



MAKE CAMO YOUR CAUSE

MAKE CAMO YOUR CAUSE TO

#HONORUSVETS

SHOP CAMO. WEAR CAMO. SHARE CAMO.

**2024 VETERANS DAY CAMPAIGN
PARTNERSHIP OPPORTUNITIES**

U.S.VETS IS ON A MISSION TO END VETERAN HOMELESSNESS IN THE UNITED STATES.



CAMO★...

...WAS DESIGNED TO CONCEAL AND PROTECT OUR SOLDIERS IN COMBAT.

Today in America, as civilians we wear camouflage and purchase camo print products every day. It's seen in communities across the nation in local stores and neighborhoods, in fashion, on products and more.

This brochure explains the many impactful ways to partner with **U.S.VETS** and **Make Camo Your Cause** to **#HONORUSVETS** this and every Veterans Day!

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THE CAMPAIGN

Together, we will forever change what it means to wear camo here at home while putting an end to veteran homelessness. Thank you for uplifting our veterans!

Stephen J. Peck, President & CEO, U.S.VETS, USMC '68-'71

MAKE CAMO YOUR CAUSE TO #HONORUSVETS



OVERVIEW

“Veterans” and “Homelessness” should never be in the same sentence, and yet, many of those who bravely served our country find themselves sleeping on the streets they fought so bravely to protect.

Make Camo Your Cause to #HONORUSVETS establishes the camo print as the official symbol of veteran support.

THE IDEA

In a 2016 visit to The Home Depot headquarters in Atlanta, **U.S.VETS** leadership noticed the branded camo print merchandise hanging on the wall. A light bulb went off!

Seeing camo sold by such a recognizable American brand was a reminder that the camo print is a staple across the nation...it shows our patriotism and our pride, so with intention we set out to answer the following question:

CAN U.S.VETS TRANSFORM THE CAMO PRINT INTO A SYMBOL OF SUPPORT FOR OUR NATION'S VETERANS?

Through the **Make Camo Your Cause to #HONORUSVETS** campaign, **U.S.VETS** seeks to bring visibility and awareness to our mission to end veteran homelessness in the United States while transforming what it means to wear camo here at home.



#HONORUSVETS

EVERY DOLLAR COUNTS



\$100M

Generated annually to
U.S.VETS



\$.85

of every dollar spent on
programs



5,000

veterans housed a night

YOUR SUPPORT PROVIDES!

HOUSING

WORKFORCE DEVELOPMENT

MENTAL HEALTH & WELLNESS

SUPPORTIVE SERVICES

INTERVENTION

PREVENTION

ADVOCACY

CAMPAIGN PARTNERS

YOU'LL BE IN GOOD COMPANY! Join **U.S.VETS** and our campaign partners. Help put an end to veteran homelessness in the United States and **Make Camo Your Cause** to #HONORUSVETS this and every Veterans Day!

PREMIUM PARTNERS



PREMIER PARTNERS



PROMOTIONAL PARTNERS



WE WANT YOU!

THE ASK

U.S.VETS developed our campaign strategy after studying cause marketing campaigns that have successfully connected a cause to a color or print. Three common achievements include:

- ★ **DRIVE AWARENESS**
to the mission and increase the visibility of the organization.
- ★ **RAISE UNRESTRICTED FUNDS**
that support expansion of programs and services.
- ★ **CONNECT A COLOR OR COLOR PATTERN TO OUR CAUSE**
through grassroots cause marketing.

To achieve this, **U.S.VETS** makes it simple to **Make Camo Your Cause to #HONORUSVETS**. We are asking every person, company, small business, veteran, family, pet and more to:

- ★ **SHOP CAMO!**
Shop camo with **U.S.VETS** and our partners at shop.usvets.org.
- ★ **WEAR CAMO!**
Wear camo to show your support for our nation's veterans.
- ★ **SHARE CAMO!**
Share your camo on social using **#HONORUSVETS**.



SHOP CAMO

The team at ALTAMA® had a great time **Making Camo Our Cause to #HONORUSVETS** this past Veterans Day! We were honored to create Camo-Life team t-shirts and donate a portion of profits from our camo products to support **U.S.VETS'** mission to end veteran homelessness in the United States!

Heather Roach, Altama®

MAKE CAMO YOUR CAUSE TO #HONORUSVETS



2023 SHOP PARTNERS & PROMOTIONS

Make Camo Your Cause to #HONORUSVETS through a cause marketing partnership supporting U.S.VETS!

U.S.VETS Shop Partners are promoted on usvets.org/shop-partners. Your company logo will be prominently displayed in addition to your product image with a link directing consumers to your website.



CAUSE MARKETING OPPORTUNITIES

There are several ways to engage in the **Make Camo Your Cause to #HONORUSVETS** campaign. This year, we look to expand cause marketing and engage corporations, retail partners, and small and veteran-owned businesses in connecting the camo print to support our nation's most vulnerable veterans.

Whether your promotion runs on Veterans Day, throughout the month of November, during Military Appreciation Month in May, or all year long, **U.S.VETS** customizes each opportunity to fit our partners' goals and capabilities. Below is a snapshot of engagement opportunities:



CAMO PRODUCT PROMOTIONS TO #HONORUSVETS

- **DEDICATE CAMO** – Donate a portion of proceeds from existing camo products.
- **CREATE CAMO** – Design a camo product and donate a portion of proceeds.
- **TAG CAMO** – Tag any product with the campaign logo and donate a portion of proceeds.



POINT-OF-SALE PROMOTIONS TO #HONORUSVETS

- **COLLECT DONATIONS** – Offer the opportunity to donate at checkout.
- **ROUND-UP CAMPAIGN** – Round up to the nearest dollar at checkout and donate the change.
- **PROMO CODE** – Publicize a promo code and donate a portion of sales.



GENERAL PROMOTIONS TO #HONORUSVETS

- **SALES PROMOTIONS** – Customize a proceeds promotion with **U.S.VETS**.
- **DINE & DONATE** – Develop a restaurant promotion to **#HONORUSVETS**.
- **AUCTIONS** – Donate unique experiences and once-in-a-lifetime opportunities.



WEAR CAMO

Each year, we come together to wear camo with **U.S.VETS**.

For the last two years, we have had the pleasure of volunteering as a firm to serve meals to veterans living at **U.S.VETS** Inglewood, providing them with an annual Thanksgiving celebration! Each year, we come together to wear camo with **U.S.VETS** and have created custom JSSK **HONORUSVETS** sweatshirts! We are thrilled to support and look forward to our continued work together!

Hannah Linkenhoker, Chief Engagement Officer, Johnson, Shapiro, Slewett, & Kole LLP

MAKE CAMO YOUR CAUSE TO #HONORUSVETS



U.S.VETS SHOP OFFICIAL MERCHANDISE

U.S.VETS Shop (shop.usvets.org) features exclusive HONORUSVETS branded camo merchandise. Partners are encouraged to share the shop with employees and their broader corporate community. Proceeds support U.S.VETS and it's an easy way for everyone to engage in the campaign individually and collectively by wearing their HONORUSVETS official camo gear on Veterans Day.



COMMUNITY ENGAGEMENT

Make Camo Your Cause to #HONORUSVETS with a community of veteran supporters this and every Veterans Day! This campaign is a great way to engage your veteran and military employee resources groups.

EMPLOYEE ENGAGEMENT

Engage employees across the nation in wearing camo to #HONORUSVETS.

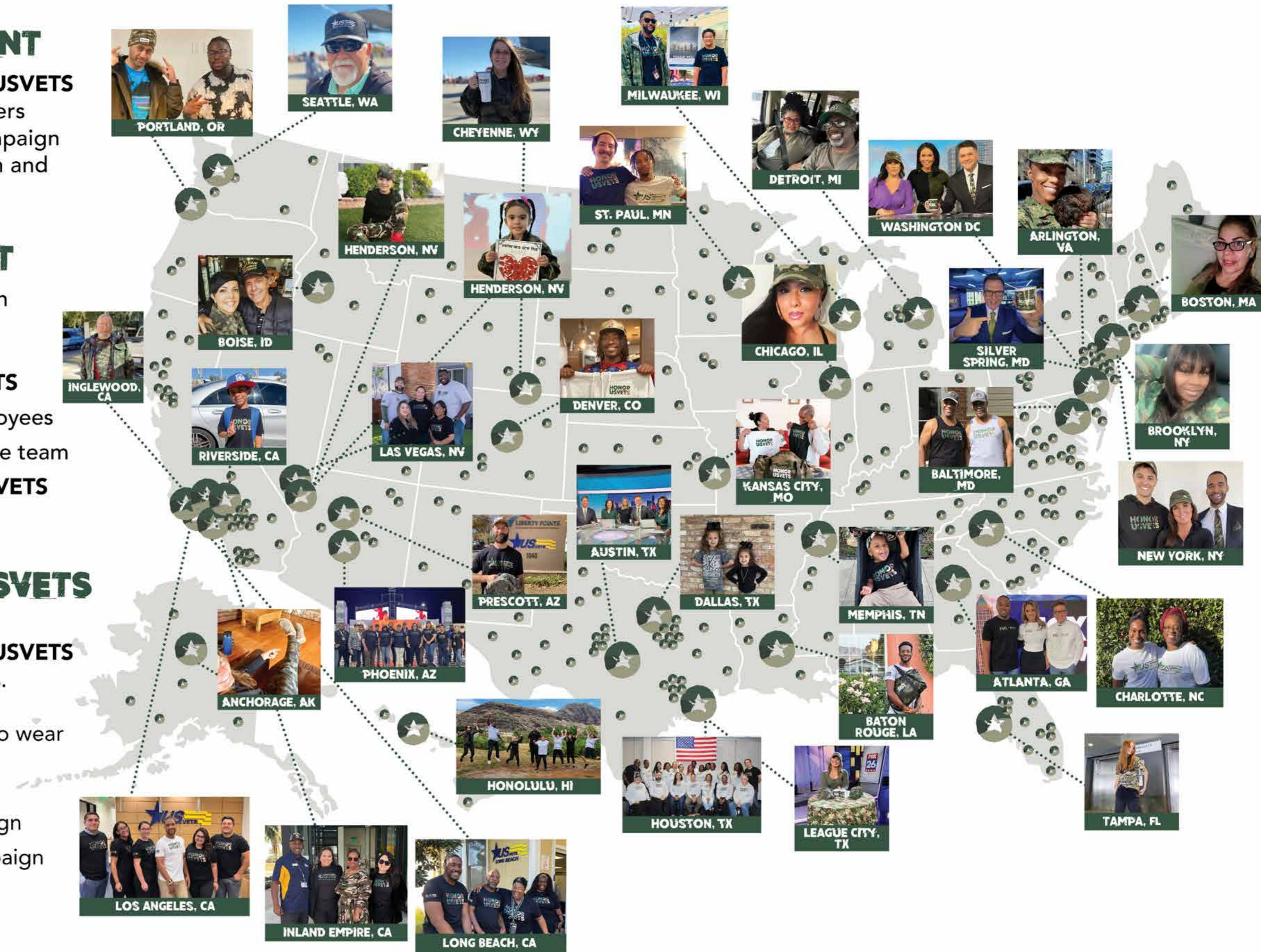
- ★ **CONNECT** veteran ERG's to **U.S.VETS**
- ★ **PROMOTE U.S.VETS Shop** to employees
- ★ **DESIGN** a special camo t-shirt for the team
- ★ **HOST** a volunteer project with **U.S.VETS**
- ★ **CREATE** a D.I.Y. fundraising event

DONATE TO #HONORUSVETS

U.S.VETS partners to host successful **Make Camo Your Cause to #HONORUSVETS** employee and matching gift campaigns.

Donate today and make your pledge to wear camo this and every Veterans Day!

- ★ **PROMOTE U.S.VETS** giving campaign
- ★ **DEVELOP** an employee giving campaign
- ★ **MATCH** employee campaign gifts



SHARE CAMO

Like **U.S.VETS**, at Fox Corporation we believe all veterans deserve every opportunity to live with dignity and independence. We also share in the belief that it is our duty to deliver on the promise to always serve those who've served. Partnering with **U.S.VETS** to amplify the **Make Camo Your Cause to #HONORUSVETS** campaign and raise funds that will get veterans off the streets was our pleasure and we look forward to continuing to make an impact together.

Sue Kinzie, Fox Corporation

MAKE CAMO YOUR CAUSE TO #HONORUSVETS



DIGITAL COMMUNICATIONS

Each campaign partner is provided a **U.S.VETS** Social Media Toolkit that includes messaging and graphics for social media, website, posters and more. **U.S.VETS** invites partners to incorporate **Make Camo Your Cause** to **#HONORUSVETS** into your website and social media to increase campaign visibility.

- ★ **SEND** an internal or external communication about the campaign, encourage engagement, and show support of veterans.
- ★ **GO CAMO** with a camo logo for the campaign.
- ★ **UPDATE** your website with a pop-up banner that promotes the campaign and links to **U.S.VETS Shop**.
- ★ **JOIN US** on social media and post pictures of your employees wearing camo using **#HONORUSVETS**.

GRAPHICS PROVIDED:



EXAMPLE PARTNER POSTS:



WEBSITE & LOGO:



#HONORUSVETS

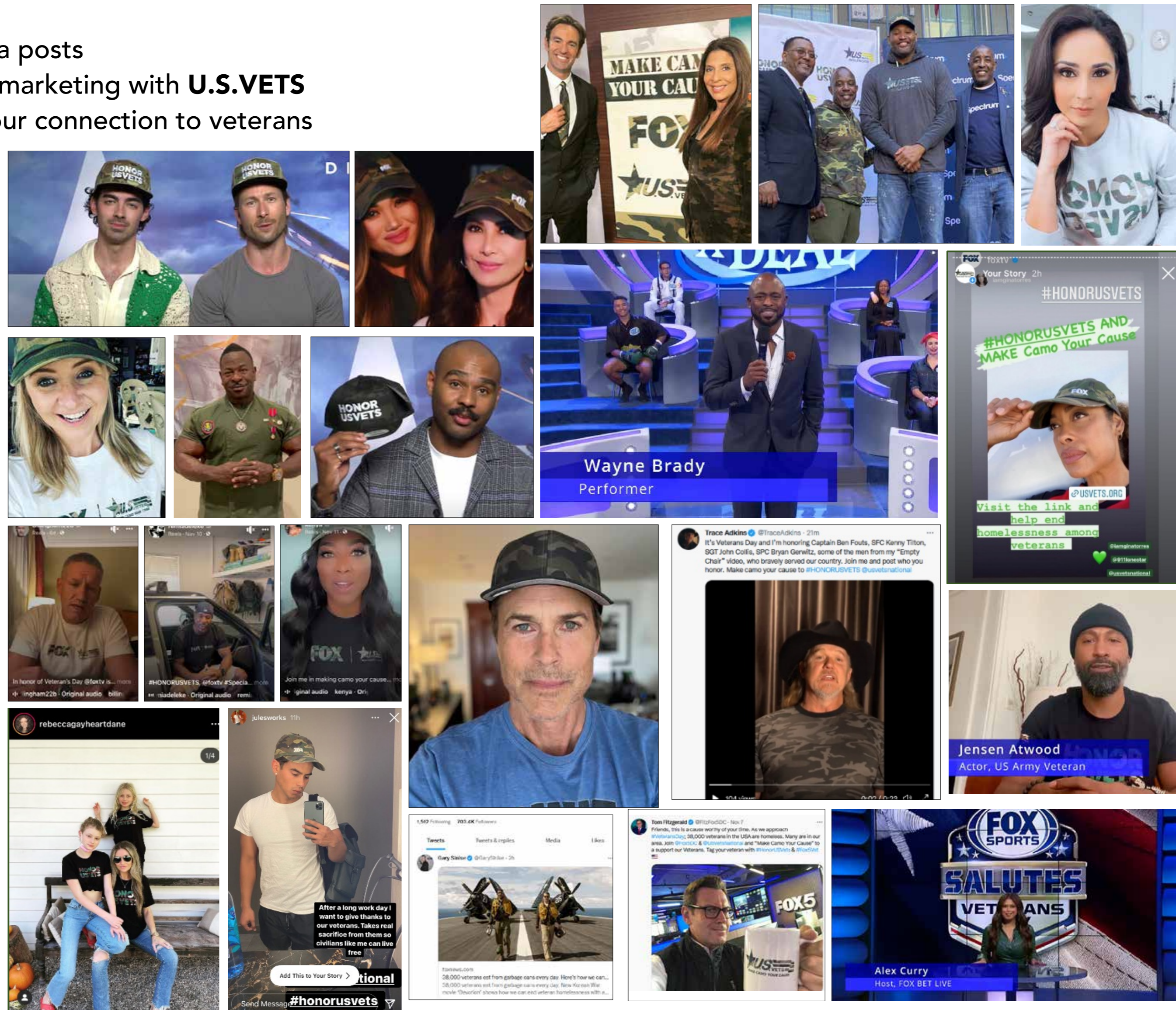
CELEBRITY ENGAGEMENT

U.S.VETS seeks to successfully engage media, the sports community, influencers, and celebrities in amplifying the campaign. Below are just some of the ways U.S.VETS engages with highly visible individuals to **Make Camo Your Cause to #HONORUSVETS**.

- ★ **SUPPORT** by wearing camo and sharing through social media posts
- ★ **CONNECT** celebrity brands or product partnerships to cause marketing with U.S.VETS
- ★ **PARTICIPATE** in media interviews about the campaign and your connection to veterans
- ★ **VOLUNTEER** at a U.S.VETS housing site
- ★ **PRESENT** during the U.S.VETS National SALUTE Gala

CELEBRITY SUPPORTERS

- | | |
|------------------|--------------------|
| REMI ADELEKE | NICK JONAS |
| TRACE ADKINS | ARAKSYA KARAPETYAN |
| TREMAYNE ANCHRUM | ROB LOWE |
| LENA ARANGO | ELEX MICHAELSON |
| JENSEN ATWOOD | BEVERLY MITCHELL |
| TYRA BANKS | KENYA MOORE |
| MAYIM BIALIK | MEGAN OLIVI |
| MARK BILLINGHAM | ETHAN PECK |
| WAYNE BRADY | GLEN POWELL |
| ALEX CURRY | JOVON "Q" QUARLES |
| CHRISTINE DEVINE | MARIA QUIBAN |
| JD DILLARD | KELLY RIZZO |
| JAY ELLIS | CHEF RUSH |
| TOM FITZGERALD | GARY SINISE |
| SIERRA FOX | JOJO SIWA |
| REBECCA GAYHEART | SHANNON SPAKE |
| WESLEY HAMILTON | MARLA TELLEZ |
| ROBERT HORRY | GINA TORRES |
| JOE JONAS | JULIAN WORKS |



MEDIA ENGAGEMENT

Since its inception in 2021, the campaign has garnered over 200 million impressions across the nation. Join us as a partner and help tell the story of our nation's homeless veterans through earned media and in-kind advertising support. Click the image below to view our campaign coverage.



LOS ANGELES BUSINESS JOURNAL



Woman's World

JOIN US

The Lamar Advertising Company was excited to join **U.S.VETS** for the first time to bring awareness to the **Make Camo Your Cause to #HONORUSVETS** campaign. We fully support **U.S.VETS** on their mission to end veteran homelessness in the United States and were happy we could increase the campaign's visibility through Lamar billboards across the country.

Mendi Robinson, Vice President of Creative, Lamar Advertising Company

MAKE CAMO YOUR CAUSE TO #HONORUSVETS



PROMOTIONAL & MEDIA PARTNERSHIPS

U.S.VETS invites you to join us as an official partner for the **Make Camo Your Cause to #HONORUSVETS** campaign. Our ask is simple: help us spread the word and connect the camo print to veteran support.

Our goal is to create a viral campaign that engages millions across the nation in this grassroots effort. Promotional and media partnerships support **U.S.VETS** in achieving a level of visibility and individual engagement that ensures campaign success.

PROMOTIONAL AND MEDIA PARTNERS CAN PROVIDE:

- In-kind advertising
- Digital and social media support
- On-air and on-screen product placement
- Internal and external corporate communications
- Employee, client, and customer engagement

PROMOTIONAL & MEDIA PARTNERS.....NO GUARANTEED MINIMUM

- Logo listed as a promotional or media partner on usvets.org/shop
- Link from usvets.org/shop to company website and partnership promotion
- **#HONORUSVETS** communications toolkit including tailored messages, talking points, video, and social media assets
- Invitation to engage employees in **U.S.VETS** service projects, veteran hiring, and other planned volunteer activities throughout the year

HONOR & DUTY: We are grateful for the ongoing support we receive from donors across the country – big and small – individuals and businesses. It is our honor to serve those who bravely served our country. It is our duty to uplift the veterans who urgently need our help.

#HONORUSVETS



CAMPAIGN PARTNER LEVELS & BENEFITS

Below are partnership levels and benefits associated with the **Make Camo Your Cause to #HONORUSVETS** campaign. Partners that invest in **U.S.VETS** can reach these minimums through direct sponsorship, employee and company matching gifts, in-kind support, and cause-marketing sales promotions.

PRESENTING PARTNERS..... GUARANTEED MINIMUM (\$100,000+)

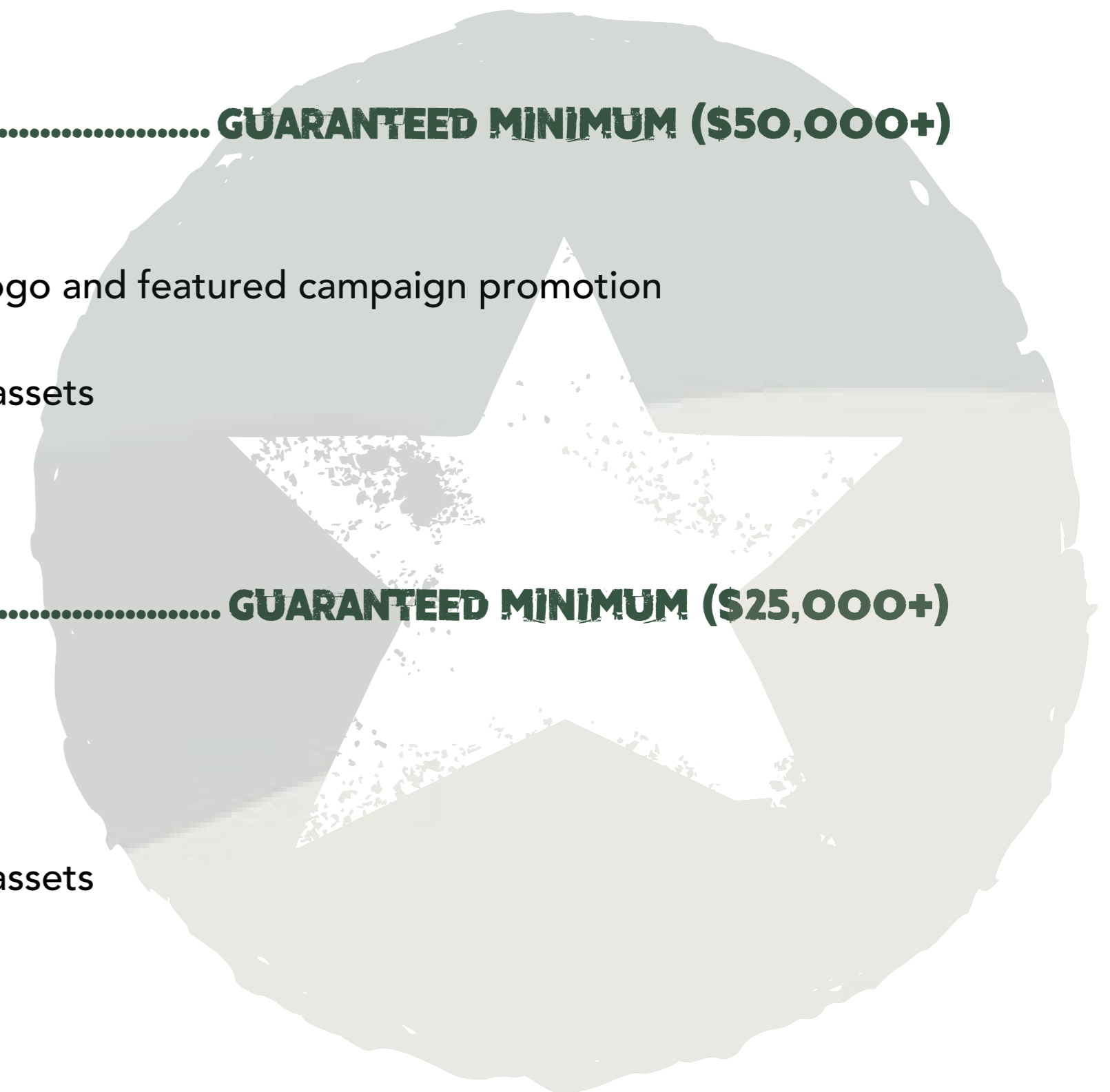
- Premium logo/product placement on usvets.org/shop with prominent visibility in top banner
- Link from usvets.org/shop to company website and campaign promotion
- Dedicated social media post across all **U.S.VETS** social media platforms nationally and regionally with logo and featured campaign promotion
- Dedicated national e-blast announcing partnership and promoting campaign product(s)
- Premium logo/product recognition in all **U.S.VETS** national e-blasts featuring the campaign
- **#HONORUSVETS** communications toolkit including tailored messages, talking points, video, and social media assets
- Recognition as featured presenting partner in press release
- Customized employee engagement event, service project or other volunteer activity

PREMIUM PARTNERS GUARANTEED MINIMUM (\$50,000+)

- Premium logo/product placement on usvets.org/shop with prominent visibility in top banner
- Link from usvets.org/shop to company website and campaign promotion
- Recognition in select social media post across **U.S.VETS** social media platforms nationally and regionally with logo and featured campaign promotion
- Recognition in **U.S.VETS** national e-blasts featuring the **Make Camo Your Cause** campaign
- **#HONORUSVETS** communications toolkit including tailored messages, talking points, video, and social media assets
- Recognition in all press materials
- Customized employee engagement service project or other volunteer activity

PREMIERE PARTNERS..... GUARANTEED MINIMUM (\$25,000+)

- Prominent logo/product placement on usvets.org/shop
- Link from usvets.org/shop to company website and campaign promotion
- Inclusion in select campaign social media posts across all **U.S.VETS** social media platforms
- Recognition in **U.S.VETS** localized regional e-blasts featuring the **Make Camo Your Cause** campaign
- **#HONORUSVETS** communications toolkit including tailored messages, talking points, video, and social media assets
- Opportunity to engage employees in **U.S.VETS** service projects and volunteer activities throughout the year



THANK YOU FOR YOUR SUPPORT!

ABOUT U.S.VETS

WHAT WE DO: U.S.VETS is the largest nonprofit organization with boots on the ground to combat America's veteran homeless crisis head-on. Our holistic approach provides housing, mental health and career programs, and supportive services.

With residential and service sites nationwide, U.S.VETS is uniquely positioned to help veterans and their families successfully transition to civilian life.

THE NEED

1.4 MILLION

An additional 1.4 million veterans are considered at-risk of homelessness due to poverty, a lack of affordable housing, and robust support networks.

34,500 VETERANS

Today, in the United States, about 34,500 veterans experience homelessness, accounting for approximately 7% of all homeless adults.

76% OF THE VETERANS WE SERVE

Nearly 76% of the veterans we serve experience alcohol, drug or mental health issues making it difficult to maintain housing.



NATIONAL IMPACT

Because no two veterans' circumstances are the same, U.S.VETS staff will assess the specific needs of each veteran to provide a wide range of support just for them. Whether it be food and clothing assistance, peer-to-peer support, or therapeutic activities, we will do whatever it takes to provide the help our veterans need to get back on their feet.

IN 2022 WE PROVIDED:

340,872
BED
NIGHTS

416,495
MEALS

6,500
VETERANS SUCCESSFULLY
MOVED INTO OR RETAINED
PERMANENT HOUSING



56,000
COUNSELING
SESSIONS

13
NEW HOUSING
DEVELOPMENTS
IN PROGRESS



40
RESIDENTIAL
SITES AND
SERVICE CENTERS



MAKE CAMO YOUR CAUSE TO #HONORUSVETS

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