COOL TOOLS FOR OUTREACH STRATEGIES

Effective outreach for veterans who are experiencing homelessness is a multi-step process that involves a range of activities. The following toolkits can help you get to know your audience, efficiently deliver an appropriate message, and connect with your community.

Knowing Your Audience

Women's Health Outreach Toolkit

http://www.va.gov/womenvet/outreach.asp

Although primarily geared toward health care, this toolkit from the U.S. Department of Veterans Affairs' Center for Women Veterans includes a profile on the demographics and needs of female veterans.

America's Heroes at Work – Veterans Hiring Toolkit

http://www.dol.gov/vets/ahaw/Educate.htm

Step #2 of this online toolkit from the U.S. Department of Labor is devoted to creating a welcoming and educated workplace for veterans, which includes developing competence in military culture and understanding post-traumatic stress disorder (PTSD) and traumatic brain injury (TBI).

Make the Connection: Shared Experiences and Support for Veterans

http://maketheconnection.net/

This U.S. Department of Veterans Affairs website is dedicated to connecting veterans and their friends and family members with information, resources, and solutions to issues that impact their lives. The Self-Assessments feature helps users decide whether they should follow up with professionals for possible PTSD, depression, or substance use issues.

Delivering Your Message

Engaging Veterans and Families to Enhance Service Delivery

http://www.familyhomelessness.org/media/174.pdf

The National Center on Family Homelessness created this tool kit to enhance support for veterans' use of government and community-based services. It presents tools, resources, best practices, lessons learned, and cutting-edge research for community-based organizations to consider using for their staffing, program design, delivery, and outreach and engagement of veterans.

Connecting with Your Community

Hiring Veterans: A Step-by-Step Toolkit for Employers

http://www.dol.gov/vets/ahaw/

This U.S. Department of Labor toolkit is designed to assist and educate employers who have made the proactive decision to include transitioning service members and veterans in their recruitment and hiring initiatives. Step #1 of the six-step process discusses basic elements to help in planning and includes the top 10 reasons to hire veterans. Step #3 explores how to connect employers' needs with veterans seeking jobs.

Suppport from Behind the Lines: 10 Steps to Becoming a Military-Ready Employer

http://www.shrm.org/TemplatesTools/Toolkits/Documents/12-0177%20Behind_the_Lines__Toolkit_FNL.pdf

Going beyond educating employers on the value of hiring veterans, this toolkit from the Society for Human Resource Management guides human resource professionals and business leaders on finding and supporting veterans. Assessing the culture and resources of an organization in relation to military-connected employees is also discussed.

Working with Employers: Skills and Strategies for Job Development Success–Participant Workbook

http://www.issuelab.org/resource/working_with_employers_skills_and_strategies_for_job_development_success_participant_workbook

This course offers 10 skill development modules (each 2 ½ to 3 hours in length) that can strengthen the effectiveness of frontline staff involved in job development. Core Session I teaches how to develop a winning pitch based on the services job seekers can provide to employers. Core Session II addresses getting to know employers' needs. The textbook *Job Development Essentials: A Guide for Job Developers (Second Edition)* provides all the background reading for the course. Though the organization that developed these materials, Public/Private Ventures, has ceased operations, its publications are archived with the Foundation Center's IssueLab.

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