

NATIONAL HIRE A VETERAN DAY

2026 National Impact Report

Archive Audit Through July 31, 2026

Founder: Dan Caporale, United States Marine Corps Veteran

Prepared from the NHAVD Project conversation archive, uploaded source files, published 2026 coverage, government releases, employer announcements, and publicly indexed social posts. Counts are conservative minimums. Unverified reach, impressions, and participation are not estimated.

Official observance: July 25 | Certified by National Day Calendar: July 5, 2017

Executive Summary

The 2026 National Hire a Veteran Day campaign marked the strongest documented year in the Project archive. The campaign combined a clarified national workforce message, a published founder-origin story, two Military.com features, federal and state recognition, large-scale hiring events, employer-led veteran spotlights, and renewed social activity around July 25.

The most important strategic shift was the move from a narrow unemployment message to a broader employment-quality message: underemployment, career alignment, skills translation, retention, advancement, and whether employers fully use veteran leadership and technical experience. That framing appeared repeatedly in the 2026 campaign documents and in the flagship Military.com coverage.

Verified minimum impact

Metric	Verified minimum
Media/editorial stories and substantial published features	8
Employer or corporate participants documented	11
Government, military, workforce and civic organizations documented	21
Distinct hiring events or event series	7+
Individual event locations explicitly documented	230+
States represented by verified activity	12+
Publicly indexed social posts or campaign updates identified	15+
Military.com features tied to the campaign	2
Nationwide Adecco hiring/appreciation events	100+
AAFES/Exchange recruiting locations in the U.S. and Europe	About 120
Iowa employers registered for seven-site career-fair series	115+

These are minimum verified counts, not total campaign reach. LinkedIn, Facebook, Instagram, X, TikTok and private company communications do not provide a complete searchable census. The report therefore excludes unsupported impression estimates and labels incomplete fields as not publicly available.

2026 significance

- The 10th annual observance was positioned as a national business and workforce story, not a ceremonial awareness day.
- Military.com published a founder-focused milestone feature and a second article about AI hiring systems missing qualified veterans.
- Employers converted recognition into action through large hiring-event networks, veteran spotlights, recruiting campaigns and skills-translation support.
- Federal, state, county, city, military and workforce organizations publicly recognized or activated around the observance.
- The Project preserved and published the origin story connecting July 25, 2012, Tim Kirk’s hiring, Hire Our Heroes and the 2017 observance.

Scope, Method and Audit Rules

This report treats the Project as the primary historical archive. It uses the uploaded NHAVD manuscripts, campaign briefs, graphics and dated Project conversations as the internal record. It supplements that record with 2026 public pages that were directly discoverable and attributable.

Inclusion standard

- A media mention is counted only when a title, publisher and 2026 publication date could be identified.
- An employer is counted only when a public action was identified: hiring event, veteran spotlight, recruiting campaign, employee recognition, published article or explicit company statement.
- Government and organizational recognition is counted only when a specific agency, office, military command, county, city, workforce body, chamber or nonprofit could be identified.
- Duplicate reposts, syndications and repeated copies of the same uploaded file are not counted as separate impact.
- Estimated reach is reported only when the publisher or organization supplied a concrete number. Otherwise it is marked unavailable.

Known limitations

- Private LinkedIn analytics, page impressions, email distribution, website analytics and unpublished internal employer communications were not available.
- Search engines do not index every social post, especially Facebook, Instagram, TikTok, X and employee-only content.
- Some organizations used abbreviated language such as “Hire a Veteran Day,” which reduces search recall.
- The Pierce County proclamation used “9th anniversary,” conflicting with the Project’s approved “10th annual observance” wording. This report preserves the existence of the proclamation but does not adopt that wording.

Campaign Timeline: January 1-July 31, 2026

Date	Milestone
January-June 2026	No dated campaign milestone was located in the accessible archive. This period remains open for additional records.
July 5	The Project began calculating and clarifying the 2012-to-2026 timeline and the correct anniversary language.
July 6	The origin-story project was consolidated into “ONE HIRE,” a long-form account linking the July 25, 2012 Quantico meeting, Tim Kirk’s hire, Hire Our Heroes and NHAVD.
July 8	U.S. Veterans Magazine published “National Hire a Veteran Day 2026: Why July 25 Is More Than Just a Date.”
July 11	The 2026 National News Brief master prompt and supporting two-page NHAVD update were finalized in the Project. The approved message emphasized underemployment, career alignment, retention and advancement.
July 15	Army & Air Force Exchange Service announced approximately 120 recruiting events in the United States and Europe.
July 16	Adecco announced more than 100 hiring and appreciation events. Iowa Workforce Development announced seven National Guard armory career fairs with more than 115 employers registered.
July 19-22	Founder messaging, LinkedIn calls to action, employer language and media-pitch strategy were refined. PRIDE Industries held a July 22 virtual veteran hiring event.
July 21	Maryland Department of Labor listed a National Hire a Veteran Day Job Fair in Anne Arundel County. Pierce County, Washington, issued a proclamation.
July 22	Military.com published “AI Hiring Tools Are Missing Qualified Veterans, CEO Says.” CareerSource Central Florida promoted its July 23 job fair.
July 23	Military.com published “National Hire a Veteran Day Marks 10 Years With a New Challenge for Employers.” Virginia and Michigan state veteran agencies issued recognition. Iowa’s seven-site career fair series took place.
July 24	U.S. Rep. Tim Walberg issued a statement recognizing National Hire a Veteran Day.
July 25	The 10th annual observance occurred. National Day Calendar published updated mission language. Employers, agencies, military organizations and media posted recognition, veteran spotlights and hiring calls to action.
July 27-31	Post-campaign review focused on measuring employer engagement, recognizing supporters, tightening the press release, updating the website and considering a rolling public thank-you list.

Campaign Metrics

The table below distinguishes direct campaign outcomes from public-recognition activity. It avoids treating every calendar listing or generic holiday page as a meaningful employer action.

Category	Verified result	Audit note
Corporate employers with documented 2026 participation	11	Adecco, AAFES/Exchange, PRIDE Industries, ASRC Federal, Crystal Flash, TriWest Healthcare Alliance, Thermo Systems, PureTalk, Capital One Commercial Banking, Navy Federal Credit Union, ThisGen PreHire.
Government/military/workforce/civic bodies	21	Includes federal, state, county, municipal, military, workforce and chamber entities.
Editorial/news features	8	Excludes simple calendar listings and duplicate syndications.
Hiring-event networks	4 major networks	Adecco 100+; Exchange about 120; Iowa seven sites/115+ employers; CareerSource Central Florida and other local fairs.
States with verified activity	12+	Virginia, Iowa, Michigan, Maryland, Florida, Ohio, Washington, Wisconsin, Missouri, North Carolina, Texas, Pennsylvania and others through nationwide programs.
International footprint	U.S. plus Europe	Exchange events were announced for U.S. and European locations; individual European countries were not listed in the source reviewed.
Verified public social/campaign updates	15+	Minimum identified through indexed LinkedIn, Facebook and Instagram pages.
Estimated impressions	Not verified	No complete cross-platform analytics were available.

Media Coverage Inventory

Type	Publication	Title	Author	Date	Summary	URL
National / Veteran	Military.com	National Hire a Veteran Day Marks 10 Years With a New Challenge for Employers	Haley Fuller	July 23, 2026	Founder milestone, changing employment challenge and employer call to action.	military.com/national-hire-a-veteran-day-marks-10-years-with-a-new-challenge-for-employers
National / Veteran	Military.com	AI Hiring Tools Are Missing Qualified Veterans, CEO Says	Not confirmed in indexed result	July 22, 2026	AI screening, military-skill translation and veteran hiring barriers; features Navy Federal CEO Dietrich Kuhlmann.	military.com/ai-hiring-tools-are-missing-qualified-veterans-ceo-says
Industry / Veteran	U.S. Veterans Magazine	National Hire a Veteran Day 2026: Why July 25 Is More Than Just a Date	Not confirmed	July 8, 2026	Explains the observance and practical ways employers and communities can participate.	usveteransmagazine.com/usvm/national-hire-a-veteran-day-2026-why-july-25-is-more-than-just-a-date/
Corporate / Health	TriWest Healthcare Alliance	Beyond the Uniform: Why Hiring Veterans Benefits Every Organization	TriWest	July 25, 2026	Veteran leadership, adaptability and workforce value; links to Healthy Homefront content.	triwest.com/en/news/news-archive/2026/beyond-the-uniform-why-hiring-veterans-benefits-every-organization/
Military / Government	U.S. Army	Tobyhanna celebrates continued service of three team members on National Hire a Veteran Day	Not confirmed	July 29, 2026	Employee profiles and continued service at Tobyhanna Army Depot.	army.mil/article/294214/tobyhanna-celebrates-continued-service-of-three-team-members-on-national-hire-a-veteran-day
Television / Sponsored	KSHB 41 – KC Spotlight	National Hire a Veteran Day	Belinda Post	July 28, 2026	Television segment on veteran skills and Capital One Commercial Banking's support.	kshb.com/entertainment/kc-spotlight/kc-spotlight-national-hire-a-veteran-day
Workforce / Corporate	Adecco	Adecco Celebrates National Hire a Veteran Day with Hiring and Appreciation Events	Adecco	July 16, 2026	Announced more than 100 U.S. hiring and appreciation events.	adecco.com/en-us/employers/resources/article/press-release-adecco-celebrates-national-hire-a-veteran-day
Military retail / Release	Army & Air Force Exchange Service / PR Newswire	Army & Air Force Exchange Service Connects Veterans to Careers on National Hire a Veteran Day	AAFES	July 15, 2026	Announced about 120 PX, BX and distribution-center recruiting events in the U.S. and Europe.	prnewswire.com/news-releases/army-air-force-exchange-service-connects-veterans-to-careers-on-national-hire-a-veteran-day-302826576.html

Media categories with no verified 2026 item

No separate 2026 podcast, standalone radio interview or newsletter feature was conclusively identified in the accessible archive. The Exchange campaign referenced radio promotion, but the specific stations and placements were not listed.

Employer Participation

Company	Industry	Public	Fortune status	Participation
Adecco / The Adecco Group	Workforce solutions	Y	Global public company; Fortune ranking not audited	More than 100 hiring and appreciation events; résumé help, interview guidance, job matching and military-focused resources.
Army & Air Force Exchange Service	Military retail / government NAF	N/A	Not applicable	About 120 recruiting events in the U.S. and Europe; on-the-spot interviews, résumé help and skills translation.
PRIDE Industries	Social enterprise / facilities services	N	Not applicable	Virtual veteran hiring event on July 22; nationwide career opportunities and Talent Acquisition access.
ASRC Federal	Government services / technology	N	Not applicable	Veteran employee spotlight and Department of War SkillBridge partnership recognition.
Crystal Flash	Energy distribution	N	Not applicable	Public recognition of NHAVD and 2026 Bronze Veteran-Friendly Employer designation.
TriWest Healthcare Alliance	Health care administration	N	Not applicable	Published veteran-workforce article and employee-value recognition.
Thermo Systems	Industrial automation / engineering	N	Not applicable	Public company-page recognition of veteran leadership, teamwork and problem solving.
PureTalk	Wireless telecommunications	N	Not applicable	Published employer guidance encouraging veteran-focused review of open roles.
Capital One Commercial Banking	Financial services	Y	Fortune 500 company; exact 2026 rank not audited	Supported a KSHB television segment on veteran hiring and workforce value.
Navy Federal Credit Union	Financial services	N	Not applicable	CEO Dietrich Kuhlmann participated in Military.com coverage about AI hiring barriers for veterans.
ThisGen PreHire	Public-safety hiring technology	N	Not applicable	Founder/representative used NHAVD campaign messaging and promoted a veteran-oriented offer.

Government Recognition and Partner Organizations

Level	Organization	Documented action
Federal	U.S. Department of Labor – Veterans’ Employment and Training Service	Promoted July 25, employer resources and veteran hiring.
Federal	U.S. Department of Veterans Affairs	Recognized and promoted the observance; prior VA careers content identified.
Federal	U.S. Department of Transportation	Launched/promoted the Freedom Haulers interagency veteran trucking initiative ahead of NHAVD.
Federal elected	Office of U.S. Rep. Tim Walberg (Michigan 5th District)	Issued July 24 statement encouraging employers to hire veterans.
Military	United States Army Reserve	Published/reshared National Hire a Veteran Day employer guidance.
Military	Tobyhanna Army Depot	Published veteran employee profiles tied to the observance.
Military / employer	Army & Air Force Exchange Service	Conducted worldwide recruiting and career-support events.
State	Virginia Department of Veterans Services	Published recognition noting gubernatorial recognition in Virginia.
State	Virginia Works	Launched/promoted VirginiaHasJobs.com/veterans for veterans and military families.
State	Iowa Workforce Development / IowaWORKS	Hosted a seven-location career-fair series.
State	Home Base Iowa	Co-organized Iowa series and veteran-employer outreach.
Military / State	Iowa National Guard	Hosted career fairs at seven armories.
State	Michigan Veterans Affairs Agency	Recognized NHAVD through its Veteran-Friendly Employer program.
State	Maryland Department of Labor	Listed and supported an Anne Arundel County NHAVD job fair.
Regional workforce	CareerSource Central Florida	Promoted and held a July 23 veteran and military-spouse job fair.
County veteran service	Lorain County Veterans Service Commission	Promoted a 2026 NHAVD event and employment resources.
County	Pierce County, Washington	Issued a July 21 proclamation designating July 25.
County	Harford County, Maryland	Published official calendar recognition.
Municipal	Village of McFarland, Wisconsin	Published official calendar recognition.
Chamber	Greensboro Chamber of Commerce	Listed a July 22 National Hire a Veteran Day Job Fair.
County / municipal social	Jackson County, Missouri; New Albany, Ohio	Public social recognition and veteran-employment messaging.

Social Media Highlights

The accessible record is strongest on LinkedIn, with additional indexed Facebook and Instagram posts. Platform-wide engagement totals were not available; therefore, no post is labeled “best performing” based on impressions.

Platform	Page/person	Content	Impact assessment
LinkedIn	National Hire a Veteran Day company page	Multiple founder-story, countdown, Military.com and federal-initiative posts; approximately 119 followers at audit time.	Core campaign hub; strongest narrative continuity.
LinkedIn	U.S. Department of Labor VETS	Save-the-date and July campaign resource posts.	High institutional influence.
LinkedIn	CareerSource Central Florida	Job-fair promotion for veterans and military spouses.	Direct employment activation.
LinkedIn	PRIDE Industries / Shelia Anthony	Virtual hiring-event invitation.	Direct recruiting action.
LinkedIn	ASRC Federal / David Yang	Veteran employee spotlight and SkillBridge partnership.	Employee recognition and transition pipeline.
LinkedIn	Crystal Flash	Veteran-Friendly Employer recognition.	Retention and employer-brand message.
LinkedIn	Individual veteran and hiring leaders	Posts by Leena Dees, Bill Stephens, Rob Arndt and others.	Extended peer-to-peer reach.
Instagram	Fisher House Foundation	National Hire a Veteran Day recognition.	Veteran nonprofit amplification.
Instagram	CareerSource Central Florida	Recruiting and job-fair content.	Local event conversion.
Instagram	RecruitMilitary	Veteran employment statistics and hiring call to action.	Large veteran-employment audience.
Facebook	Severn Center / Arundel Seniors / community pages	Calendar-based recognition and employer encouragement.	Local community awareness.
Facebook / video	City of New Albany, Ohio	Interview/video featuring National Veterans Leadership Foundation.	Local government and nonprofit collaboration.

Common themes

- Hire, retain and promote veterans—not simply thank them.
- Military skills often fail to translate cleanly into civilian résumés and automated screening systems.
- Veterans bring leadership, accountability, adaptability, teamwork and calm under pressure.
- Career fit, advancement and long-term growth matter as much as initial placement.
- Military spouses and transitioning service members were frequently included in hiring-event eligibility.

Historical Significance

The Project’s historical record connects the observance to July 25, 2012, when Dan Caporale met retiring Marine Master Gunnery Sergeant Tim Kirk at My Deli in Quantico, Virginia. Caporale decided to hire Kirk, later brought him on to lead a government-services division, and co-founded Hire Our Heroes with him in 2013. When Caporale sought a date for a national employer call to action, he selected July 25 to honor the day he first saw Kirk’s value as a future hire.

National Day Calendar certified the observance on July 5, 2017, for annual observance on July 25. In 2019, the Project history states that Hire Our Heroes was rolled into the USO Pathfinder program. The 2026 campaign preserved that lineage in the manuscript “ONE HIRE” and used it to frame a broader point: one employer decision can change a career, family, organization and movement.

Top verified or archive-supported quotes

- “Thank you for your service is meaningful. You’re hired changes a life.”
- “Hiring a veteran is not charity. It is not a public relations move. It is a business decision.”
- “Veterans do not need sympathy. They need access, opportunity, and leaders willing to recognize their value.”
- “July 25 was created to close the distance between recognition and action.”
- “One lunch. One decision made in silence. One hire. It’s enough to change everything.”

Photos and visual assets referenced

Asset	Source	Status
NHAVD 2026 banner graphic	Uploaded PNG	Available; dark navy campaign banner with NHAVD emblem and July 25 messaging.
Original proclamation / certification image	Referenced in campaign brief	Confirmation required in accessible archive.
Dan Caporale professional headshot	Referenced as media asset	Confirmation required.
Tim Kirk / July 25, 2012 photographs	Discussed in Project conversations	Photographs were collected for a reporter; exact files not located in current file search.
Historical Hire Our Heroes photographs	Discussed in Project conversations	Availability confirmation required.
Military.com article images	Published externally	Available through publisher pages; usage rights remain with publisher/photographer.

Recommendations for 2026 Recognition and 2027 Growth

Top 20 organizations to recognize publicly

1. Military.com and reporter Haley Fuller
2. National Day Calendar
3. Adecco and The Adecco Group US Foundation
4. Army & Air Force Exchange Service
5. Iowa Workforce Development / IowaWORKS
6. Home Base Iowa
7. Iowa National Guard
8. U.S. Department of Labor VETS
9. U.S. Department of Veterans Affairs
10. U.S. Department of Transportation
11. Virginia Department of Veterans Services
12. Virginia Works
13. Michigan Veterans Affairs Agency
14. PRIDE Industries
15. CareerSource Central Florida
16. U.S. Veterans Magazine
17. TriWest Healthcare Alliance
18. ASRC Federal
19. Tobyhanna Army Depot
20. Office of U.S. Rep. Tim Walberg

Best next moves

Action	Execution
Publish a rolling 2026 thank-you page	List verified employers, agencies, media and organizations alphabetically, with links and a short description of action taken.
Create a formal participation submission form	Require company name, action, URL, state/country, contact, audience and optional metrics. This solves the annual measurement problem.
Issue a post-campaign release	Lead with documented action: 220+ Adecco/Exchange event locations, Iowa's 115+ employers, federal/state recognition and Military.com coverage.
Build sponsor packages for 2027	Target workforce firms, financial institutions, defense contractors, logistics/trucking companies, HR technology firms and veteran-ready employers.
Secure analytics ownership	Use UTM links, LinkedIn page analytics, website dashboards, media monitoring and a shared CRM tag for every partner.
Launch a 50-state proclamation plan by February 2027	Create standard language, submission deadlines and local veteran champions.
Create a corporate activation toolkit	Provide sample posts, event templates, veteran spotlight forms, skills-translation guidance and a reporting form.
Correct milestone language centrally	Use "10th annual observance" consistently and avoid anniversary claims that conflict across proclamations or external pages.

Sponsor recruitment targets

- National staffing and workforce firms: Adecco, Randstad, ManpowerGroup, Kelly, Robert Half.
- Financial services: Navy Federal, USAA, PenFed, Capital One, JPMorgan Chase.
- Defense and federal contractors: ASRC Federal, Leidos, Booz Allen Hamilton, RTX, Lockheed Martin, Northrop Grumman.
- Logistics and transportation: UPS, FedEx, Amazon, major trucking associations and Freedom Haulers partners.
- HR technology and job platforms: LinkedIn, Indeed, ZipRecruiter, HireVue, Workday and military-skills-translation providers.

Appendix A — Participating and Recognizing Organizations

Organization	Category	2026 action
Adecco / The Adecco Group US Foundation	Employer / workforce	100+ hiring and appreciation events
Army & Air Force Exchange Service	Military employer	About 120 U.S. and Europe recruiting events
ASRC Federal	Employer	Veteran spotlight and SkillBridge recognition
Capital One Commercial Banking	Employer / media supporter	KSHB sponsored segment
CareerSource Central Florida	Workforce organization	Veteran job fair
Crystal Flash	Employer	Veteran-Friendly Employer recognition
Fisher House Foundation	Veteran nonprofit	Instagram recognition
Greensboro Chamber of Commerce	Chamber	Job fair listing
Harford County, Maryland	County	Official calendar recognition
Home Base Iowa	State initiative	Seven-site career fair series
Iowa National Guard	Military organization	Hosted seven armory events
Iowa Workforce Development / IowaWORKS	State workforce agency	Career fair series; 115+ employers
Jackson County, Missouri	County	Public social recognition
KSHB 41 / KC Spotlight	Television media	Veteran-hiring segment
Lorain County Veterans Service Commission	County veteran organization	Event and resources
Maryland Department of Labor	State workforce agency	Anne Arundel job fair listing
Michigan Veterans Affairs Agency	State veteran agency	Official recognition and VFE program
Military.com	National veteran media	Two campaign-related features
National Day Calendar	Official calendar organization	Updated official observance page
National Hire a Veteran Day	Campaign organization	Founder content, social campaign and media amplification
Navy Federal Credit Union	Employer / financial institution	CEO featured in AI hiring article
New Albany, Ohio	Municipal government	Video recognition
Office of U.S. Rep. Tim Walberg	Federal elected office	Official statement
Pierce County, Washington	County government	Proclamation
PRIDE Industries	Employer / nonprofit social enterprise	Virtual veteran hiring event
PureTalk	Employer	Published veteran-hiring guidance
RecruitMilitary	Veteran employment organization	Social campaign content
Thermo Systems	Employer	Company recognition
ThisGen PreHire	Employer / HR technology	Campaign-linked promotion
Tobyhanna Army Depot	Military organization / employer	Veteran employee profiles
TriWest Healthcare Alliance	Employer	Published workforce feature
U.S. Army Reserve	Military organization	Employer guidance and recognition
U.S. Department of Labor VETS	Federal agency	Campaign promotion and resources
U.S. Department of Transportation	Federal agency	Freedom Haulers initiative
U.S. Department of Veterans Affairs	Federal agency	Recognition and promotion
U.S. Veterans Magazine	Veteran media	2026 feature
Village of McFarland, Wisconsin	Municipal government	Official calendar recognition
Virginia Department of Veterans Services	State veteran agency	Official recognition
Virginia Works	State workforce agency	Veteran jobs platform

Appendix B — Archive Sources Reviewed

- Project conversations dated July 5-31, 2026 relating to NHAVD history, media strategy, LinkedIn, Military Times/Military.com, press releases and impact measurement.

- One Hire_Final.pdf (duplicate uploaded copies reviewed as one source).
- Final Piece ChatGPT - One Hire – The Origin Story of NHAVD.pdf.
- 10 years, 2026 National Hire a Veteran Day.pdf (duplicate uploaded copies reviewed as one source).
- Pasted markdown.md — NHAVD 2026 National News Brief master prompt.
- National Hire a Veteran Day.png — 2026 campaign banner.
- Published 2026 pages listed in the Media Coverage, Employer Participation and Government Recognition sections.

Appendix C — Data Gaps Requiring Confirmation

- Complete NHAVD Mention Watch export and any private social-listening spreadsheet.
- LinkedIn, website and email analytics for July 1-31, 2026.
- Full list of employers at Adecco, Iowa, Exchange, Maryland, Florida and Greensboro events.
- All media outreach emails, interview recordings, reporter requests and unpublished replies.
- Exact professional photo inventory, captions, ownership and usage permissions.
- Any podcast, radio, newsletter or television appearances not publicly indexed.
- Sponsor, donor, partner and volunteer records.

Report status: definitive archive-based edition through July 31, 2026, subject to amendment when the missing Mention Watch, analytics exports or private campaign records are added to the Project.