



HIRE VETS MEDALLION PROGRAM

# **AWARD RECIPIENT MARKETING TOOLKIT**

U.S. DEPARTMENT OF LABOR



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# HIRE Vets Medallion Program

## 2024 Award Recipient Toolkit

### OVERVIEW

Congratulations on your selection and pending official announcement as a HIRE Vets Medallion Award recipient. We thank you for your dedication to recruiting, employing, and retaining veterans in meaningful careers.

The HIRE Vets Medallion Award is scheduled to be officially awarded to you on Thursday, October 31, 2024, at a virtual presentation ceremony. Your physical award will be mailed to the address you indicated in your application on October 21, 2024.

**Awards are not official until **October 31, 2024**, and your selection may not be released publicly prior to this date. We encourage you to use the time between notification and official award to prepare to publicize your achievement.**

The materials in this toolkit are designed to help you promote that your company will receive a HIRE Vets Medallion Award. In the toolkit you will find the following materials:

- Press Release Sample
- Social Media Content
- HIREVets.gov Online Map of Awardees Information
- Email Template
- Program Graphics
- Widgets for your website or blogs

Your HIREVets.gov account holder will be able to log in to your account on Thursday, October 31 and download the 2024 HIRE Vets Medallion Award image(s) from the account dashboard. If you have previously earned the award, you will also be able to download those HIRE Vets Medallion Award images.

Questions? Visit [HIREVets.gov](https://hirevets.gov) or reach out to Randall Smith, Program Director, at [HIREVets@dol.gov](mailto:HIREVets@dol.gov).

### KEY DATES





## PRESS RELEASE SAMPLE

The below template serves as a starting point to help you share your accomplishment with your media contacts, customers, and other stakeholders.



### **[COMPANY] RECEIVES 2024 HIRE VETS MEDALLION AWARD FROM THE U.S. DEPARTMENT OF LABOR**

**[DATELINE]** – U.S. Acting Secretary of Labor Julie A. Su recognized [COMPANY] as one of the 839 recipients of the 2024 HIRE Vets Medallion Award during a virtual award ceremony presented by U.S. Department of Labor. [COMPANY] earned the [platinum/gold] award after applying earlier this year. The Honoring Investments in Recruiting and Employing American Military Veterans Act (HIRE Vets Act) Medallion Program is the only federal award program that recognizes employers who successfully recruit, hire, and retain veterans.

["QUOTE FROM COMPANY ABOUT WHY IT APPLIED," SAID COMPANY REPRESENTATIVE. "QUOTE ABOUT HOW COMPANY PRIORITIZES VETERAN HIRING AND DEVELOPMENT."]

[COMPANY] joins 838 other companies from 49 states, plus the District of Columbia, who have shown a commitment to hiring veterans, but also ensuring that they have a long-term career and growth plan that uses the diverse skills they acquired through their military service.

Recipients of the 2024 HIRE Vets Medallion Award meet rigorous employment and veteran integration assistance criteria, including veteran hiring and retention percentages; availability of veteran-specific resources; leadership programming for veterans; dedicated human resource efforts; pay compensation and tuition assistance programs for veterans. More than 1,600 employers have earned a HIRE Vets Medallion Award since 2019.

#### **About [COMPANY]**

[COMPANY BOILERPLATE]

#### **About the HIRE Vets Medallion Program:**

The HIRE Vets Medallion Award is earned by businesses that demonstrate unparalleled commitment to attracting, hiring and retaining veterans. The 2025 HIRE Vets Medallion Award application period will open to employers on Jan. 31, 2025. For more information about the program and the application process, visit [HIREVets.gov](https://HIREVets.gov).

There are different awards for large employers (500-plus employees), medium employers (51-499 employees), and small employers (50 or fewer employees). Additionally, there are two award tiers: platinum and gold.



## SOCIAL MEDIA CONTENT

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

### X

- We're proud to be recognized by @USDOL as a 2024 #HIREVetsMedallion Award recipient. Learn more about how we support veterans and their career goals: [insert link to press release or recruiting page]
- [insert company name] believes in supporting veterans' careers. We're proud to be recognized by @USDOL as a 2024 #HIREVetsMedallion Award recipient. Learn more at [HIREVets.gov](https://HIREVets.gov)
- The #HIREVetsMedallion Award is earned by businesses that demonstrate unparalleled commitment to attracting and retaining veterans. We're proud to have been recognized by @USDOL as a 2024 recipient.

### LinkedIn

- [Insert company name] was recognized by the @U.S. Department of Labor as a HIRE Vets Medallion Award recipient for our commitment to recruiting, employing, and retaining veterans. We're proud to support veteran and their career goals. Insert graphic]
- The HIRE Vets Medallion Award is earned by businesses that demonstrate unparalleled commitment to attracting and retaining veterans. We're proud to be a recipient of the 2024 #HIREVetsMedallion Award. [Insert link to press release]

### Facebook

- [Insert company name] was recently recognized by the @U.S. Department of Labor as a 2024 #HIREVetsMedallion Award recipient for our commitment to recruiting, employing, and retaining veterans. We're proud to support veterans and their career goals. Learn more by visiting [HIREVets.gov](https://HIREVets.gov) or [insert company website].
- The HIRE Vets Medallion Program is the only federal veterans' employment program that recognizes commitment to veteran hiring, retention, and professional development. We're proud to be a recipient of the 2024 HIRE Vets Medallion Award. Learn more by visiting [HIREVets.gov](https://HIREVets.gov) or [insert company website].

### Instagram

- [Insert company name] was recently recognized by the U.S. Department of Labor - @usdol - as a 2024 #HIREVetsMedallion Award recipient for our commitment to recruiting, employing, and retaining veterans. We're proud to support veterans and their career goals. Learn more by visiting the link in our bio.
- The HIRE Vets Medallion Program is the only federal veterans' employment program that recognizes commitment to veteran hiring, retention, and professional development. We're proud to be a recipient of the 2024 #HIREVetsMedallion Award. Learn more by visiting the link in our bio.

## SOCIAL MEDIA GRAPHICS

The graphics below – sized to specific social media platform requirements – can be used to promote your company’s HIRE Vets Medallion Award.

Twitter Graphics (1200 x 675 pixels)



Facebook Graphics (1200x628)



High Resolution (4267 x 2133) .jpg



Instagram Graphic (1080 x 1080 pixels)



HIREVets Medallion Program Logo (3252 x 2617 pixels)







## ONLINE MAP OF AWARDEES

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

One way the program recognizes recipients is by highlighting you at [HIREVets.gov/Awardees](https://hirevets.gov/Awardees). As a recipient, you can **add a link to your website** on the map. This helps attract top talent by letting veterans entering the civilian workforce know that a business is veteran-ready.



» add a link to your website



## EMAIL TEMPLATE

As a HIRE Vets Medallion Award recipient, sharing this achievement with your staff and stakeholders is a great way to highlight your continued support and commitment to the veterans you currently employ and future veteran candidates. A sample email template is provided below for your use.

NEW MESSAGE



**Subject:** [Company] Recognized with 2024 HIRE Vets Medallion Award

[COMPANY] is honored to announce that the U.S. Acting Secretary of Labor Julie A. Su recognized [COMPANY] as one of the 839 recipients of the 2024 HIRE Vets Medallion Award during a virtual award ceremony. We earned the [Large/Medium/Small] [Platinum/Gold] award after applying earlier this year and meeting the qualifications. The HIRE Vets Medallion Award is earned by businesses that demonstrate unparalleled commitment to recruiting, hiring, and retaining veterans.

Recipients of the 2024 HIRE Vets Medallion Awards meet rigorous employment and veteran integration assistance criteria, ranging from veteran hiring and retention to providing veteran-specific resources, leadership programming, dedicated human resources, pay compensation and tuition assistance programs.

We're proud to be recognized with this elite award, and hope you share in our excitement. We invite you to join us in sharing this news with your family, friends, and colleagues. To learn more about our work with veterans, visit [link to veteran program company page] and to learn more about the award, visit [HIREVets.gov](https://HIREVets.gov)

Best,

[Name]



Send







## PROGRAM GRAPHICS

Help us spread the word on the HIRE Vets Medallion Program by sharing this graphic on your website or favorite social media platform.

### PROGRAM GRAPHIC

Help us spread the word on the HIRE Vets Medallion Program—the only federal level award to recognize employers of all sizes for their efforts to recruit, employ, and retain our nation’s veterans—by sharing this graphic on your website or favorite social media platform.

[Click Here to Save](#)



### PROGRAM BANNER

Help us spread the word on the HIRE Vets Medallion Program—the only federal level award to recognize employers of all sizes for their efforts to recruit, employ, and retain our nation’s veterans—by sharing this graphic on your website or favorite social media platform.

[Click Here to Save](#)



### ADVERTISING PROGRAM PRODUCTS

Help us spread the word on the HIRE Vets Medallion Program—the only federal level award to recognize employers of all sizes for their efforts to recruit, employ, and retain our nation’s veterans—by creating one of these tablecloths, 10’ by 10’ backdrop, or 81” x 33.375” pop-up banners.

[Contact the program office](#) to obtain the actual files with enough resolution to produce a product.





## POSTCARDS

Help us spread the word on the HIRE Vets Medallion Program—the only federal level award to recognize employers of all sizes for their efforts to recruit, employ, and retain our nation’s veterans—by downloading and printing these postcards, which can then be handed out to interested parties.

[Click Here to Save](#)



## SIGNATURE LINE GRAPHIC

Help us spread the word on the HIRE Vets Medallion Program by using this signature block within your emails. Not sure how to add it to add it to your email? Select your email service provider below for instructions.

[Outlook](#) | [Gmail](#)

[Click Here to Save](#)



## MEDALLIONS

To use your awarded medallion image(s), refer to [Page 2 of this toolkit](#).

You may also use the overall HIRE Vets Medallion Award program logo in your marketing efforts.

[Click Here to Save](#)





## WIDGETS

Help us spread the word on the HIRE Vets Medallion Program—the only federal level award to recognize employers of all sizes for their efforts to recruit, employ, and retain our nation’s veterans—by utilizing one of these widgets on your website or blog. The below graphics are for sample viewing only, the code below will be to the pixel size indicated above the widgets.

600 x 86 pixels



```
<a href="https://www.hirevets.gov/"></a>
```



```
<a href="https://www.hirevets.gov/"></a>
```

400 x 93 pixels



```
<a href="https://www.hirevets.gov/"></a>
```



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<a href="https://www.hirevets.gov/"></a>
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<a href="https://www.hirevets.gov/"></a>
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<a href="https://www.hirevets.gov/"></a>
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250 x 161 pixels



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<a href="https://www.hirevets.gov/"></a>
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<a href="https://www.hirevets.gov/"></a>
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