving Spouses program addresses these challenges through our webinar events, social media, and our partnership with Mission: Milspouse
    - **Success:** Since its launch in May 2018, this program has helped over 15K program participants with an average salary of \$49K
  - » **Women Veterans Program:** *New This Year*
    - **Challenge:** As the fastest growing demographic among veterans, women make up over 10% of the total veteran population and cite financial and employment difficulties as top barriers to civilian life
    - **Our Solution:** Our Women Veterans Program provides tailored employment support by empowering them to overcome unique barriers through program personalization and connections to resources

## THE NEED

# 270K

service men and women leave the military annually

# 80%

will not have a civilian job lined up

## THE IMPACT

On average, we work with candidates for

# 12-16 WEEKS

from **Helped-to-Hired**

For every **\$1,000** donated, a client gets hired with an average starting salary of

# \$62,838

In 2022, Hire Heroes USA had

# 12,764

**CONFIRMED HIRES**

that resulted in an economic return of over **\$791M**, including over **\$247M** in economic savings.



## GIVE BACK

Support the Hire Heroes USA mission through corporate fundraising and/or corporate social responsibility efforts.

### CORPORATE SUPPORT

- **Fundraising Events:** Host an event to raise funds and contribute to the success of Hire Heroes USA
- **Virtual Fundraising:** Raise funds through an online giving platform with support from the Hire Heroes USA team to build a landing page, collect payment, provide resources for engagement, and share your efforts on our social media\*
- **Round Up Campaigns:** Champion the Hire Heroes USA mission to your customer base by offering an option to donate by rounding up to the nearest dollar at the point of sale
- **Portion of Sales:** Demonstrate your commitment to the veterans and military spouses we serve by donating a portion of your sales
- **Matching Gifts:** Incentivize public donations with a campaign to match, double, or even triple the impact of funds raised
- **Workplace Giving:** Empower your employees to get involved through payroll deductions, matching their donations, or setting up a pledge campaign
- **Annual Giving:** Donate to support our program operations and contribute to our mission
- **In-Kind Donations:** Donate contributions of goods or services to be used by Hire Heroes USA or for a special event auction
- **Sponsorships:** Choose from a variety of sponsorship opportunities at multiple levels. Whether it's sponsoring a whole program (Junior Enlisted, Volunteer, etc.) or an event (Building Career Connections webinar, Annual Empowerment Gala, etc), your sponsorship will make a difference in the lives of the veterans and military spouses we serve.
- **Volunteer Opportunities:** Contribute to our mission through volunteer programs, such as team volunteer grants, Dollars for Doers, or similar programs



**+75K**

hired after working with Hire Heroes USA



**343K**

reached through Hire Heroes USA's social media channels

### AMPLIFY YOUR BRAND

**91%**

of US Consumers are more likely to switch to brands that support a cause

**47M**

military-connected consumers

### ENGAGE YOUR EMPLOYEES

**70%**

of employees feel a greater sense of loyalty to a company that helps them contribute to important social issues



Hire Heroes USA offers your employees **flexible volunteer and individual giving opportunities**





# GIVE BACK



CHARITY NAVIGATOR

**Highest-Rated Veteran Employment Nonprofit**  
on [CharityNavigator.org](https://CharityNavigator.org)



**Platinum Seal of Transparency**  
on GuideStar Exchange

## INDIVIDUAL SUPPORT



### VOLUNTEER

*Make a difference for veterans and their families. Whether you have experience in a certain field, with a certain company, or can help with mock interviews or career counseling, there are veterans and military spouses who need your expertise and energy. Consider mentoring, mentoring in the federal sector, or fundraising on behalf of Hire Heroes USA.*

» [Click to Apply to be a Volunteer](#)



### DONATE

*Make a difference in the lives of veterans and military spouses. Every single donation empowers them to succeed as civilians in the workforce.*

**\$20** Provides a career counseling session for a veteran or a military spouse

**\$100 (\$9/month)** Provides two veterans or military spouses with a professional resume

**\$250 (\$20/month)** Provides five veterans or military spouses with a professional resume

**\$1,000 (\$84/month)** Sponsors a veterans or military spouse through the Hire Heroes USA program and into a new career.



### DONATE IN MEMORIAL

*Support our mission in memory or in honor of a loved one by making a memorial donation. These donations can be made online or by mail.*



### GIVE MONTHLY

*Invest in the military community with a monthly gift, which ensures employment services are available for current and future veterans and military spouses.*



### PLANNED GIVING

*Giving through your will is a powerful way to create a legacy with Hire Heroes USA. Create your will using this free, trusted resource from our partners at FreeWill.*



### STOCK

*Use our secure stock donation tool to donate your stock directly to Hire Heroes USA or access our transfer information [here](#) if you would rather donate via your broker.*



### MAIL YOUR CONTRIBUTION

Hire Heroes USA  
13010 Morris Rd, Suite 175  
Alpharetta, GA 30004



# BUNDLE PACKAGES

Align your goals with Hire Heroes USA's offerings based on your organization's objectives such as awareness, recruiting, connecting, DEI or becoming a veteran ready organization.

		SAVE 5%	SAVE 10%	SAVE 15%
BUILD AWARENESS		✓ GOOD	👍 BETTER	❤️ BEST
Your organization's objective is to <b>build awareness</b> within the veteran and military spouses communities.	Employer Spotlight	1 Event	2 Events	2 Events
	Job Board Package	3 Month Unlimited	1 Year Unlimited	1 Year Unlimited
	Targeted Emails Campaigns	4 Emails	6 Emails	12 Emails
	Brand Awareness	-	-	Proud Partner

		SAVE 5%	SAVE 10%	SAVE 15%
RECRUIT		✓ GOOD	👍 BETTER	❤️ BEST
Your organization's objective is solely to <b>recruit</b> veterans and military spouses	Talent Sourcing	5 Jobs	15 Jobs	25 Jobs
	Virtual Career Fair	2 Event Bundle with Database Access	4 Event Bundle with Database Access	4 Presenting Sponsorships
	Job Board Package	3 Month Unlimited	6 Month Unlimited	1 Year Unlimited
	Exclusive Virtual Career Fair Event	-	1 Event	2 Events

		SAVE 5%	SAVE 10%	SAVE 15%
CONNECT		✓ GOOD	👍 BETTER	❤️ BEST
Your organization's objective is to <b>connect</b> with veterans and military spouses to educate them about your organization's opportunities	Virtual Networking Event	1 Event, Breakout Session Company	1 Sponsorship of Event	2 Sponsorships of Events
	Industry Spotlight	1 Event	1 Event	1 Event
	Interactive Survey	1 Survey	2 Surveys	4 Surveys
	Virtual Career Fair	-	1 Event with Download Access	4 Event Bundle with Download Access
	Virtual Volunteer Opportunity: Mock Interview Day *	-	1 Mock Interview Day	2 Mock Interview Days

\* This portion of the package is tax deductible

# BUNDLE PACKAGES

*Non-tax deductible products/services only*

DIVERSITY, EQUITY, & INCLUSION		SAVE 7%	SAVE 12%	SAVE 15%
		✓ GOOD	👍 BETTER	❤️ BEST
Your organization's objective is to include veterans and military spouses in your diversity hiring efforts by understanding this identity group and their value. These employee engagement events will support your <b>diversity, equity, and inclusion</b> goals and amplify your brand while supporting our mission to empower more veterans and military spouses through their career transition.	Pre-Recorded Employer Training (Up to 50 Personnel)	Access to All Three (3) Trainings	Access to All Three (3) Trainings	Access to All Three (3) Trainings
	Advisory Assistance	10 Hours	12 Hours	15 Hours
	Live Virtual Training (up to 500 personnel)	-	1 Tailored Training	1 Tailored Training
	Support Our Mission *	50 Career Counseling Sessions & Resumes	25 Hires (provides full suite of services)	50 Hires (provides full suite of services)
	Virtual Volunteer Opportunity: Mock Interview Day *	-	1 Mock Interview Day	2 Mock Interview Days
	Brand Awareness	-	Hero Partner	Official Partner

VETERAN READY		SAVE 5%	SAVE 10%	SAVE 15%
		✓ GOOD	👍 BETTER	❤️ BEST
Your organization's objective is to be <b>veteran ready</b> not just through the recruitment of veterans and military spouses but also by engaging with this demographic and preparing your staff to embrace the value that veterans and military spouses bring to the workplace.	Employer Spotlight	1 Event	2 Events	2 Events
	Job Board Package	6 Month Unlimited	1 Year Unlimited	1 Year Unlimited
	Targeted Email Campaigns	6 Emails	12 Emails	12 Emails
	Virtual Career Fair	2 Event Bundle with Download Access	4 Event Bundle with Download Access	4 Presenting Sponsorships
	Employer Training	Pre-Recorded Trainings (3 Trainings)	One (1) Virtual Live Training	One (1) Virtual Live Training (Tailored)
	Advisory Assistance	5 hours	10 hours	12 hours
	Talent Sourcing	5 Jobs	10 Jobs	20 Jobs

\* This portion of the package is tax deductible

Select from an existing bundle or work with us to develop a custom bundle and build a holistic partnership.



# JOB BOARD

**Our user-friendly platform offers packages to fit your needs and budget.**



Account Support from  
Our Dedicated Team



Proof of Service  
Verified Applicants



Opportunity for Jobs to be  
Featured in Monthly Newsletter

Registration is easy! Visit [jobs.hireheroesusa.org](https://jobs.hireheroesusa.org)

## UNLIMITED JOB POSTINGS

*Offering 3 month, 6 month, and  
1 year Unlimited Packages*

- Unlimited job postings and access to resume database for duration of package
- Logo listed as "Featured Employer"
- An email to job seekers announcing your new or renewed partnership, sent within two weeks of activation
- Job wrapping capabilities

STARTING AT  
**\$3,995**

## RECRUITER'S PACKAGES

*Offering 1 month, 3 month, 6 month, and  
1 year Recruiter's Packages*

- Access to resume database for duration of package
- Unlimited number of profile views

STARTING AT  
**\$105**

## JOB POSTINGS PACKAGES

*Offering a variety of packages to include  
Single Job Postings, 5 Postings, 10 Postings,  
and 20 Postings Packages*

- Includes set number of 30-Day single job postings
- Job postings must be used within one year of purchase
- Includes access to resume database for duration of package

STARTING AT  
**\$215**

## YEARLONG JOB POSTING

- One job posting, active for one year
- Unlimited number of changes to job posting
- Includes resume database access for one year

**\$1,105**

To see additional package options please visit [jobs.hireheroesusa.org/products](https://jobs.hireheroesusa.org/products)





## 2023 DATES

*click to register*

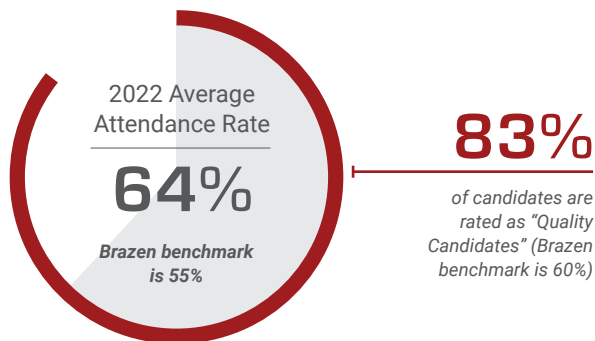
March 9th

May 18th

August 17th

November 2nd

# VIRTUAL CAREER FAIR



General Registration starts at **\$695**

Save **\$100** with Early Registration

*Ends 4 Weeks Prior To Event*

## REGISTRATION BENEFITS

- **3 Recruiter Seats \***
- **1:1 Text and Video or Audio Chat:** Video chat is preferred! Use this time to screen candidates and move them through your process.
- **Fully Customizable Booth:** Booths are built to be branded. Control all content that appears in a booth, such as videos, infographics, or links.
- **Scheduled Chat:** Don't miss out on top candidates! Invite them to schedule a chat with a recruiter at a specific time during the live event.
- **Automated Queues:** All chats are automatically facilitated by the platform. Additional SmartQueue technology prioritizes the most qualified candidates.
- **Follow-Up Features:** Use functionality built into the platform to contact candidates and access chat transcripts.
- **Digital Engagement Kit:** Show your commitment to the military community by sharing content to let them know you are hiring veterans and military spouses.

## ADD-ON

- Access to Booth Owner Reports, including candidate registration info, resumes, booth engagement, and rep ratings, with download capabilities
- Additional Recruiter Seats available for purchase\*

## BUNDLE & SAVE

**2 VCF Events + Downloadable Candidate Info & Reports: 10% Savings**

**3 VCF Events + Downloadable Candidate Info & Reports: 15% Savings**

**4 VCF Events + Downloadable Candidate Info & Reports: 20% Savings**

## SPONSORSHIPS

STARTING AT

**\$1,050**

- **Supporting**
  - » Includes all benefits of general registration, plus:
    - Priority placement of logo on event page and booth in event lobby - 3rd Tier
    - Access to Booth Owner Reports, including candidate registration info, resumes, booth engagement, and rep ratings, with download capabilities
    - 1 Additional Recruiter Seats (for a total of 4 seats)
- **Presenting**
  - » Includes all benefits of Supporting sponsorship, plus:
    - Priority placement of logo on event page and booth in event lobby - 2nd Tier
    - Company logo listed in event lobby sidebar
    - Company recognized in a dedicated five-minute pop-up message to all attendees
    - 2 Additional Recruiter Seats (for a total of 6 seats)

**Looking to host an Exclusive Event?** Contact us for pricing based on number of booths & representatives



## SPOTLIGHT WEBINAR

**Hire Heroes USA will host a 1-hour webinar focused on your company and your hiring needs. Engage by sharing a presentation, moderating a panel and Q&A. Reach an audience of up to 1,000 veteran and military spouse job seekers.**

### EMPLOYER SPOTLIGHT WEBINAR

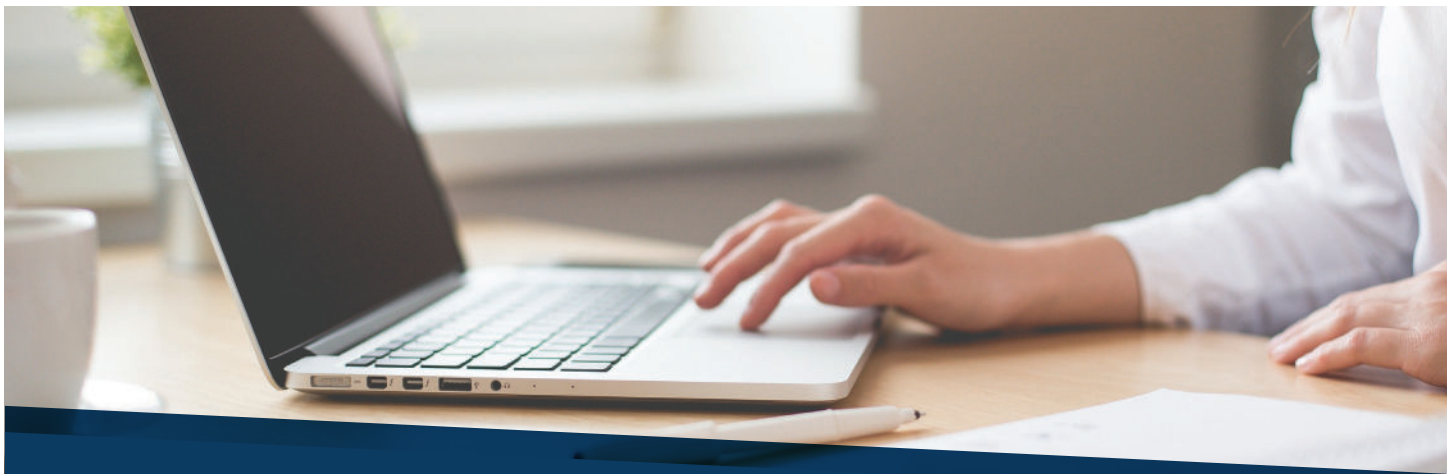
- ✓ Social Media and Email Marketing
- ✓ Co-Branded Event Registration
- ✓ Rehearsal or Prep Call with Selected Panelists Prior to Event
- ✓ A List of Prep Questions Specific to your Organization
- ✓ The Ability to Include Documents for the Audience to Access
- ✓ A Video Recording of the Event
- ✓ Post-Event Survey Results
- ✓ Digital Engagement Kit to Engage Job Seekers

### TESTIMONIAL

"Thank you for the opportunity to spotlight our division, it's been less than 24 hours and I am already working with over 12 individuals from the event!"

**- Beatriz Mccarragher,  
Amazon OpsTechIT**

**Interested in more than one spotlight event?** We offer a discount on multiple purchases



# TARGETED EMAIL CAMPAIGNS

**Employers can engage our veteran and military spouse talent pool by sending information about jobs, upcoming career events and more.**

Simply tell us your criteria (i.e. veterans in Orlando, or veterans in the northwest with a Master's degree), and we will share the number of matching contacts. Our team will then send your information and share the email performance.



Reach up to 20K+ Active Job Seekers



Customize Your Outreach



Get Open Rates and Click-Through Data

Starting at \$795

**SINGLE  
TARGETED  
EMAIL**

**4  
TARGETED  
EMAILS**

*sent quarterly*

**6  
TARGETED  
EMAILS**

*sent either monthly  
or bi-monthly*

**12  
TARGETED  
EMAILS**

*sent monthly*

We enforce measures to ensure all partnered employers are properly utilizing this service. If an organization misuses the service to engage job seekers for marketing and/or sales purposes or suspected fraudulent purposes, Hire Heroes USA reserves the right to refuse it.



## Interactive Survey

Engage candidates with up to five (5) pre-screening questions to be included in a survey sent to targeted candidates. We will provide a list of all candidates that express interest in your opportunities along with their survey responses.



Compared to **Campaign Monitor, Hub Spot, Constant Contact and Mailchimp**, our marketing emails perform better with an **Average Open Rate of 48%**, an **Average Click-Through Rate of 31%**, and an **Average Click-To-Open Rate of 65%**

*(Based on targeted emails sent in 2022)*





# TALENT SOURCING

**Hire Heroes USA's personalized recruitment services fit your company's needs while ensuring a fluid end to end process.**

	Top Industries for Our Candidates		Top Job Functions
1	Defense Contracting	1	Administrative
2	Information Technology	2	Operations Management
3	Healthcare	3	Human Resources
4	Transportation and Warehousing	4	Project Management
5	Retail	5	Cyber Security



73% Have an Active Security Clearance



45% Hold a Bachelor's Degree or Higher



23% Are Pursuing or Hold a Professional Certification  
*i.e. IT, PMP, HR, etc.*

## DIRECT PLACEMENT

### *Success Fee Offering*

- Hire Heroes USA will take care of the recruitment, pre-screening and pre-vetting of candidates and provide a personalized list of our top recommended candidates in our collaborative placement environment.
- Payable only after selection, with a retention guarantee of at least 60 days after hire.
- Participate in a virtual Power Hiring Event where we will source, pre-screen, and coordinate interviews for recommended candidates to fill multiple open roles.

**(Additional costs apply)**





# EMPLOYER TRAINING

**Hire Heroes USA offers customized training to hiring managers and talent acquisition professionals on how to better hire and retain veteran and military spouse employees.**

## LIVE VIRTUAL TRAINING

- Up to 1,000 attendees using Hire Heroes USA's Zoom platform
- Select from three training topics
  - » Military Recruiting 101
  - » A Veteran's Journey
  - » Journey of a Military Spouse
- Offering Standard or Tailored training events

## PRE-RECORDED EMPLOYER TRAINING WEBINAR

- Access for up to 50 people
- Select one or all training topics (priced per training):
  - » Military Recruiting 101
  - » A Veteran's Journey
  - » Journey of a Military Spouse

## ADVISORY ASSISTANCE

- Assistance and advice on developing, launching, and/or executing a successful Veteran and/or Military Spouse Hiring Initiative
- Guidance and recommendation on assessing current employee population of veteran and/or military spouse status
- Strategy and guidance for creation of a Veteran ERG and/or affinity group
- Guidance on building internal awareness campaign of company's support for veterans and military spouses
- 12 one (1) hour advisory sessions to review progress, implementation and next steps and answer questions or challenges that arise

### MILITARY RECRUITING 101

- Misconceptions and Bias
- Good Business: Why Recruit Military
- Recruit Veteran Talent

### A VETERAN'S JOURNEY: Understanding The Military Culture

- Act 1: The Call to Service
- Act 2, Part 1: The Road
- Act 2, Part 2: The Rewards
- Act 3: The Transition

### THE JOURNEY OF A MILITARY SPOUSE: Understanding The Military Culture

- The Call to Service
- Partner's Military Status
- Their Challenges
- Good Business: Why Hire Military Spouses



## SUCCESS STORIES

**Hire Heroes USA is deeply and personally committed to ensuring that all veterans, service members, and spouses are empowered to thrive in the civilian workplace.**



### **CAMILLE MOLLOY**

*Military Spouse*

*Hired As: Patent Examiner, Department of Commerce*

As an active duty spouse, Camille experienced difficulties obtaining a position. She did not understand the mechanics of federal hiring and needed help with the overall hiring process, starting with the basics.

Camille took advantage of many of the great resources Hire Heroes USA provides with the help of her personal Transition Specialist. She learned the federal hiring process and practiced interviewing with multiple volunteers. Camille received resume assistance and also utilized Hire Heroes USA webinars. She shared, "The webinar resources were the best way to start the job journey, especially the federal job journey. I would point any job seeker to these webinars as a first step."

After putting in the time and effort to learn what she needed to know, Camille was successful. She accepted a position with the Department of Commerce as a Patent Examiner, where she can continue to build upon her current knowledge base. Camille said, "This was an excellent experience. My Transition Specialist did her job extremely well and professionally. She tangibly helped me. She also put me in contact with others who were competent, and they connected me through to achieving success. I am very grateful and would say well done to the team."



## SUCCESS STORIES



### **AMAN BERHANEMESKEL**

*Army E-4*

*Hired As: Autonomous Vehicle Operator, Zoox*

Aman was approaching separation from the Army after six years of both active duty and reserve service and was interested in pursuing a career in a technology field. Without much industry experience, Aman encountered a frustrating process of applying to jobs and getting interviews—but not being offered positions due to a lack of work experience.

When he reached out to Hire Heroes USA, Aman was paired with a Transition Specialist, James, who was able to offer him valuable advice on how to proceed with his job search, and the support he needed to find the right opportunity. Aman said of James, “He laid out a clear and effective plan of action and connected me with the tools and resources that would assist me best.” James provided Aman with a tailored resume and coaching on effective interviewing techniques and salary negotiation. “Having access to the resources and personnel was tremendous. When I was getting down on myself, James really helped me shake off the doubt and get back into the job hunt.”

Aman’s persistence and hard work paid off, and he is now working in a technology research job as an Autonomous Vehicle Operator with Zoox. He recommends Hire Heroes USA’s services to other transitioning service members as “a great resource and tool to expand your network and to connect you with employers that want your unique military background!”