

OPERATION **CONNECT-A-VET**

An Initiative of Illinois Joining Forces

Campaign Toolkit

Updated October 23, 2023



How to Use this Toolkit

Content can be used as provided or integrated into your marketing efforts and messaging for Veterans Day.

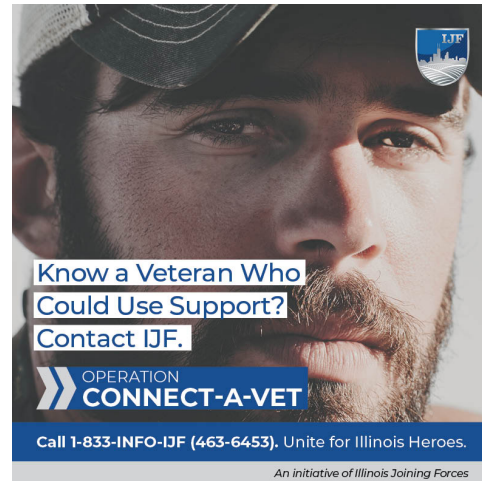
1. Materials are downloadable.
2. Please do not alter content to change meaning or intent.
3. Please use the hashtag: **#OperationConnectAVet**
4. Please contact us with any questions.



Facebook and Instagram Posts



Post: Veterans have been there for us. Now it's our turn to be there for them. Calling Operation Connect-A-Vet is a simple way to make a difference. 🇺🇸
#OperationConnectAVet 🇺🇸



Post: A simple call can make a world of difference for a veteran in your life. With Operation Connect-A-Vet, we're bridging the gap to provide vital resources and care. 🇺🇸
#OperationConnectAVet 🇺🇸



Post: Take a moment today to connect with a veteran in your life to express your gratitude. Your call can make an impact. 🇺🇸 #OperationConnectAVet 🇺🇸



Post: Let's ensure every veteran feels connected and supported. Call the Veteran in your life and simply ask them how they are doing. IJF is here to help. 🇺🇸
#OperationConnectAVet 🇺🇸

Program Flyer



**OPERATION
CONNECT-A-VET**

They served us.
Now, let's
serve them.

ABOUT OPERATION CONNECT-A-VET:
Operation Connect-A-Vet is an Initiative launched by Illinois Joining Forces (IJF) to empower friends and family members of Veterans to arrange wellness checks for their loved ones. The program aims to bridge the gap and ensure Veterans receive the support they deserve.

KEY BENEFITS:

- A proactive approach enables friends and family to take action when they have concerns.
- Simplifies arranging wellness calls, ensuring that Veterans are doing well both physically and emotionally.
- Connects Veterans with a dedicated team that can assist them with a wide range of needs, including housing, food, employment, healthcare, and more.
- Fosters community support and togetherness for Veterans.
- Provides hope during special seasons like Veterans Day and holidays.

HOW IT WORKS:

- 1. Reach Out:** Call a veteran in your life and ask them how they're doing. A simple conversation can be a meaningful gesture of appreciation.
- 2. Submit a Connect-A-Vet Request:** If you believe a veteran needs more support, submit a request by calling 1-833-INFO IJF (463-6453), emailing callcenter@illinoisjoiningforces.org, or using the Connect-A-Vet form on www.illinoisjoiningforces.org.
- 3. Identify Services:** Our dedicated team members are skilled at connecting veterans with housing, food, employment, mental health services, and other critical needs.

Call 1-833-INFO-IJF (463-6453).
Unite for Illinois Heroes.



ILLINOIS JOINING FORCES
Supporting Service Members, Veterans and their Families

An initiative of Illinois Joining Forces

Suggested Uses:

- Partners are encouraged to distribute the fact sheet to your network, encouraging your members, supporters and stakeholders to engage with Operation Connect-A-Vet.
- Partners can use the fact sheet to train their staff, volunteers, and team members about the initiative. IT provides an overview of the program's purpose goals, and how to access services.
- When participating at events, conferences, town halls or workshops, partners are encouraged to bring copies of the fact sheet with them to the event.

E-Newsletter Copy

Subject: Recognizing Veterans: A Simple Way to Make a Big Difference

Hello [Partner's Name] Community,

Recognizing the sacrifices of our veterans and supporting them is something we all aspire to do. However, it's often challenging to know where to begin. That's why we're proud to introduce you to Operation Connect-A-Vet. This initiative, led by Illinois Joining Forces, is designed to make it simple and impactful to recognize and support veterans. It offers a direct way for friends and family to arrange wellness calls, ensuring that veterans are doing well and are connected with a dedicated team ready to assist them with housing, food, employment, healthcare, and more.

Taking Action is Simple:

- 1.Reach Out:** Call a veteran in your life and ask them how they're doing. A simple conversation can be a meaningful gesture of appreciation.
- 2.Submit a Connect-A-Vet Request:** If you believe a veteran needs more support, submit a request by calling 1-833-INFO IJF (463-6453), emailing callcenter@illinoisjoiningforces.org, or using the Connect-A-Vet form on www.illinoisjoiningforces.org.
- 3.Identify Services:** Our dedicated team members are skilled at connecting veterans with housing, food, employment, mental health services, and other critical needs.

Operation Connect-A-Vet is active from November 1 through the end of the year, ensuring veterans and military families receive support during the holiday season.

Join us in recognizing and supporting our Veterans. Together, we can make a significant impact.

Sincerely,
[Partner's Name]

Suggested Uses:

- Partners are encouraged to dedicate a section of their regular e-newsletter to highlight the program.
- Partners are encouraged to dedicate an entire e-newsletter to highlight the program.