



## HIRE Vets Medallion Award Partner Communication Toolkit

### Contents

*The materials in this toolkit are designed to help you promote your commitment to veteran employment and the Honoring Investments in Recruiting and Employing American Military Veterans (HIRE Vets) Medallion Award. In the digital toolkit you will find the following materials:*

- Overview of the program and the value of partnerships
- HIRE Vets Medallion Award frequently asked questions
- Department of Labor press release on the 2021 HIRE Vets Medallion Award
- Sample email template
- Suggested social media posts
- Suggested dates for social media posts
- Web content: widget and blog post
- Veteran employment quick facts
- Awardee map
- Program graphic and banners



## Overview

*The U.S. Department of Labor Veteran's Employment and Training Services (VETS) is focused on the military to civilian transition process; strategic partnerships are a critical component of increasing veteran employment opportunities. The HIRE Vets Medallion Award is an award given annually that recognizes employers committed to recruiting, employing and retaining veterans. This partner communications toolkit serves as resource for the HIRE Vets Medallion Program to collaborate with federal and local government agencies, nonprofit organizations, and private sector partners to promote the prestigious HIRE Vets Medallion Award. This toolkit offers general information about the HIRE Vets Medallion Award, as well as examples for how this information may be used in collaboration with partner organizations' messaging and outreach. By assisting the Department of Labor in reaching out to businesses and organizations within the partners' networks, partners can help amplify the importance of the HIRE Vets Medallion Award, increase engagement with employers, and ultimately improve veteran career opportunities.*



## HIRE Vets Medallion Program Frequently Asked Questions

### WHAT IS THE HIRE VETS MEDALLION AWARD?

The HIRE Vets Medallion Award recognizes employers who are committed to hiring and retaining veterans in meaningful, long-term careers. Veterans benefit from career growth, and employers gain dedicated employees who make significant contributions with continued service in business.

### WHY PARTICIPATE?

The HIRE Vets Medallion Award is the only federal award of its kind, recognizing an organization's dedication to hiring and retaining veterans in meaningful, long-term careers. The medallion is the highest federal standard for businesses of all sizes and geographic locations.

### HOW DO I GET INVOLVED?

Visit [HIREVets.gov](https://HIREVets.gov) to learn about the application process, sign up for our newsletter, and learn how your business can meet the criteria for this honor. The HIRE Vets Medallion Award application period opens on January 31. Now is the time to ensure employers are aware of the opportunity to earn recognition before the 2021 application period closes on April 30.

### HOW DOES THE PROGRAM WORK?

The [Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017](#) directed a program to recognize employers of all sizes for their investment efforts to recruit, employ, and retain our nation's veterans. An award application fee is required to cover the cost of administering the program so that there will be no cost to the taxpayer. The award criteria are set in the Code of Federal Regulations and applicants can determine if they qualify before they submit.

### FACTS

1. The HIRE Vets Medallion Award is an annual recognition based on current, validated award submissions.
2. Criteria are transparent, easy to identify, and require adherence to rigorous standards.
3. The HIRE Vets Medallion Award is the only federal award recognizing American businesses of all sizes committed to hiring and retaining veterans in meaningful, long-term careers.



## DO I GET RECOGNITION?

Your dedication to employing our veterans demonstrates a commitment to honoring service, economic development, and inclusion in the workplace. Organizations earning the HIRE Vets Medallion Award are recognized by the Department of Labor and can market their medallion award to attract talent and inform customers. Upon notification of the award, you will receive a certificate in the mail, as well as digital assets to use in multimedia platforms. We offer press kits, event invitations, and continued support for local promotions.

## WHAT HAPPENS NEXT?

The HIRE Vets Medallion Award is an annual process, and any business can apply, regardless of previous award submissions. Please see our schedule and requirement criteria. Your business can determine eligibility before submitting a nomination.

Share this information with your colleagues and local, state, or federal contacts to continue honoring investments in recruiting, employing, and retaining our veterans.



## Press Release from Department of Labor January 29, 2021

U.S. Department of Labor | January 29, 2021

### US Department of Labor accepting 2021 HIRE Vets Medallion Award applications

WASHINGTON, DC – The U.S. Department of Labor announced today that its [Veterans' Employment and Training Service](#) is accepting applications for the 2021 HIRE Vets Medallion Award, presented annually to employers that meet standards for excellence in the recruitment, hiring and retention of America's military veterans.

Initiated by the Honoring Investments in Recruiting and Employing American Military Veterans Act of 2017 and administered by VETS, the award recognizes small businesses, non-profit organizations and large companies for leadership in promoting veterans' employment. The open application period marks the beginning of the 2021 [HIRE Vets](#) Medallion Award cycle. Employers that receive the award in 2021 will join [more than 1,000 employers](#) that the department has recognized for their support of America's veterans.

"America's veterans put their exceptional training, skills and experience to work for employers throughout the nation," said Acting Assistant Secretary of Labor for Veterans' Employment and Training James Rodriguez. "The HIRE Vets Medallion Award recognizes employers – of all sizes across many industries – for helping these uniquely qualified workers become valued contributors to our nation's workforce and economy."

To complete the application process, employers must verify that their organization meets award requirements, pay the application fee and comply with the Uniformed Services Employment and Reemployment Rights and the Vietnam Era Veterans' Readjustment acts. Employers must apply by April 30, 2021.

[Apply for HIRE Vets Medallion Award.](#)

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## Email Content

*Email is an easy and effective way to reach out to your networks to share information about the HIRE Vets Medallion Award and why businesses and organizations that you communicate with would benefit from applying for the award. A sample email is provided, but please shape the messaging to be compelling to your stakeholders.*

## Sample Email Calendar

*The award application window is open from January 31 through April 30. Incorporating messages and reminders about the award into your existing newsletters or email communications will help your constituents understand the importance of the award and remind them to apply.*

Timing	Subject
February	Apply for the HIRE Vets Medallion Award
March	Show your commitment to veteran employment
Early April	Don't miss out, apply for the HIRE Vets Medallion Award
Mid-April	Deadline approaching, make sure to apply for the HIRE Vets Medallion Award

## Email Blurb

*Suggested email boilerplate to incorporate.*

Subject: [Partner Organization] supports veteran employment and the HIRE Vets Medallion Award.

Did you know that employers of all sizes can receive an award from the U.S. Department of Labor for their efforts to recruit, employ and retain America's veterans? The HIRE Vets Medallion Award is earned by leading businesses that demonstrate unparalleled commitment to recruiting, employing and retaining veterans

The 2021 HIRE Vets Medallion Award is now accepting applications! Learn more and apply online at [HIREVets.gov](https://HIREVets.gov)



- The award highlights companies and organizations committed to hiring and retaining America’s veterans in good, family-sustaining careers
- The HIRE Vets Medallion Award is the only federal-level veterans’ employment award that recognizes employers
- The application deadline is April 30, 2021

Award recipients will receive a certificate and digital images of the medallion for use as part of their marketing and promotional activities

For more information, visit [HIREVets.gov](https://HIREVets.gov)



## Social Media

*Social media is an effective and efficient way to raise awareness of your support of veteran employment and the HIRE Vets Medallion Award. A very easy way to participate is by sharing social media posts created by Department of Labor. Agency social media accounts can be found on these platforms: [Facebook](#), [Twitter](#), and [LinkedIn](#). We appreciate your sharing our posts and also highly encourage you to produce your own social media posts that will resonate with your followers.*

## Suggested Social Media

*The messages below can be tailored to post from your social media platforms to promote your company's support of the HIRE Vets Medallion Award.*

### Twitter

- We support veteran careers. Do you? Learn how you can be recognized through @VETS\_DOL's #HireVets Medallion Award at [HIREVets.gov](#)
- The #HireVets Medallion Award is earned by leading businesses that demonstrate unparalleled commitment to attracting and retaining veterans. Find out if you qualify for the award at [HIREVets.gov](#)

### LinkedIn and Facebook

- The Department of Labor is now accepting applications for the HIRE Vets Medallion Award! The award highlights employers who are committed to not just hiring veterans, but retaining them in meaningful, long-term careers. Apply online today: [HIREVets.gov](#)
  - Tag Department of Labor
- **[Insert partner name]** is proud to support veteran careers. Do you? Learn more about the U.S. Department of Labor's #HireVets Medallion Award which shows a commitment to recruiting, employing, and retaining veteran employees. As an awardee, you'll receive tools to demonstrate your commitment to veteran employment. Learn more at [HIREVets.gov](#)
  - Tag Department of Labor
- The HIRE Vets Medallion Program is the only federal veterans' employment program that recognizes commitment to veteran employment, retention, and professional development. Learn more by visiting [HIREVets.gov](#)
  - Tag Department of Labor





**Suggested dates and observances to schedule social media:**

- |  |  |
|--|--|
| February 11 Women in Science Day                 | June 6 D-Day                                     |
| February 14 Valentine’s Day                      | June 14 Flag Day / US Army’s Birthday            |
| February 15 Presidents Day                       | July 4 Independence Day                          |
| February 19 National Caregivers Day              | July 5 Hire a Veteran Day                        |
| March 5 Employee Appreciation Day                | August 7 Purple Heart Day                        |
| March 8 International Women’s Day                | August 26 Women’s Equality Day                   |
| March 17 St. Patrick’s Day                       | September 11 9/11 Remembrance Day                |
| March 19 National Day of Honor                   | September 15 IT Professionals Day                |
| March 29 National Vietnam War Veterans Day       | September 22 American Business Women’s Day       |
| April 9 National Former POW Recognition Day      | October (2 <sup>nd</sup> Monday) Columbus Day    |
| April 18 – 24 National Volunteer Week            | October 13 US Navy’s Birthday                    |
| April 24 Take our Daughters and Sons to Work Day | October 16 National Boss’s Day                   |
| May 4 National Teachers Day                      | October 26 National Day of the Deployed          |
| May 4 May the Fourth Be with You                 | November 10 Marine Corps Birthday                |
| May 6 National Nurses Day                        | November 11 Veterans Day                         |
| May (2 <sup>nd</sup> Friday) Military Spouse Day | November (4 <sup>th</sup> Thursday) Thanksgiving |
| May (3 <sup>rd</sup> Saturday) Armed Forces Day  | December 7 Pearl Harbor Remembrance Day          |
| May (Last Monday of the month) Memorial Day      | December 13 National Guard Birthday              |
|  | December 25 Christmas                            |



## Web content

*Embedding a widget on your webpage is a simple way to add a link to information on the award on your company's or organization's webpage. If a blog post is part of your organization's communication, we have provided a sample post.*

## Widgets

*You may embed the HIRE Vets Medallion Program to promote your support of the program by using one of [these widgets](#) on your website or social media platform. **\*note, if you would like to alter these images, you must contact us in advance for concurrence and approval.***

## Suggested Blog Post

Many recognized business leaders advocate hiring veterans as a good business practice. These business leaders know from experience that veterans often bring the following attributes and characteristics to the workplace: proven leadership, mission focused approach to work, technical skills, strong work ethic, and many other strengths.

The U.S. Department of Labor's HIRE Vets Medallion Program recognizes employers of all sizes for their efforts to recruit, employ, and retain America's veterans. The HIRE Vets Medallion Award is earned by leading employers across three different size categories – small (1-50 employees), medium (51-499), and large (500 or more). Award recipients range from small businesses and community-based nonprofits to larger companies.

The medallion selection includes rigorous criteria that demonstrate an employers' long-term commitment to veteran employment.

- The award highlights companies and organizations committed to hiring and retaining America's veterans in good, family-sustaining careers
- The HIRE Vets Medallion Award is the only federal-level veterans' employment award that recognizes employers
- The application deadline is April 30

Award recipients will receive a certificate and digital images of the medallion for use as part of their marketing and promotional activities. The application period is now open! Learn more and apply online at [HIREVets.gov](https://HIREVets.gov)



## Veteran Employment Quick Facts

- In 2020, 18.5 million men and women were veterans, accounting for about 7 percent of the civilian population age 18 and over. Of all veterans, 1 in 10 were women.
- Approximately 48% of the veteran population is in the workforce, nearly 9 million workers, which is less than 6% of the total workforce.
- Each year there are nearly 200,000 service members transitioning from the military to the civilian workforce.
- Within the military there are over 1100 career specialties.
- Veterans often bring the following attributes and characteristics to the workplace: proven leadership, mission focused approach to work, technical skills, strong work ethic, and many other strengths.
- Only 28% of high school seniors can qualify for military service.
- American Job Centers give businesses access to resources they need to recruit, train, and retain a skilled Veteran workforce. They may also be known as “Career One-Stops” or “Career Centers” depending on the state.

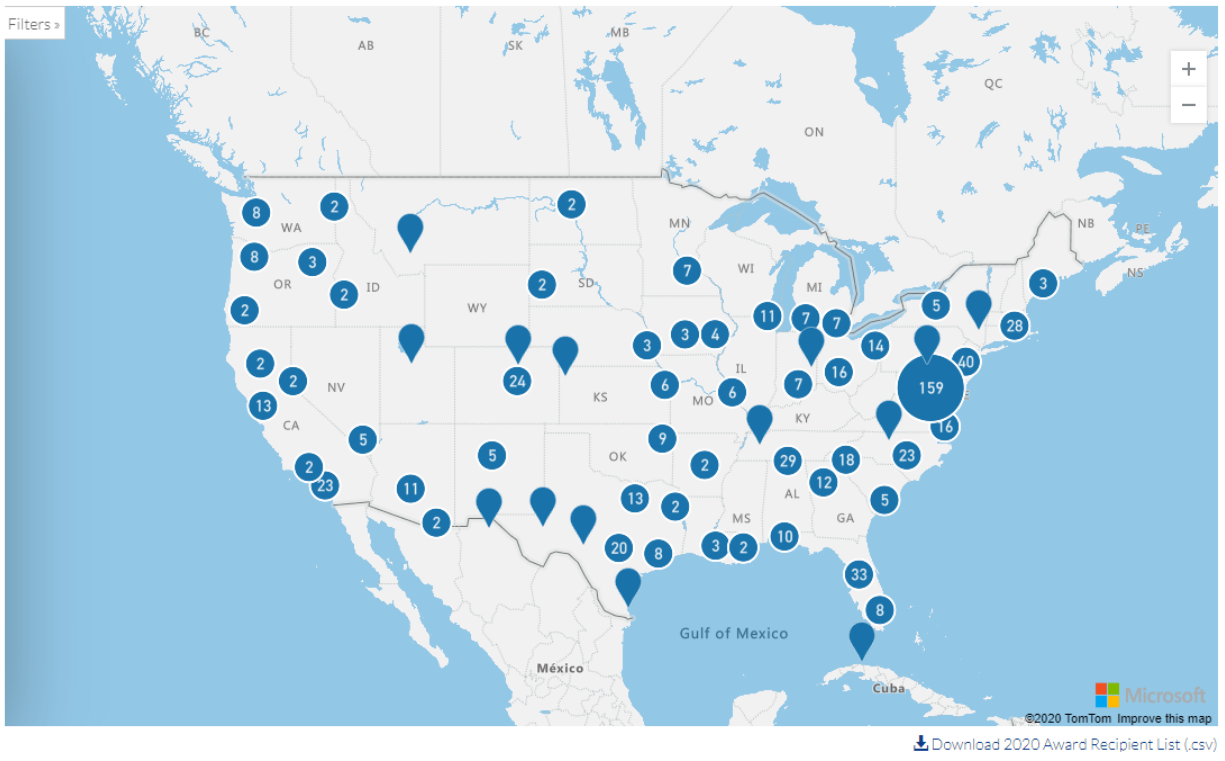


## HIREVets.gov/Awardees Map

The HIRE Vets Medallion Award program is proud to recognize businesses committed to recruiting, employing, and retaining our nation's veterans.

One way the program recognizes recipients is by highlighting those businesses at HIREVets.gov. This helps attract top talent by letting veterans entering the civilian workforce know that a business is veteran ready. Award recipients are included on the map with a hyperlink to their own recruiting website.

### Award Recipients





### Program Graphic and Banner

You may share the HIRE Vets Medallion Program by sharing these approved graphics on your website or favorite social media platform. You can also download them [here](#).



