

# **Women Veterans Jobs Initiative**

**Hiring 1,000 Women Veterans by 2022**



[www.womenveterans.com](http://www.womenveterans.com)

Dear Corporate Sponsor:

We are pleased to learn of your interest in the Women Veterans Jobs Initiative (WVJI), sponsored by Veteran Recruiting Services & companies that share our passion for ensuring the women who have worn the Nation's uniform secure rewarding careers after service.. Together we are challenging American businesses to join us in hiring at least 1,000 Women Veterans by the end of 2022. Women Veterans represent the best this country has to offer, and through the WVJI, we hope to educate more employers of the benefits realized when hiring female veterans.

By joining the WFJI, your business will have a direct impact on the very lives of the women who have served and sacrificed protecting us all. You will find details on the WVJI as you read on, and we encourage you to look through the materials to determine if this is an effort your company may want to support.

Sincerely,

Kevin O'Brien  
President  
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[www.womenveterans.com](http://www.womenveterans.com)

## **What is the Women Veterans Jobs Initiative?**

Veteran Recruiting and leading companies are teaming up to hire or train at least 1,000 Women Veterans by the end of 2022. Through the Women Veterans Jobs Initiative (WVJI), participating companies will be given access to a wide range of highly qualified, women veteran talent that may be seeking employment. By educating employers on what skills, training, education, and experience a female veteran brings to the table, we will help at least 1,000 Women Veterans find rewarding careers after serving the Nation.

## **Why a Company Should Join**

Your company will join a growing list of America's best companies who recognize and value the skills, training, commitment, education, and character that Female Veterans represent. You will benefit from learning what other companies are doing to recruit, hire, and retain top veteran talent. Each company who supports the Women Veterans Jobs Initiative will greatly benefit from adding more gender diversity, veterans, and workers with disabilities to their workforce.

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## **What Women Veterans Jobs Initiative members receive**

- There is no-cost to support the Women Veterans Jobs Initiative, but you are required to report your hires each quarter
- Logo on [www.womenveterans.com](http://www.womenveterans.com)
- Five (5) job postings on [www.veteranrecruiting.com](http://www.veteranrecruiting.com)
- Companies are approved to display Women Veterans logo on website and marketing materials (see logo regulations)

## **Paid Sponsorship- \$10,000**

- Logo and link on [www.womenveterans.com](http://www.womenveterans.com)
- Jobs scraped daily and placed on [www.veteranrecruiting.com/jobs](http://www.veteranrecruiting.com/jobs)
- Participation in 4 Women Veteran virtual career fairs
- Dedicated veteran virtual career fair for the company
- The company is approved to display Women Veterans logo on website and marketing materials (see logo regulations)
- Email blast to all veterans in the VR network announcing your company as a leading sponsor of the Women Veterans Jobs Initiative
- Social media campaign announcing your company's support of the Women Veterans Jobs Initiative

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## What is a Virtual Career Fair?

The Virtual Career Fair is a fully interactive, 3D environment that allows an employer and job seeker to meet and interact in an efficient, effective and environmentally friendly manner.

### The Virtual Career Fair allows an employer to:

- Meet with veterans nationwide in real time
- Recruit nationwide in a few hours
- Project a cutting-edge image to veteran job seekers
- Reduce carbon footprint
- Save time, money, and resources

## How it Works

Veteran Recruiting will design a virtual booth that matches your company image and brand. Each virtual booth includes a video greeting, information tabs, live chat, and contact buttons.

## Virtual Career Fair Features

- Company booth holds content and materials to educate the veteran on who your company is, what you have to offer, and why they should consider joining your team
- Live Chat
- Tracking and reporting of all attendees that visit your booth
- Company video
- Social media integration



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## Pledge of Support Certificate



### Women Veterans Jobs Initiative

**WHEREAS**, as employers of the United States of America, we acknowledge the tremendous sacrifices Women Veterans have endured defending our great nation.

**WHEREAS**, we recognize that many Women Veterans struggle to find suitable employment after service to the country

**WHEREAS**, we recognize and value the skills, training, motivation, education, and character that Women Veterans bring to the civilian workforce.

**NOW THEREFORE;**

- We will make every effort to recruit, hire, and retain Women Veterans
- We will report on a quarterly basis to the best of our ability, the number of veterans added to our workforce
- We will continue to strive for new and innovative ways to recruit all veterans
- We will ensure our managers and supervisors have the skills and tools necessary to effectively recruit Women Veterans
- We fully recognize, honor and enforce the Uniformed Service Employment and Reemployment Rights act (USERRA)

\_\_\_\_\_  
COMPANY REPRESENTATIVE

  
\_\_\_\_\_  
KEVIN O'BRIEN, PARTNER VETERAN RECRUITING

  
COMPANY LOGO

## Logo Usage

Once your company has been approved to join the WVJI, you can use the Women Veterans Employer logo to promote your membership. This logo is approved for use on all promotional materials your company may advertise in showing your support of the Women Veterans Jobs Initiative. A guideline document has been created to assist you in the use of this logo. Additionally, we have also created a template press release to announce your company's support of the WVJI.

## LOGO USAGE GUIDELINES

Veteran Recruiting has a very powerful following and influence within the veteran community. By using the Women Veterans Jobs Initiative logo on your promotional material, you can identify your company with the effort to employ our heroes.

### Use of Logo in Promotion Materials

- Letterhead
- Website
- Virtual booth
- Career Fairs
- Direct Mail
- Press releases
- Social Media
- Web and print banners/billboards
- Advertising

### Logos

- Download the logo in electronic format (will be provided)

### Logo Usage

- Do not alter or add to the logo
- Do not change any of the logo colors
- The logo must never be used in conflict with other elements
- Do not put logo over busy backgrounds
- Do not increase/decrease the resolution of the logo
- Do not change the size of the elements of the logo in comparison to each other, and do not add patterned fills, photos or other elements to the logo. The consistency of the logo is what keeps the brand intact

Women Veterans Jobs Initiative Logo



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