



National Veterans'  
Technical Assistance Center

# Enrollment-Focused Outreach

## Community of Practice

February 26, 2026

# 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.
- Grant recipients should have a comprehensive plan for outreach, recruitment, and engagement of veterans experiencing or at risk of homelessness.

# Outreach Basics

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# Outreach Methods



Direct Engagement



Engagement with  
Secondary Providers



Marketing/Public  
Awareness

# Direct Engagement

A hands-on, one-to-one communication with an individual:

- Performing street outreach at an encampment
- Visiting an emergency shelter to offer eligibility assessments and intakes on site
- Maintaining a space at your local Department of Veterans Affairs (VA) or American Job Center (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 outreach events to connect with eligible 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 housing providers and creating a process for reciprocal referrals
- Planning resource fairs with veteran service organizations
- Joining meetings of the Continuum of Care (CoC) and presenting on your organization's 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

# Outreach Strategies (1 of 2)

- 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 (2 of 2)

- Think beyond the traditional venues to encounter veterans
- Research local versions of programs in your area and resources specific to your area
- Brainstorm and address potential barriers to participation
- Consider how your message translates
- Tailor your message, delivery, timing, location, and methods to the target audience
- Be non-threatening, flexible, and client-centered in your approach
- Focus on building rapport
- Perform follow-up

# How Can I Connect With Eligible Veterans?

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# 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. Be in need of or would benefit from employment services.

# Key Targets: Veteran Services

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# Veteran Services (1 of 3)

- Department of Veterans Affairs (VA)
  - VA Hospitals
  - VA Community-Based Outpatient Clinics (CBOC)
  - Vet Centers
    - Find VA locations here: [Find VA Locations | Veterans Affairs](#)
- Veterans' Health Administration (VHA)
  - VHA Social Workers
    - Find a Social Work Leader in the VA health care system near you here: [National Social Work Program - VHA Social Work](#)

# Veteran Services (2 of 3)

- 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

# Veteran Services (3 of 3)

- [National Association of County Veteran Service Officers \(NACVSO\)](#)
- Find County VSOs here: [County Veterans Service Officers - National Association of County Veterans Service Officers](#)
- Find State VSOs here: [State Veterans Service Officers - National Association of County Veterans Service Officers](#)

# Key Targets: Homelessness Services

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# Department of Housing and Urban Development (HUD) Programs



- Continuum of Care (CoC)
- Public Housing Authorities (PHA)
- [Native American Housing Assistance and Self Determination Act of 1996](#)
- HUD Resource Locators
  - Find information on shelters and housing in your state through HUD's local homeless assistance list here: [State Information | HUD.gov / U.S. Department of Housing and Urban Development \(HUD\)](#)
  - Find HUD participating housing counseling agencies here: [Home](#)
  - Find a homeless continuing care program provider here: [Need Homeless Assistance? - HUD Exchange](#)

# Continuum of Care (CoC)

- Promotes community commitment to ending homelessness
- Provides funding for organizations to support homeless individuals and families and track levels of homelessness
- Offers permanent housing, transitional housing, supportive services only, and, in some cases, homelessness prevention
- Coordinated Entry point for all individuals experiencing homelessness within a given area
- Identify your local CoC here: [Grantee Contact Information - HUD Exchange](#)

# Public Housing Authority (PHA)

- Provides decent and safe rental housing for eligible low-income families, the elderly, and persons with disabilities
- Manages the Housing Choice Voucher (HCV) Program, the federal government's major program for providing housing assistance
- Find your local PHA here: [PHA Contact Information | HUD.gov / U.S. Department of Housing and Urban Development \(HUD\)](#)

# VA Programs

- HUD-VA Supportive Housing (HUD-VASH) or Tribal HUD-VASH: permanent supportive housing vouchers
- Supportive Services for Veteran Families (SSVF): rapid re-housing and homelessness prevention services
- Grant and Per Diem (GPD): transitional housing
- Healthcare for Homeless Veterans (HCHV): street and community outreach to the most vulnerable and veterans not receiving services; frequent entry point to VA services
- Community Resource and Referral Centers (CRRCs): provides veterans who are homeless and at risk of homelessness with one-stop access to community-based, multiagency services to promote permanent housing, health and mental health care, career development and access to VA and non-VA benefits

# Stand Downs

- An event held in a locality for one or more days where services are provided to veterans experiencing homelessness, such as hygiene kits, meals, clothing, employment services, and medical attention
- Organized within a community and brings service providers together, such as the VA, HUD, CoC, etc.
- Many organizations provide services onsite with referrals for continued assistance after the SD event
- Find information on and contacts for upcoming SDs here: [Stand Down Events - VA Homeless Programs](#)

# Other Homelessness Resources

- Encampments
- Public libraries and public transportation hubs
- Emergency shelters/Safe Havens
- Domestic violence shelters
- Warming centers
- Soup kitchens and meal programs
- Transitional Housing
- Plasma donation centers
- Low-cost hotels/motels
- Storage facilities
- Laundromats near shelters

# Key Targets: At-Risk of Homelessness Resources

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# At Risk of Homelessness (1 of 3)

- 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](#)
- U.S. Department of Agriculture
  - Supplemental Nutrition Assistance Program (SNAP), Emergency Food Assistance Program, Special Supplemental Nutrition Program for Women, Infants, and Children (WIC), etc.
  - Find contacts for the Food and Nutrition Services in your state here: [FNS Contacts | Food and Nutrition Service](#)

# At Risk of Homelessness (2 of 3)

- 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 (3 of 3)

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

# Key Targets: Employment and Training Resources

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# VA Employment Programs

- Compensated Work Therapy (CWT)
- Veteran Readiness and Employment (VR&E)
- Veteran Employment Services Office (VESO)
- Veterans Employment Center (VEC)
- VA Office of Small and Disadvantaged Business Utilization
- Homeless Veteran Community Employment Services (HVCES)
  - Community Employment Coordinator (CEC)
    - Find your local CEC here: [Community Employment Coordinator Contact List - VA Homeless Programs](#)

# Other Employment Resources (1 of 2)

- American Job Centers (AJC)
  - Find an AJC near you: [American Job Center Finder | CareerOneStop](#)
- Registered Apprenticeship Programs (RAP)
  - Find RAP near you: [Apprenticeship Finder | Apprenticeship.gov](#)
- State and local Chambers of Commerce
- Workforce Development Boards
- College/University career centers
  - Look for: VA School Certifying Officials (SCO), Veteran/Military Services Department
- Vocational training centers/Trade schools

# Other Employment Resources (2 of 2)

- 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)

# Special Populations

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# Homeless Women Veterans and Homeless Veterans with Children (1 of 2)



- According to Dr. Amy Farkas, the women's health medical director for the Milwaukee VA, women veterans are:
  - Less likely to identify as veterans
  - Less likely to seek out VA services
  - More likely to feel like veteran services are not for them
- To identify women veterans, look beyond the traditional places you would expect to find "veterans"
- Be mindful of the language you use
  - For example, "Are you a veteran?" versus "Have you or a family member ever served?"

# Homeless Women Veterans and Homeless Veterans with Children (2 of 2)



- K-12 school systems
- State and local HHS offices
- Pediatric clinics
- Early Head Start Centers
- Programs for homeless students
  - McKinney-Vento Homeless Liaison
- Domestic violence and family justice centers
- VA Center for Women Veterans (CWV)
  - Find a VA Women Veterans Program Manager (WVPM) here: [Women Veterans Program Manager \(WVPM\) Locator - Women Veterans Health Care](#)
- [National Association of State Women Veteran Coordinators](#)

# Young Veterans (1 of 2)

- Young veterans are more likely to be transitioning from active-duty service, seeking education/training/entry employment, using community locations, and utilizing social media
- Create intentional outreach strategies or events that are younger-veteran centric
  - Use social media that younger populations utilize for outreach, such as Instagram and TikTok, with your agency's approval
  - Adhere to [The Stevens Amendment](#) when posting outreach fliers
  - Display posters with QR codes
  - Ensure HVRP outreach messaging resonates with younger veterans
  - Create feedback loops to hear from the veterans on what resonates

# Young Veterans (2 of 2)

- Transition Assistance Program (TAP)
- Reserve Component Transition Assistance Advisor
- Yellow Ribbon Reintegration Program
- Colleges/Universities
- Career/Technical programs and RAP
- Community locations – gym/fitness centers, cafes, gaming lounges
- Social media

# Justice-Involved Veterans (1 of 2)

- Penal institutions: prisons, correctional centers, detention centers, penitentiaries, jails, re-entry centers
  - Federal Bureau of Prisons (BOP)
    - Find a list of BOP facilities here: [List of BOP Locations](#)
    - Find a list of Residential Reentry Center (RRC) contracts here: [BOP: Residential Reentry Management Centers](#)
  - State Department of Corrections (DOC)
    - Find information on your state DOC here: [State departments of corrections | USAGov](#)
- Halfway houses
- Legal aid clinics/Expungement clinics
- Courts, probation/parole offices, vocational and educational programs for incarcerated individuals, rehabilitation/treatment programs

# Justice-Involved Veterans (2 of 2)

- Legal Services for Homeless Veterans and Veterans At-Risk for Homelessness (LSV-H)
  - Find a list of current LSV-H grantees here: [FY26 Grantee Referral List](#)
- Health Care for Reentry Veterans' Services and Resources (HCRV)
  - Find an HCRV Specialist here: [Health Care for Re-entry Veterans Services and Resources - VA Homeless Programs](#)
- Veterans Justice Outreach Program (VJO)
  - Find a VJO Specialist here: [Veterans Justice Outreach Program - VA Homeless Programs](#)
- Veteran Treatment Courts

# Veterans Transitioning from Certain Institutions

- Long-term care mental health facilities
- Residential treatment facilities
- Hospitals
- Other institutional settings

# Leveraging Technology

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# 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

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

# Research-Driven Approaches

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# 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



**Questions?**

# Thank you!

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