



HIRE HEROES USA

# CORPORATE PARTNERSHIP OPPORTUNITIES

2024 CATALOG

*Partnering to Make the Transition Possible*

# PARTNERSHIP OPTIONS

## GIVE BACK

*Make a lasting impact on veterans and their families through the power of volunteering and/or giving.*

## RECRUITMENT

*Engage and hire candidates through our employment services*

- **BUNDLE PACKAGES**

*Bundle to align seamlessly with your company's objectives-- whether it's amplifying brand recognition, recruiting top-tier military talent or enhancing your commitment to diversity, equity and inclusion efforts*

- **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*

- **DIRECT PLACEMENT**

*Effortlessly elevate your recruitment process by entrusting our skilled talent professionals to handle pre-screening and interviewing, delivering high-caliber candidates within 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
    - **Success:** The Junior Enlisted Program began in April 2021, and has directly supported over 2,408 Junior Enlisted military members since that time. The Junior Enlisted Program has crafted content and resources in that time that has benefitted more than 12,082 Junior Enlisted clients who receive services from Hire Heroes USA.
  - **Serving Spouses Program:**
    - **Challenge:** Military spouses often encounter employment challenges due to frequent relocations, resulting in job instability, difficulty maintaining professional networks, and facing barriers to continuous career development.
    - **Success:** Since May 2018, the Serving Spouses Team has provided direct support to more than 3,281 military spouse clients. The content and resources curated by this program has benefitted more than 20,000 military spouses who received assistance from our organization during the same timeframe.
  - **Women Veterans Program:**
    - **Challenge:** As the fastest growing veteran demographic, women veterans make up over 10% of the total veteran population, citing financial, employment, and career change difficulties as the leading barriers to securing civilian employment.
    - **Success:** Since the launch of the Women Veterans program in June 2023, more than 476 women veterans have been directly supported by this team. As a result, more than 2,184 women veterans have benefitted from the content and resources created by this program since its inception.

## THE NEED

# 200K

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

# \$69,246

In 2023, Hire Heroes USA had

# 13,617 CONFIRMED HIRES

that resulted in an economic return of over **\$942M**, including over **\$142M** 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



**91K**  
hired after working with Hire Heroes USA



**404K**  
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

**37M** military-connected consumers

## ENGAGE YOUR EMPLOYEES

**75%** of companies offering giving and volunteering have **two times more engagement** than companies only offering one option."



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



# GIVE BACK



CHARITY NAVIGATOR

**100% score and 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 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.*



### 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 two veterans or military spouses

**\$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.



### 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 building brand awareness, recruiting military talent, or enhancing your diversity, equity, and inclusion efforts. Select from an existing bundle option or work with us to build a custom bundle and create a holistic partnership that best suits your organization’s needs.

		SAVE 5%	SAVE 10%	SAVE 15%
<b>BUILD AWARENESS</b>		GOOD	BETTER	BEST
Your organization’s objective is to <b>build awareness</b> within the veteran and military spouse 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

		SAVE 5%	SAVE 10%	SAVE 15%
<b>RECRUIT</b>		GOOD	BETTER	BEST
Your organization’s objective is solely to <b>recruit</b> veterans and military spouses	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

*Non-tax deductible products/services only*

		SAVE 7%	SAVE 12%	SAVE 15%
<b>DIVERSITY, EQUITY, &amp; INCLUSION</b>		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
	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)

\* This portion of the package is tax deductible



# 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)



## 2024 DATES

*click to register*

March 7th

June 6th

August 22nd

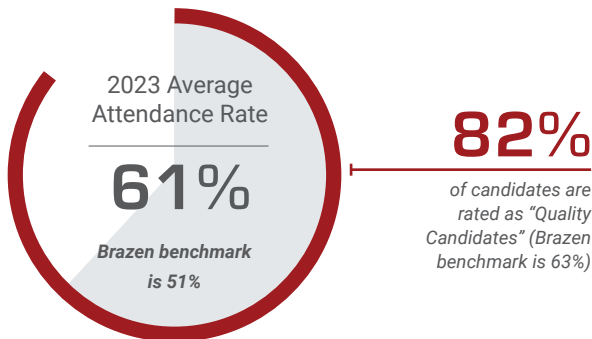
November 7th

# 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.
- **Social Media Amplification Pack:** 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 500 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**

“Hire Heroes USA has done a tremendous job learning our company and understanding our hiring needs. By collaborating with their staff, promoting our career opportunities, and engaging with their veteran and military spouse job seekers, we have been able to showcase Wells Fargo as a military ready employer and bring amazing military talent into our organization.”

**- Wells Fargo**



# 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 \$595

---

**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.*

---



Compared to **Campaign Monitor, Hub Spot, Constant Contact and Mailchimp**, our marketing emails perform better with an **Average Open Rate of 50%**, an **Average Click-Through Rate of 28%**, and an **Average Click-To-Open Rate of 56%**



*(Based on targeted emails sent in 2023)*



# DIRECT PLACEMENT

**Hire Heroes USA's Direct Placement and Executive Search Services provide tailored recruitment solutions, seamlessly meeting your company's needs with a streamlined 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

- Experience Hire Heroes USA's comprehensive Direct Placement Services, encompassing sourcing, meticulous pre-screening, and thorough pre-vetting, resulting in a personalized selection of our top recommended candidates within our collaborative placement environment.
- Enjoy a flexible payment structure, payable only post-selection, accompanied by a robust retention guarantee spanning at least 60 days after the hire.
- Elevate your hiring process of military leadership through our Executive Search option from Vice Presidents to C-Suite as we have the candidates with the background to lead!

**Background Check Services Available upon request; additional fees apply.**

"Hire Heroes USA has sourced us excellent right fit candidates for niche professional roles that required specific skills and talents. Our team members and new hires are working incredibly well together!"

- Chief People Officer (3ZBrands)



# 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 1000 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.**



### **MARIA QUINTANA,**

*Navy, E-5*

*Career Obtained: Amazon, Software Engineer*

After nearly eight years in the Navy, Maria was in the process of transitioning out of the military. She knew she wanted help but was unsure what kind she needed. Maria registered with Hire Heroes USA to take advantage of several of the services offered.

Maria's Transition Specialist provided her with various resources, including access to the Amazon military webinars. This access led to Maria interviewing for and accepting an employment offer with Amazon as a Software Engineer. In this position, Maria can further build her experience and knowledge.

Maria shared, "It was nice to be able to speak with and work with someone who was very kind, seemed invested and connected me with other resources and information...The experience was good. I appreciate the network resources and the commitment to veteran success. The people that I worked with were easy to talk to, and I would recommend [these services] to others."





## 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.**



### **HAROLD PHILLIPS,**

*Navy, W-4*

*Career Obtained: Department of the Navy, IT Security Specialist*

Harold had served in the Navy for more than 30 years when he decided it was time to move into the civilian sector. Because he started working with Hire Heroes USA immediately upon leaving the military, he states he was able to transition successfully without any job search challenges.

When he enrolled in our programs, Harold was assigned a Transition Specialist to support him through his transition. He was empowered to create a professional, personalized resume that effectively showcased his relevant skills and abilities and learned how to tailor it for future opportunities based on job requirements. Harold appreciated the support his Transition Specialist provided him, saying, “Will [Transition Specialist] was there in the beginning; he helped and listened to me on the days I was having a rough time with leaving the Navy. He also called numerous times to see how I was doing with my transition. That meant a lot.”

Harold interviewed for and accepted a position with the Department of the Navy as an IT Security Specialist, where he will be able to further develop his skills and abilities. He recommends other veterans enroll in Hire Heroes USA services, stating, “They understand and will guide you through the path of success.”