



National Veterans'
Technical Assistance Center

Outreach to Veterans

Community of Practice

February 27, 2025

Reminder



HVRP best practices will be shared during this session. NVTAC encourages all grant recipients to utilize best practices that may improve their service delivery. Before implementing a practice discussed during this session, please review your award statement of work and contact your Grant Officer's Technical Representative (GOTR) to discuss if it is an allowable cost or activity or if it requires an amendment to your approved plan.

Enrollment-Focused Outreach

- For Homeless Veterans' Reintegration Program (HVRP) grant recipients, effective outreach is necessary to achieve participant enrollment goals
- Enrollment-focused outreach requires creating a strategic plan to engage and enroll veterans in your service-delivery area (SDA) who meet eligibility requirements and would benefit from employment services

How Can I Locate Eligible Veterans?

HVRP Participant Eligibility

To qualify for HVRP services, an individual must:

1. Meet the definition of a “veteran”; **and**
2. Be experiencing homelessness or at risk of homelessness or participating in a qualifying partner service, or transitioning from certain institutions; **and**
3. In need of or would benefit from employment services.

Meets the Definition of a “Veteran” (1 of 2)

- Department of Veterans Affairs (VA)
 - VA Hospitals
 - [Vet Centers](#)
- Transition Assistance Programs (TAP)
 - [Reserve Component Transition Assistance Advisor](#)
 - [Yellow Ribbon Reintegration Program](#)

Meets the Definition of a “Veteran” (2 of 2)

- National Association of County Veteran Service Officers (NACVSO)
- Veteran Service Organizations
 - Veterans of Foreign Wars (VFW)
 - American Legion
 - Vietnam Veterans of America (VVA)
 - Disabled American Veterans (DAV)
 - Paralyzed Veterans of America
 - American Veterans (AMVETS)
 - Salvation Army

Experiencing Homelessness

- Encampments
- Public libraries and public transportation hubs
- Continuum of Care (CoC)
- Emergency shelters/Safe Havens
- Domestic violence shelters
- Warming centers
- Soup kitchens and meal programs
- Stand Downs
- Transitional Housing
 - VA Grant Per Diem (GPD)

At Risk of Homelessness (1 of 2)

- Department of Health and Human Services (HHS)
 - HHS and its operating divisions offer a variety of resources and programs specifically designed to [support military families](#)
- Department of Housing and Urban Development (HUD)
 - Local public housing authorities (PHAs)
 - [Find Your Local Public Housing Agency \(PHA\)](#)
- VA
 - Substance Use Residential Rehabilitation Treatment Program
 - Domiciliary Residential Rehabilitation Treatment Programs (DRRTP)
 - Post-Traumatic Stress Disorder (PTSD) Residential Rehabilitation and Treatment Program

At Risk of Homelessness (2 of 2)

- Local nonprofit organizations
- Food banks and pantries
- Legal aid groups
- 2-1-1
- Community Action Agencies
- Free and low-cost clinics
 - [Federally Qualified Health Centers \(FQHC\)](#)

Participating in a Qualifying Partner Service

- U.S. Department of Housing and Urban Development-VA Supportive Housing (HUD-VASH) or Tribal HUD-VASH
- Native American Housing Assistance and Self Determination Act of 1996
- Supportive Services for Veteran Families (SSVF) Rapid Re-Housing (RRH) or Prevention

Transitioning from Certain Institutions (1 of 2)

Long-term care mental health facilities

Penal Institutions

- Federal, state, county, local, and city facilities
 - Prisons
 - Correctional centers
 - Detention centers
 - Reentry centers
 - Penitentiaries
 - Jails

Transitioning from Certain Institutions (2 of 2)



- Courts, probation/parole offices, vocational and educational programs for incarcerated individuals, rehabilitation/treatment programs, legal aid clinics, expungement services, halfway houses
- Veterans Health Administration's (VHA) Homeless Programs Office
 - Veterans Justice Outreach Program (VJO)
 - Health Care for Reentry Veterans' Services and Resources (HCRV)
- Veteran Treatment Courts

In Need of or Would Benefit From Employment Services (1 of 2)

- VA Programs
 - Compensated Work Therapy (CWT)
 - Veteran Readiness and Employment (VR&E)
 - Veteran Employment Services Office (VESO)
 - Veterans Employment Center (VEC)
 - Homeless Veteran Community Employment Services (HVCES)
 - Community Employment Coordinator (CEC)

In Need of or Would Benefit From Employment Services (2 of 2)

- American Job Centers (AJC)
 - Disabled Veterans' Outreach Program (DVOP)
 - Local Veterans' Employment Representative (LVER)
- College/University career centers
- Vocational training centers/Apprenticeship programs
- Day labor and temp work agencies
- Nonprofit job training and employment placement programs
 - [Goodwill Career Centers](#)
- Social Security's [Ticket to Work](#) (Ticket) Program
 - [Area Work Incentive Coordinators \(AWIC\)](#)

How Can I Connect With Veterans?

Outreach Strategies (1 of 3)

1. **Target Audience:** Who are you trying to reach?
2. **Message:** What can you offer? Is the purpose to inform or provide a call to action?
3. **Timing:** When is most advantageous to conduct outreach?
4. **Location:** Where will you conduct outreach?
5. **Methods:** How will you find employers to engage?
6. **Follow-Up:** How will you maintain the relationship?

Outreach Strategies (2 of 3)

- Engage with veterans where they are
 - Sheltered or unsheltered, outward or inward
- Use a variety of methods
 - In-person, phone, video, social media, etc.
- Connect with agencies that serve your target populations
 - Veteran service organizations, shelters, food banks, etc.
- Provide consistent and high-quality services to the veterans you enroll
 - Dependability creates community trust and interest

Outreach Strategies (3 of 3)

- Non-threatening
 - Focus on building rapport and go at the veterans' pace
- Flexible
 - Use multiple modalities: in-person, phone, email, social media, etc.
- Client-Centered
 - Tailor the information and your delivery on the clients' needs

Outreach Methods



Direct Engagement



Engagement with
Secondary Providers



Marketing/Public
Awareness

Direct Engagement

A hands-on, one-to-one communication with a veteran:

- Performing street outreach at an encampment
- Visiting an emergency shelter to offer eligibility assessments and intakes on site
- Maintaining a space at your local VA or AJC and advertising office hours for veterans to come ask questions
- Attending community events intended for your target population: veteran resource fairs, Stand Downs, etc.
- Hosting specialized events (networking, career fair, skill building workshops) and inviting veterans

Engagement with Secondary Providers



Connecting with programs, groups, or agencies that represent the needs/interests of or connect with your target population:

- Establishing a relationship with local GPD, SSVF, and HUD-VASH providers and creating a process for reciprocal referrals
- Planning resource fairs with veteran service organizations
- Joining meetings of the CoC and presenting on your organizations' services
- Contacting resource directories used by homeless veterans in your community to inform them of the availability of HVRP

Marketing/Public Awareness

Informing the community of your program, services, and benefits through marketing and branding efforts:

- Utilizing social media to increase your presence in key online environments
- Sharing flyers, infographics, success stories, event information, etc., to spread awareness of HVRP
- Posting flyers in locations frequented by your target population
- Engaging in strategic partnerships with local, state, and federal organizations that can increase exposure to your content

What Strategies Does Your HVRP Utilize When Doing Outreach to Veterans?

Leveraging Technology

Resource Databases and Data

Are your programs and services known to popular databases and resource directories used by your target population to access help?

- **211** – free, confidential information and referral service that connects people to essential health and human services online or over the phone
- **Unite Us** – platform offered in many states that connects government, healthcare, and community-based organizations for care coordination, data sharing, referrals, and more

Outreach in a Virtual World

Methods

- Email marketing
- Website
- Social media
- Podcasts
- Webinars
- Blogs/forums
- Online surveys
- Virtual networking/careers fairs
- Virtual peer support groups
- Newsletters

Content Considerations

- Human-centered approach
 - Audience and tailored messaging
- Fit of technology to task
- Professionalism
 - Structure
 - Grammar
 - Clarity

Social Media for Outreach

Social media is one of the most effective strategies to perform outreach in today's increasingly technological society.

- **Objective:** Create a presence on social media that raises awareness of your organization's mission and services
- **Methods:**
 - Choose Platforms – LinkedIn, Facebook, Instagram, Twitter/X, etc.
 - Curate a Brand – Logo, tagline, mission statement, etc.
 - Create Content – Advertisements, public service announcements (PSA), flyers, infographics, fact sheets, success stories/testimonials, frequently asked questions (FAQ), introductions to staff, employer recognition, newsletters, etc.
- **Outcome:** Become known and recognized in your community as a valuable service provider

Research-Driven Approaches

Look Local

- Outreach requires RESEARCH to understand critical access points unique to your community.
- Local Examples – Michigan
 - [Veteran Community Action Team \(VCAT\)](#) – network of service providers and community members across the state focused on employment, education, health care and quality of life for veterans
 - [Walking with Warriors Veteran Navigators](#) – work to connect veterans and their families to federal, state, and local resources to ease issues regarding mental health, substance abuse, housing, and other common issues that impact veterans

What Are Some Programs Unique to Your Community That You Have Conducted Outreach to?



Questions?

Thank you!

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