

# EFFECTIVE OUTREACH AND ENGAGEMENT

Efficient delivery of support services to the military family is complex.

The availability of services and programs in support of transitioning and reintegrating military families does not ensure their participation and acceptance. Community-based organizations and government agencies face continuous challenges identifying, attracting, and effectively engaging veterans.



## How to Identify, Attract, and Engage Veterans

BUILD PARTNERSHIPS with organizations that are effectively operating within the veteran/military family landscape as well as with those that do not exclusively provide services to this population. Share your detailed information and have your new partners ask the following questions : “Have you ever served in the Armed Forces?” “Has anyone in your family served in the military?” Examples include:

### **Traditional**

State Veterans Administration  
American Legion  
Veteran Service Officers  
Veterans’ Centers  
Veterans Of Foreign Wars  
Chambers of Commerce

### **Innovative**

National Guard Joining Community Forces  
Local Student Veterans of America  
Community/County Level Veterans’ Service Officers  
Veterans’ Services Associations  
Military installations/armories  
Public Health Clinics and Hospital Social Workers

## Talking Points

- **Expand the number/scope of public-private partnerships to enhance the ability to identify, attract, and effectively engage veterans/families.**
- **Address existing barriers that limit access, delivery, and the use of vital programs and services in support of veterans/military families (i.e. lack of trust and preconceived notions/stigma of using behavioral health services).**
- **Greater outreach and community engagement will increase awareness and improve utilization of Veteran and military family programs and services.**
- **Ultimately, if your organization “Provides a Proven Service”, your reputation supporting Veterans/military families will be lasting.**

• Corporation for National and Community Service. (Producer). (2012). Outreach Strategies to Identify and Engage Veterans in Your Programs and Services [Video webcast]. In VMF Wednesday Webinar Series. Retrieved from <http://www.nationalserviceresources.org/videos/outreach-strategies-identify-and-engage-veterans-your-programs-and-services>

• Greendinger, R., and Spadoni, P. (2010). Engaging Veterans and Families to Enhance Service Delivery: A Toolkit for Community-Based Organizations. The National Center on Family Homelessness. Available at [www.familyhomelessness.org/resources](http://www.familyhomelessness.org/resources)

• Habitat for Humanity (2012). Veterans Initiative Best Practices 2011-2012. Retrieved from <http://www.nationalserviceresources.org/samples/habitat-humanity-veterans-initiative-manual>

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Chairman’s Office of Reintegration

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