

**National Veterans' Technical Assistance Center (NVTAC)  
Homeless Veterans' Reintegration Program (HVRP) Community of Practice (CoP)  
Enrollment-Focused Outreach  
Thursday, February 26, 2026, 3 p.m. – 4 p.m. ET**

### **NVTAC Staff**

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### **Key Points**

- **Introduction**
  - NVTAC staff reminded attendees that, while best practices would be discussed during the presentation, it is imperative that grant recipients consult with their Grant Officer's Technical Representative (GOTR) before implementing any proposed strategies.
  - This session provided an overview of enrollment-focused outreach for HVRP.
  - Effective outreach is necessary for HVRP grant recipients to achieve participant enrollment goals. Enrollment-focused outreach requires developing a strategic plan to engage and enroll veterans in the service delivery area who meet eligibility requirements and would benefit from employment services.
- **Outreach Methods**
  - Outreach generally occurs through three primary methods: direct engagement, engagement with secondary providers, and marketing or public awareness activities.
  - Direct engagement focuses on interacting directly with veterans who may be eligible for services.
  - Engagement with secondary providers involves building relationships with organizations that regularly interact with the target population and can refer veterans to HVRP.
  - Marketing and public awareness strategies help increase visibility of the program and ensure veterans and community partners know how to access services.
  - As resources and organizations were discussed throughout the session, grant recipients were encouraged to consider how each organization or location could support direct engagement, serve as a referral partner, or help promote HVRP services.
- **Direct Engagement**
  - Direct engagement involves hands-on, one-on-one communication with veterans who may be eligible for HVRP services.
  - Outreach staff may conduct street outreach at encampments by visiting locations where veterans are staying and sharing information about employment services while building rapport.

- Emergency shelters can provide opportunities for outreach staff to conduct eligibility assessments on site and begin conversations with veterans about employment goals.
- Some grant recipients coordinate with local Department of Veterans Affairs (VA) offices or the American Job Centers (AJC) to host scheduled office hours where veterans can stop in, ask questions, and learn about program eligibility.
- Community events such as veteran resource fairs and stand downs allow organizations to meet veterans in a setting where multiple services are available and where veterans may already be seeking assistance.
- In some cases, grant recipients may also host outreach events specifically designed to identify and connect with eligible veterans.
- **Engagement with Secondary Providers**
  - Engagement with secondary providers focuses on developing partnerships with organizations that serve or interact with veterans experiencing or at risk of homelessness.
  - These organizations may provide referrals to HVRP when veterans express interest in employment services.
  - Housing providers are common partners, and establishing reciprocal referral processes can help ensure veterans receive both housing and employment support.
  - Supportive Services for Veteran Families (SSVF) programs may also serve as important partners, as they frequently work with veterans who are seeking employment while addressing housing instability.
  - Participation in Continuum of Care (CoC) meetings can help grant recipients build relationships with local service providers and raise awareness of HVRP services.
  - Maintaining relationships with community organizations and ensuring that HVRP services are listed in local resource directories can help strengthen referral pipelines.
- **Marketing and Public Awareness**
  - Marketing and public awareness efforts help inform the broader community about the services offered through HVRP.
  - Outreach materials such as flyers, infographics, success stories, and event announcements can help raise awareness and encourage referrals.
  - Social media can also be used to increase visibility of the program and share information about services, events, or success stories.
  - Posting flyers in locations frequently visited by the target population can help ensure veterans are aware of available services.
  - Strategic partnerships with local, state, and federal organizations can help expand the reach of outreach materials.
  - NVTAC shared that some organizations have successfully generated referrals by placing program information in locations such as tax offices during tax season, with permission from the business.

- **Effective Outreach Strategies**

- Effective outreach begins with meeting veterans where they are, including both sheltered settings and unsheltered environments.
- Some veterans may already be connected to services such as housing programs, while others may not be connected to any services and require outreach in community settings.
- Using multiple communication methods, including in-person engagement, phone communication, and online outreach, can help ensure veterans have several ways to learn about services.
- Building relationships with organizations that serve the target population can help create a consistent stream of referrals.
- Providing reliable, high-quality services helps build trust with veterans and community partners.
- Word-of-mouth referrals among veterans and partner organizations can significantly influence how a program is perceived within the community.
- Outreach strategies should extend beyond traditional veteran organizations to include locations where veterans may naturally spend time or seek other services.
- Each community has unique programs and resources, and grant recipients were encouraged to research local organizations that may serve as outreach partners.
- Identifying barriers to participation, such as lack of technology, lack of transportation, limited awareness of the program, or misunderstanding of eligibility criteria, can help organizations tailor outreach strategies more effectively.
- Outreach messaging should also be adapted to resonate with the target population.
- For example, instead of asking “Are you a veteran?” outreach staff may ask whether the individual or someone in their family has served in the military.
- Similarly, asking questions about a person’s current living situation may be more effective than directly asking whether they are homeless.
- Outreach staff were encouraged to approach conversations with flexibility and focus on building rapport, recognizing that some veterans may not be ready to enroll in services during the first interaction.
- Consistent follow-up with both veterans and partner organizations can help maintain engagement and strengthen referral networks.

- **Tailoring Outreach Messaging**

- Outreach messaging should be tailored to the needs and experiences of the target population.
- Some veterans may not identify themselves as veterans, and some individuals may not identify as homeless due to stigma or lack of knowledge about eligibility definitions.
- Outreach staff may consider asking whether an individual or a member of their family has served in the military or asking about an individual’s living situation.

- **HVRP Eligibility**
  - Understanding eligibility requirements is essential for identifying veterans who may benefit from HVRP services.
  - To qualify for the program, an individual must meet the definition of a veteran and be experiencing homelessness, at risk of homelessness, or transitioning from certain institutions.
  - Participants must also demonstrate a need for employment services.
  - Because HVRP is focused on helping veterans obtain employment, identifying participants who are both eligible and motivated to pursue employment can support stronger program outcomes.
- **Veteran Service Organizations**
  - Many veterans access services through organizations that specifically support veterans.
  - VA facilities, including VA hospitals, community-based outpatient clinics, and Vet Centers, may provide opportunities to connect with veterans who are already receiving services.
  - Veterans may also work with social workers through the Veterans Health Administration (VHA), and these staff members can help refer veterans who may benefit from employment services.
  - Veteran service organizations such as Veterans of Foreign Wars (VFW), American Legion, Vietnam Veterans of America, Disabled American Veterans, Paralyzed Veterans of America, AMVETS, and the Salvation Army often serve as gathering places for veterans and may provide referral opportunities.
  - County Veteran Service Officers, represented through the National Association of County Veteran Service Officers (NACVSO), assist veterans with claims and benefits and may also connect veterans to additional resources.
- **Housing and Homelessness Resources**
  - The U.S. Department of Housing and Urban Development (HUD) administers several programs that support individuals experiencing homelessness.
  - CoCs coordinate community-wide responses to homelessness and provide housing and supportive services.
  - Public Housing Authorities (PHAs) administer rental assistance programs such as the Housing Choice Voucher program.
  - These organizations frequently interact with individuals experiencing housing instability and can provide referrals to HVRP for employment services.
- **Department of Veterans Affairs Housing Programs**
  - Several VA housing programs support veterans experiencing homelessness.
  - HUD-Veterans Affairs Supportive Housing (HUD-VASH) provides permanent supportive housing vouchers for eligible veterans.
  - SSVF helps veterans obtain rapid re-housing or homelessness prevention services.
  - Grant and Per Diem (GPD) programs provide transitional housing and supportive services for veterans working toward housing stability.

- Healthcare for Homeless Veterans (HCHV) programs conduct outreach to vulnerable veterans who may not yet be connected to VA services.
- Community Resource and Referral Centers (CRRCs) provide centralized locations where veterans can access housing assistance, health care, employment services, and other supports.
- **Stand Downs**
  - Stand Downs are community events that bring together multiple service providers to support veterans experiencing homelessness.
  - These events may provide meals, clothing, hygiene supplies, medical services, employment assistance, and other supportive services.
  - Participating in Stand Downs allows HVRP grant recipients to connect with veterans who may not otherwise be aware of employment services.
  - Organizations may participate as resource providers or may apply for funding to host Stand Down events in their communities.
- **Other Homelessness Resources**
  - Outreach efforts may also occur in locations frequently used by individuals experiencing homelessness.
  - These locations may include public libraries, public transportation hubs, emergency shelters, warming centers, soup kitchens, transitional housing programs, and domestic violence shelters.
  - Additional locations such as laundromats near shelters, storage facilities, low-cost hotels or motels, and plasma donation centers may also provide opportunities for outreach.
- **Resources for Individuals at Risk of Homelessness**
  - Several federal and community programs provide services to individuals who are at risk of homelessness.
  - The U.S. Department of Health and Human Services (HHS) administers programs such as Temporary Assistance for Needy Families (TANF), the Low-Income Home Energy Assistance Program (LIHEAP), and Medicaid.
  - The U.S. Department of Agriculture (USDA) administers programs including the Supplemental Nutrition Assistance Program (SNAP), The Emergency Food Assistance Program (TEFAP), and the Special Supplemental Nutrition Program for Women, Infants, and Children (WIC).
  - Community partners such as United Way, Goodwill, Catholic Charities, food banks, faith-based organizations, legal aid groups, and Community Action agencies may also serve as important referral partners.
  - Federally Qualified Health Centers (FQHCs), supported by the Health Resources and Services Administration (HRSA), provide comprehensive health services for underserved populations.
- **Employment and Training Resources**
  - Several employment and training resources may support veterans seeking employment.

- Department of Veterans Affairs employment resources include Compensated Work Therapy (CWT), Veteran Readiness and Employment (VR&E), Veteran Employment Centers, the VA Office of Small and Disadvantaged Business Utilization (OSDBU), and Homeless Veterans Community Employment Services (HVCES).
- Community Employment Coordinators (CEC) work within HVCES programs and may collaborate with local organizations to connect veterans with employment opportunities.
- AJCs provide workforce services and may connect veterans to Workforce Innovation and Opportunity Act (WIOA) resources and Jobs for Veterans State Grants (JVSG) programs.
- Registered apprenticeship programs provide opportunities for veterans to earn wages while learning new skills.
- Other potential partners include chambers of commerce, workforce development boards, colleges and universities, vocational training centers, and trade schools.
- Day labor agencies and temporary employment agencies may also serve as points of contact for individuals seeking immediate work.
- Additional employment support includes nonprofit career programs and the Social Security Administration (SSA) Ticket to Work program.
- **Special Populations**
  - Veterans may belong to special populations that require targeted outreach strategies.
  - **Women Veterans and Veterans with Children**
    - Women veterans may be less likely to identify themselves as veterans and may be less likely to seek services through traditional veteran organizations.
    - Outreach strategies may include connecting with schools, pediatric clinics, Early Head Start programs, and domestic violence shelters.
    - Programs serving homeless students under the McKinney-Vento Homeless Assistance Act may also serve as referral sources.
    - Additional partners may include the VA Center for Women Veterans and VA Women Veterans Program Managers.
  - **Young Veterans**
    - Younger veterans may be transitioning from military service while pursuing education or career training.
    - Outreach strategies may include engagement through social media, college and university veteran centers, and career and technical education programs.
    - Messaging should resonate with younger audiences and may include tools such as QR codes to connect veterans to program information.
    - Community locations such as gyms, coffee shops, and other gathering places may also provide opportunities to connect with younger veterans.

- **Justice-Involved Veterans**
  - Justice-involved veterans may be located in correctional facilities, re-entry centers, or probation and parole programs.
  - Courts, legal aid organizations, and expungement clinics may also serve as outreach partners.
  - Department of Veterans Affairs resources such as Health Care for Reentry Veterans (HCRV) specialists and Veterans Justice Outreach (VJO) specialists may assist veterans transitioning from incarceration.
- **Leveraging Technology and Resource Directories**
  - Ensuring that program information is listed in widely used resource directories can help increase referrals.
  - The 211 information and referral system is commonly used by individuals seeking services and should include updated contact information for HVRP programs.
  - Platforms such as Unite Us may also be used in some communities to coordinate referrals and service connections.
  - Each community may have its own resource networks, and grant recipients were encouraged to research local referral systems.
- **Outreach in a Virtual World**
  - Virtual outreach can help connect with veterans who may not be able to access services in person.
  - Strategies may include maintaining an updated website, using social media platforms, distributing newsletters, hosting webinars or virtual career events, and sharing information through online forums.
  - Virtual outreach may be particularly useful for connecting with younger veterans and veterans living in rural areas.
- **Question and Answer (Q&A)**
  - **Question:** An attendee talked about veterans who have serious criminal convictions, including sex offense convictions, and described challenges related to employment opportunities and housing stability.
  - **Answer:** Participants discussed the importance of building partnerships with re-entry programs and state Department of Corrections re-entry centers. These organizations may provide connections to employers willing to hire individuals with criminal justice backgrounds and may also support veterans transitioning back into the community.
  - **Answer:** NVTAC noted that outreach often involves identifying local subject-matter experts and building partnerships that can help address complex barriers faced by participants. NVTAC resources related to serving justice-involved individuals were also referenced.
- **Resources**
  - [Vet Centers](#)
  - [Find VA Locations | Veterans Affairs](#)
  - [National Social Work Program – VHA Social Work](#)

- [National Association of County Veteran Service Officers \(NACVSO\)](#)
- [County Veterans Service Officers – National Association of County Veterans Service Officers](#)
- [State Veterans Service Officers – National Association of County Veterans Service Officers](#)
- [Native American Housing Assistance and Self Determination Act of 1996](#)
- [State Information | HUD.gov](#)
- [HUD Housing Counseling Services](#)
- [Need Homeless Assistance? – HUD Exchange](#)
- [Grantee Contact Information – HUD Exchange](#)
- [PHA Contact Information | HUD.gov](#)
- [HUD-VASH or Tribal HUD-VASH](#)
- [Supportive Services for Veteran Families \(SSVF\)](#)
- [Grant and Per Diem \(GPD\)](#)
- [Healthcare for Homeless Veterans \(HCHV\)](#)
- [Community Resource and Referral Centers \(CRRCs\)](#)
- [Stand Down Events – VA Homeless Programs](#)
- [Department of Health and Human Services – Support Military Families](#)
- [Food and Nutrition Services Contacts | Food and Nutrition Service](#)
- [Federally Qualified Health Centers \(FQHC\)](#)
- [Community Employment Coordinator Contact List – VA Homeless Programs](#)
- [American Job Center Finder | CareerOneStop](#)
- [Apprenticeship Finder | Apprenticeship.gov](#)
- [Goodwill Career Centers](#)
- [Ticket to Work](#)
- [Area Work Incentive Coordinators \(AWIC\)](#)
- [Women Veterans Program Manager \(WVPM\) Locator – Women Veterans Health Care](#)
- [National Association of State Women Veteran Coordinators](#)
- [The Stevens Amendment](#)
- [Reserve Component Transition Assistance Advisor](#)
- [Yellow Ribbon Reintegration Program](#)
- [List of Federal Bureau of Prisons \(BOP\) Locations](#)
- [BOP: Residential Reentry Management Centers](#)
- [State departments of corrections | USAGov](#)
- [FY26 Grantee Referral List](#)
- [Health Care for Re-entry Veterans Services and Resources – VA Homeless Programs](#)
- [Veterans Justice Outreach Program – VA Homeless Programs](#)
- [Veteran Community Action Team \(VCAT\)](#)
- [Walking with Warriors Veteran Navigators](#)

## **Conclusion**

Enrollment-focused outreach is essential for identifying eligible veterans and connecting them with employment services through HVRP. Using a combination of direct engagement, partnerships with community organizations, and targeted outreach strategies can help HVRP grant recipients strengthen their outreach efforts and improve participant enrollment outcomes. Grant recipients were encouraged to research local resources, build strong referral partnerships, and tailor outreach strategies to meet the needs of veterans within their service delivery areas.

You can review the presentation recording here: [NVTAC HVRP CoP February 26, 2026: Outreach and Enrollments](#)