



KEY MESSAGES & APPROVED QUOTES

Messaging Guide

Core Messages

- **It's a business decision, not charity.** Veterans are trained, proven leaders who deliver from day one.
- **Hire, retain, promote.** The mission goes beyond a single hire - it's about long-term growth for veterans.
- **Talent isn't the problem; access is.** Nearly 1 in 3 veterans are underemployed. July 25 turns intent into action.
- **Nearly a decade in.** Founded in 2017, National Hire a Veteran Day enters its 10th year in 2026.

Approved Quotes (attributable to Dan Caporale, Founder)

"The best way to honor a veteran is to hire one."

"Hiring a veteran is not charity - it's a smart business decision."

"Veterans don't need a favor. They need a fair shot at a role that matches what they can do."

Boilerplate

National Hire a Veteran Day is observed every year on July 25 - a national call to action challenging employers to hire, retain, and promote America's veterans and military spouses. Founded in 2017 by U.S. Marine Corps veteran Dan Caporale and officially recognized by the National Day Calendar, the observance enters its 10th year in 2026 and has been honored by the U.S. Department of Veterans Affairs, the USO, and employers across the country. Learn more at nhavd.com and join the conversation with #HireAVeteranDay.