FINDING JOBS FOR 100,000 VETERANS

Sponsored By:

VETERAN RECRUITING

DAV
FULFILLING OUR PROMISES
TO THE MEN AND WOMEN WHO SERVED

DirectEmployers

www.vetfriendly.com

WE WILL HELP A MINIMUM OF 100,000 VETERANS FIND EMPLOYMENT BY 2020

Dear Corporate Sponsor:

We are pleased to learn of your interest in the VetFriendly Jobs Initiative (VFJI), sponsored by; Veteran Recruiting Disabled American Veterans, and Direct Employers. Together we are challenging American businesses to join us in finding jobs for at least 100,000 veterans by the end of 2020. The nation's veterans represent the best this country has to offer, and through the VFJI, we hope to educate more employers of the benefits realized when hiring our Nation's finest.

By joining the VFJI, your business will have a direct impact on the very lives of the men and women who have served and sacrificed protecting us all. You will find details on the VFJI as you read on, and we encourage you to look through the materials to determine if this is an effort your company may want to support.

Sincerely,

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What is the VetFriendly Jobs Initiative?

Veteran Recruiting, DAV, Direct Employers, and leading companies are teaming up to hire or train at least 100,000 veterans by the end of 2020. Through the VetFriendly Jobs Initiative (VFJI), industry leading companies will be given access to a wide range of highly qualified veteran talent that may be seeking employment. By educating employers on what skills, training, education, and experience a veteran brings to the table, we will help at least 100,000 veterans find rewarding careers after serving the Nation.

Why a Business Should Join

Your company will join a growing list of industry leading companies who recognize and value the skills, training, commitment, education, and character that veterans represent. You will benefit from learning what other companies are doing to recruit, hire, and retain top veteran talent. Each company who supports the VetFriendly Jobs Initiative will greatly benefit from adding more diversity, veterans, and workers with disabilities to their workforce.

What VetFriendly Jobs Initiative members receive

- There is no cost to support the VetFriendly Jobs Initiative, but you are required to report your veteran hires each quarter
- Logo and link on www.vetfriendly.com (No charge)
- 10 job postings on www.veteranrecruiting.com at no cost
- Jobs scraped daily and placed on www.veteranrecruiting.com/jobs (Included in sponsorship, but companies are not required to purchase to support the VetFriendly Jobs Initiative)
- Participation in a veteran virtual career fair at no-cost (Provided your company has at least 500 full-time jobs and a presence in at least 4 states)
- Companies approved to display VetFriendly logo on website and marketing materials (see logo regulations)
- Press release announcing companies support of the VetFriendly Jobs Initiative (paid sponsorship only)
- Social media campaign announcing your company's support of the VetFriendly Jobs Initiative (paid sponsorship only)

What is a Virtual Career Fair?

The Virtual Career Fair is a fully interactive, 3D environment that allows an employer and job seeker to meet and interact in an efficient, effective and environmentally friendly manner.

The Virtual Career Fair allows an employer to:

- Meet with veterans nationwide in real time
- Recruit nationwide in a few hours
- Project a cutting-edge image to veteran job seekers
- Reduce carbon footprint
- Save time, money, and resources

How it Works

Veteran Recruiting will design a virtual booth that matches your company image and brand. Each virtual booth includes a video greeting, information tabs, live chat, and contact buttons.

Virtual Career Fair Features

- Company booth holds content and materials to educate the veteran on who your company is, what you have to offer, and why they should consider joining your team
- Live chat
- Tracking and reporting of all attendees that visit your booth
- Company video
- Social media integration

www.vetfriendly.com

Pledge of Support Certificate

VETERAN FRIENDLY EMPLOYER
WWW.VETFRIENDLY.COM

Pledge of Support

WHEREAS, as employers of the United States of America, we acknowledge the tremendous sacrifices our veterans have endured defending our great nation.

WHEREAS, we recognize that many of our veterans struggle to find suitable employment after service to the country

WHEREAS, we recognize and value the skills, training, motivation, education, and character that veterans add to the workforce.

NOW THEREFORE;

- We will make every effort to recruit, hire, and retain veterans
- We will report on a quarterly basis to the best of our ability, the number of veterans added to our workforce
- We will continue to strive for new and innovative ways to recruit all veterans
- We will provide a suitable and accessible work environment to veterans with
- We will ensure our managers and supervisors have the skills and tools necessary to effectively recruit veterans
- We fully recognize , honor and enforce the Uniformed Service Employment and Reemployment Rights act (USERRA)

Kevin O'Brien, Partner Veteran Recruiting

Jeff Hall, National Employment Director DAV

Candee Chambers, Executive Director Direct Employers

Company Representative

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Logo Usage

Once your company has been approved, you can use the VetFriendly Employer logo to promote your membership. This logo is approved for use on all promotional materials your company may advertise in showing your support of the VetFriendly Jobs Initiative. A guideline document has been created to assist you in the use of this logo. Additionally, we have also created a template press release to announce your company's support of the Challenge.

LOGO USAGE GUIDELINES

DAV and Veteran Recruiting have a very powerful following and influence within the veteran community. By using the VetFriendly Jobs Initiative logo on your promotional material, you can identify your company with the effort to employ our heroes.

Use of Logo in Promotion Materials

- Letterhead
- Website
- Virtual booth
- Career Fairs
- Direct Mail
- Press releases
- Social Media
- Web and print banners/billboards
- Advertising

Logos

- Download the logo in electronic format (will be provided)

Logo Usage

- Do not alter or add to the logo
- Do not change any of the logo colors
- The logo must never be used in conflict with other elements
- Do not put logo over busy backgrounds
- Do not increase/decrease the resolution of the logo
- Do not change the size of the elements of the logo in comparison to each other, and do not add patterned fills, photos or other elements to the logo. The consistency of the logo is what keeps the brand intact

VetFriendly Logo

www.vetfriendly.com