Enclosed, please find the RecruitMilitary public relations toolkit that you are invited to use as a resource prior to your participation in the upcoming DAV RecruitMilitary Virtual Career Fair. This Toolkit is comprised of a media alert template, a press release template and tips & techniques for promoting your job fair including media relations timelines and suggested social media postings.

Please feel free to contact the RecruitMilitary public relations team for support as you use these resources to promote your attendance at our event.

Contact:

[press@recruitmilitary.com](mailto:press@recruitmilitary.com)

**MEDIA ALERT**

(insert logo)

# FOR IMMEDIATE RELEASE

Date: (insert date)

## (Company Name) Hiring at Disabled American Veterans RecruitMilitary Virtual Career Fair

**WHO:** (Company Name), Disabled American Veterans (DAV) and RecruitMilitary are joining forces to attract, hire and retain military veterans and military spouses.

**WHAT:** (Company Name) will recruit at the DAV RecruitMilitary Virtual Career Fair.  This is a free hiring event for veterans, transitioning military personnel, National Guard members, Reserve members and military spouses.

**WHEN: [**day of week, month, date,year, time, time zone]

**WHERE:** Insert link to registration page

**MORE DETAILS:** “(Insert quote from company spokesperson such as company name recognizes the value that veterans and military spouses bring to our organization as we seek to hire and retain America’s top talent by participating in the DAV RecruitMilitary Virtual Career Fair).”

Since the onset of COVID-19, RecruitMilitary has hosted 85+ virtual veteran career fairs, providing 3,500 exhibitors with access to more than 80,000 military-trained candidates.

“Our driving purpose is to empower veterans to find meaningful work opportunities in the private sector,” said Tim Best, CEO of Bradley-Morris & RecruitMilitary. “We work with companies throughout the world, including [insert company name] that see tremendous value in the transferable skills that military trained personnel bring to their organizations. We are pleased to provide these companies with a vast network of highly qualified veteran job candidates looking for meaningful civilian career opportunities.”

(Company name) is looking to hire veterans for their more than (insert approximate number of job opening in this city) job openings in (insert city).

**Media contacts:  
(Company Name)**

Contact:

Telephone:

Email:

Website

**RecruitMilitary**

Contact: [press@recruitmilitary.com](mailto:press@recruitmilitary.com)

Website: [www.recruitmilitary.com](http://www.recruitmilitary.com)

**(Company Name) Joins Disabled American Veterans RecruitMilitary Virtual Career Fair**

CITY, STATE (Month Day, Year) – (Company Name) will participate in the Disabled American Veterans (DAV) RecruitMilitary Virtual Career Fair on [month, date, year, time, time zone] for veterans, transitioning military personnel, National Guard members, Reserve members and military spouses.

(Company Name) will be online to meet and recruit job candidates who possess a military background and are exploring civilian career opportunities. The company recognizes the value that military trained talent brings to an organization and is pleased to work with RecruitMilitary to identify highly qualified veterans to fulfill its hiring needs.

[insert company quote]

RecruitMilitary is the leading organization in the United States connecting employers with veterans, transitioning military, members of the reserves and National Guard, and military spouses. With more than 1.5 million job seekers in our military-exclusive digital job board, RecruitMilitary is the go-to resource to find top tier candidates to fill roles that require skills like leadership, commitment, and teamwork.

“Our driving purpose is to empower veterans to find meaningful work opportunities in the private sector,” said Tim Best, CEO of Bradley-Morris & RecruitMilitary. “We work with companies throughout the world, including [insert company name] that see tremendous value in the transferable skills that military trained personnel bring to their organizations. We are pleased to provide these companies with a vast network of highly qualified veteran job candidates looking for meaningful civilian career opportunities.”

(Company Name) is searching to fill a variety of positions within the company. Candidates attending the event should register in advance and complete their profile and resume. To register online, please visit: [insert registration link].

**About (Company Name) Boilerplate**

**Media contacts:  
(Company Name)**

Contact:

Telephone:

Email:

Website:

**RecruitMilitary**

Contact: [press@recruitmilitary.com](mailto:press@recruitmilitary.com)

Website: [www.recruitmilitary.com](http://www.recruitmilitary.com)

**Tips & Techniques for Promotion**

**Traditional Media**

* Two weeks prior to event, send media alert to local radio and television stations
* Three days prior to event, consider sending media alert again to targeted radio and television contacts

**Social Media**

* Fourteen days prior to event, post event information on LinkedIn, Twitter and Facebook with links to specific job openings
* Seven days prior to event, share RecruitMilitary social media postings about event
* Three days prior to event, post event info and company job openings

**Suggested Social Media Postings**

* Looking for a new job? We’re hiring virtually! Join us at the [insert city or title] DAV RecruitMilitary Virtual Career Fair on month date, time, time zone. Register now to attend: (insert event registration link) #recruitmilitary #veterans
* Transitioning from the military? We’re ready to hire. Join us at the [insert city or title] DAV RecruitMilitary Virtual Career Fair on month date, time, time zone. Register now to attend: (insert event registration link) #recruitmilitary #veterans
* Veterans and military spouses, we’re hiring virtually! Join us this date, time, time zone at the DAV RecruitMilitary Virtual Career Fair. Register to attend now: (insert event registration link)#recruitmilitary #veterans