

# VETERANS 11 FUNDRAISING GUIDE



HIRE HEROES USA





# FUNDRAISING GUIDE

## WHAT IS VETERANS 11?

Led by Hire Heroes USA, the Veterans 11 Campaign supports veterans and military spouses in transitioning to civilian careers. Partners commit to raising \$13,200 each, helping 11 deserving veterans secure employment with comprehensive career transition services. This fundraising guide will empower you to lead a campaign that creates a meaningful impact on veterans' lives.





# DONATION ROUNDUP & PERCENTAGE OF SALES



## ROUND UP CAMPAIGN

A donation roundup is a simple and popular method to support charity. At the point of sale, the customer is presented with the total bill amount. The cashier then asks if the customer would like to round up to the next dollar amount, with the extra change going towards a designated charity. It's an effortless way to make a difference and contribute to meaningful causes.

## PERCENTAGE OF SALES

Make a difference by donating a percentage of sales or making a donation for every purchase. The impact of these contributions can be significant, as they accumulate over time. Don't forget to leverage the talking points provided above as compelling reasons to share with customers, inspiring them to join in supporting our cause.

# WORKPLACE GIVING & MATCHING GIFTS



## WORKPLACE GIVING CAMPAIGN

Workplace giving is a company-sponsored program that empowers employees to make a meaningful impact by financially supporting nonprofit organizations like Hire Heroes USA.

## WHERE TO START

A successful workplace giving campaign starts with effective communication and engagement. Clearly convey the campaign's purpose, share inspiring stories, and encourage employees to connect with the cause. Make participation easy, express gratitude, and foster a giving culture.

- Payroll deductions: Set up one-time or recurring donations deducted from employees' paychecks.
- Customized Giving Page: Create a team page to set goals, share your involvement, and track donations easily. Share the donation link via email and social media.
- Host a fundraising event: Refer to our A-Z fundraising guide for more ideas.
- Gift Matching: Where employee donations are matched by employers, doubling the impact of contributions.

# FUNDRAISING TALKING POINTS

## ENCOURAGE CUSTOMER DONATIONS

**Company** is a proud partner of Hire Heroes USA and their Veterans 11 Campaign. Every time you round up your dollar or each individual donation goes to helping the lives of veterans and military spouses.

## FOCUS ON THE NUMBERS

Since its establishment, Hire Heroes USA has facilitated more than 82,000 lifetime hires, translating to 82,000 new career beginnings and transformative impacts on families' lives from the very first day.

## A 4-STAR RATING AND REPUTATION

**Company** chooses Hire Heroes USA because they are the highest-rated veteran employment nonprofit on Charity Navigator with a 4-star rating.

## EXPLAIN HOW WE WORK

Upon registration for our services, veterans and military spouses will be paired with a dedicated Transition Specialist who will provide personalized support throughout their journey to employment.





## IMPACT

**\$20**

provides career  
counseling sessions  
for **two veterans**

**\$100**

provides **2 veterans**  
with a **professional  
resume**

**\$250**

provides **5 veterans**  
with a **professional  
resume**

**\$1,200**

sponsors a **veteran**  
through the entire  
Hire Heroes USA  
program into a **new  
career**

## SUCCESS STORIES

# KHALIL

### AIR FORCE VETERAN

Embarking on my journey from military service to a fulfilling career in aviation, I realized early on that proactive preparation was key. I sought the assistance of Hire Heroes USA, whose resources and dedicated Transition Specialists were essential in smoothing my path. The military had instilled in me skills of leadership and mentorship, and transitioning allowed me to grow both personally and professionally. However, I understood there was no 'one size fits all' transition. The personalized support from Hire Heroes USA was paramount in guiding me through the process, dispelling misconceptions about military life, and making my transition experience significantly more manageable. Through my military transition process I feel empowered to enter the civilian workforce.





## SUCCESS STORIES

**JESSICA***MILITARY SPOUSE*

Amidst the unique challenges of being a military spouse, I found a beacon of support in Hire Heroes USA. The unwavering dedication and personalized assistance, especially from my Transition Specialist, Chelsea, were instrumental in my journey. They didn't just revamp my resume; they equipped me with the tools and confidence to navigate the job market effectively. I stand stronger, not just as an individual, but as a contributing member of my community, all thanks to Hire Heroes USA. Their commitment to empowering military spouses like me is truly transformative and a testament to their essential service.





## SUCCESS STORIES

**BRANDON**  
*AIR FORCE VETERAN*

Connecting Hire Heroes USA was a turning point for me. Their comprehensive services for transitioning military personnel truly stood out. My Transition Specialist, Jill, was a pillar of support, providing priceless support with resume writing and guidance in the civilian job market. Transitioning out of the military isn't a straightforward journey; it involves the emotional challenge of setting aside a long-held identity. Hire Heroes USA not only broadened my career horizons but also helped me appreciate the value of my military experience. Veterans bring unique skills and a robust work ethic to the table, and embracing these values in the workforce paves the way for success and strength.





# WORKPLACE FUNRAISING IDEAS

## ARE YOU A COFFEE DRINKER?

Encourage participants to skip their daily coffee or other small expenses, redirecting the saved money towards the fundraising goal.

## EMAIL SIGNATURES

Set up an online donations page and include the link in your email signatures. It's a great way to remind your colleagues why you're fundraising. You might be surprised how many external contacts pitch in with generous donations!

## DRESS DOWN DAY AT WORK

If your normal attire is business or business casual - offer employees a casual dress day at work for a donation to Hire Heroes USA.

## GOLF OUTING

Host a charity golf outing. This is a great way to engage those you partner with by encouraging them to form a team. Don't forget to include longest drive competition, closets to the pin, add on mulligans etc.

## SOCIAL MEDIA CHALLENGE

Create a social media chain "letter" posting what "More than a Job" means to you. Tag and challenge 5 friends in your network on what it means to them. Share and donate \$5 to the Hire Heroes USA mission.



# WORKPLACE FUNRAISING IDEAS

## TRIVIA NIGHT

Test your knowledge in a fun-filled trivia contest, with participation fees benefiting the impactful work of Hire Heroes USA in helping veterans find meaningful employment.

## BOWL-A-THON

Bowling events are a fun way to engage people and their families to raise money. Form teams, set goals, find sponsors, add fun activities and challenges, and create friendly competition with raffles. Local stores can donate items, and winners enjoy exciting gifts or gift baskets.

## OFFICE BAKE-OFF

Unite colleagues in a baking competition, with entry fees and donations going directly to Hire Heroes USA. Choose categories, select a panel of judges, then bake!

## OFFICE BBQ

A perfect office fundraiser for the summertime! Have your employees fire up their grills and bust out their best barbecue recipes. Ask for donations to attend.

## HOST A FUN RUN

Host a charity fun run with coworkers, welcoming runners and walkers of all levels. Collect a registration fee or donations to join, and don't forget to invite friends and family for an inclusive event.



## THANK YOU FOR PARTICIPATING

To all participants and supporters of Veterans 11, we extend our heartfelt thanks for your contribution to this initiative. Thanks to the unwavering support of our generous donors and partners, we have been able to help over 82,000 veterans and military spouses find meaningful employment. Together, with your continued support, we can create a brighter future for our veterans and military families, where their talents and sacrifices are recognized and celebrated.