



SPONSORSHIP



REGIONAL TOOLKIT

8-5-2019 10:30 AM

You are an ETS-SP Regional POC!
 You are a part of our team and we're glad to have you!
 You are wondering "Now what?"

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ETS-SP trains and certifies our sponsors to ensure that we provide the most effective mentoring possible for our service member/Veterans. We have organized our sponsors by region and appointed an ETS-SP Regional POC to manage each region. Your role as an ETS-SP Regional POC ensures that we lead our program effectively.

When a sponsor from your region signs up on the ETS-SP website, ETS-SP National will send you an email. You will receive some personal information about the sponsor, as well as his or her contact information. Reach out to the sponsor as soon as possible. Welcome him or her to the team and provide information about upcoming training. The sponsor will be waiting to hear from you and anxious to start their training.

ETS-SP National will conduct the first virtual training for your sponsors. The training is typically about two hours long and conducted on a weeknight. The second and third training sessions may be virtual or may be held in your region. Some regions prefer to hold their own training sessions. Other regions may encourage their sponsors to participate in all three virtual training sessions. Additionally, sponsors are required to attend continuing education classes. These one-hour classes are conducted virtually, the second Tuesday of every month, and will feature presentations on relevant topics and the domain areas. Sponsors are required to participate in one quarterly class, and monthly participation is encouraged.

You are responsible for tracking your region's participants, to include training, at your regional dashboard. If you have any questions or issues with your regional dashboard, contact ETS-SP National. When the sponsor has completed the training, he or she will be officially certified and ready to work with a service member/Veteran.

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Once the sponsor has completed the training sessions, your work begins! The trained and certified sponsor will now be matched with a service member/Veteran.

When a service member/Veteran completes an application on the ETS-SP website, ETS-SP National forwards the information to you. You have two days to accept the file on your regional dashboard.

When the service member/Veteran applied, he or she noted their preferred method of communication (phone, email, text). Using that preferred method of communication, you will contact the service member/Veteran, introduce yourself, and answer any questions that the service member/Veteran may have.

Next, you will match the service member/Veteran with a sponsor. You will use the matching tool provided by ETS-SP National and utilize your own unique understanding of the local area. You will factor in the personal stories of your potential sponsors, their interests, hobbies, and experiences. And then you will make the best possible match between the sponsor and service member/Veteran.

No later than 30 days after sending the initial email to the service member/Veteran, you will send an email to both the sponsor and service member/Veteran and introduce them to each other.

Throughout the journey that the service member/Veteran and sponsor take together, you are there to guide them. Toward the end of the journey, you will be asked to step in and assist the sponsor in assessing graduation readiness. You will talk to both the sponsor and Veteran, utilize the sponsor’s appropriate checklists and decide together whether or not the Veteran is ready to graduate.

We recommend that you employ a formal process for graduation that brings closure to the sponsorship experience. This process should provide an opportunity for the sponsor and Veteran to reflect upon the relationship, discuss next steps for the Veteran, and provide feedback on the benefits of the program. Typically, this formal process occurs quarterly or semi-annually at a scheduled sponsor meeting.

Our ETS-SP sponsors are our critical resource, and you are their immediate leader!

Your efforts to maintain and grow a strong supportive sponsor force will greatly impact our Veterans and our program. How do you do this?

Communicate

Make sure your sponsors realize how important they are. Make sure they know that you care about them. Make sure they know that they are not alone, and that you are there to assist them.

Be available to listen to your sponsors because their job is not easy. Establishing a relationship with the service member/Veteran may take time. Establishing trust may take more time. Often, especially in the early stages of the relationship, communication from the service member/Veteran may be sparse and lacking. Your sponsors may find that the challenges are daunting and frustrating. Be there to listen, guide, and support.

ETS-SP Regional POCs are responsible for disseminating relevant, helpful information to the sponsors and Veterans in their region. Newsletters, social media, email, text messages are all means of communication that, depending upon the message, may be useful. ETS-SP Regional POCs with any questions should reach out to ETS-SP National for further guidance.

A sample newsletter from a regional partner is found on page 29.

Y^a Build A Community

The most effective regions have created a supportive atmosphere with supportive relationships. The sponsors feel appreciated and a part of the team. To ensure the success of ETS-SP, we strive to provide the sponsor the same sense of belonging that we strive to provide for the service member/Veteran.

Consider beginning the year with a formal get-together and following up with regularly scheduled monthly, bimonthly, or quarterly meetings for sponsors. These meetings provide the sponsor with the opportunity to share and learn from other sponsors' experiences. Sponsor meetings are an effective tool to help sponsor and service member/Veteran relationships endure and grow.

Do your best to find the fine line between providing on-going support to the sponsor and recognizing that the sponsor has other responsibilities and time commitments. You want to support, but not overwhelm your sponsors with required meetings and trainings. Decide which activities are mandatory and which are optional. Conduct meetings and training sessions at a time and place that is most convenient. Be open and amenable to input from your sponsors about what forms of support would be most useful for them.

..... B^a Check in with your Sponsors.

Call, email, or text. Try some of these questions:

- How is your match going? How do you feel about being a sponsor?
- Do you spend much time talking with your service member/Veteran?
- Does your service member/Veteran keep scheduled appointments?
- When was your last scheduled meeting? What did you focus on?
- Do you need help with anything? Is there anything interfering with your match?
- Are you satisfied with how things are going?
- Is there any training you think would be helpful for you?
- Is there anything else we should be aware of?
- Is there anything we can do to help?

Identify problems early. These are some signs of possible problems:

- Meetings aren't taking place regularly;
- The sponsor talks about the service member/Veteran not returning emails/phones calls/texts;
- The sponsor talks about the service member/Veteran not sharing information, setting goals, etc.; and/or
- The sponsor and service member/Veteran are losing interest in the relationship.

B^a Equip Them with Tools.

All sponsors will complete the formal training and be given the opportunity for additional training sessions during the year. As you talk to your sponsors, try to identify areas that may need to be addressed for future training, or resources that may be helpful. If you see, read, or hear about any relevant information, forward it to your sponsors.

.....â Remember Things About Them.

Know who is on your team. Review the sponsor profiles and take note of their skills and talents. These sponsors may be able to assist you with other sponsors, and they may be able to serve your region in a greater capacity.

.....â Engage Non-Responsive Participants.

If possible, reach out to sponsors who are not actively engaged with a service member/Veteran and invite them to all events and trainings.

Keep track of the non-responsive sponsors and service members/Veterans in your region. Should one of your sponsors identify a service member/Veteran who is non-responsive, notify ETS-SP National. ETS-SP National will send an email to the non-responsive participant. Non-responsive participants who opt to drop out for personal reasons are invited to re-enter the program at any time.

.....â Recognize Them.

Recognize both active and inactive sponsors in the following ways:

- Publish a monthly newsletter or calendar of relevant events for service member/Veterans;
- Highlight sponsors in the newsletter, recognizing milestones with the program (number of mentees, years with program, etc.);
- Highlight their achievements, and/or spotlight a group or individual on social media or the newsletter;
- Provide ongoing positive reinforcement;
- Treat your sponsors like an extension of your staff. Get to know the people who are giving up their time to work with you and your program;
- Invite sponsors to provide feedback. Show that you value their opinion;
- Encourage sponsors to recruit others;
- Let the sponsors know about the outcomes from the program; and/or
- Never forget the power of a simple thank you, spoken or written.

.....â Recruit Sponsors in Your Region.

Recruiting for sponsors will vary depending on where you live. Some geographic locations (Texas, LA, for example) may have structured, existing partner programs in place with a sponsor/mentor program. These regions may not need to adopt or adapt their existing programs of recruitment. Other regions may not have an established program in place. One (or more) individuals might serve as the ETS-SP Regional POC in these regions.

Whether you are an individual or a partner, one of your primary responsibilities is to conduct ongoing and continuous sponsor recruitment. In all regions, the following list contains the critical ingredients to effective sponsor recruitment:

- Create and utilize a framework to connect;
- Attempt to connect regularly and continuously; and

Create a personal relationship with the connected sponsor.

Ü^a Targeted Recruitment

When a potential sponsor registers at the ETS-SP website (<https://etssponsorship.com>), ETS -SP National forwards the application to you, the ETS-SP Regional POC, for review and action. You will determine suitability based upon the responses provided.

Key criteria for effective, potential sponsors include:

- The sponsor's availability and their flexibility to accommodate the service member's/Veteran's schedule;
- Personal and professional accomplishments, values, experience, capabilities, skills, and potential;
- Intellectual or professional interests;
- Personal style of communication (empathy, strong listening skills); and/or
- Type of business, industry, or profession they are a part of.

Although typically unusual, ETS-SP Regional POCs may filter unsuitable applications out at this point based upon time, commitment, and/or capabilities.

Ü^a Best Practices

Consider Sponsor Motivation.

The programs that are most successful are those that identify their potential sponsors' motivations and goals, and speak to them directly during their recruitment. Often, sponsors find relationship with the service member/Veteran more rewarding than vice versa.

Employ Broad Communication.

- Create and announce web-based and paper-based materials specific to the program. Provide details and background, and describe next steps for interested participants. Utilize the ETS-SP Sponsor Recruiting Flyer template in this toolkit.
- Set up open house-type events, in-person meetings, conference calls, and webinars. Feature enthusiastic endorsements by sponsors who are willing to share their positive experiences with sponsoring, and learn from those who have not had positive experiences.
- Connect with professional groups as well as social networks. Consider including professional associations, and connect with these groups.
- Online recruiting is also an excellent way to gain visibility. Consider placing an advertisement on social media websites.

Utilize Direct Appeal.

- ☐ The majority of sponsors become involved because they have been invited to do so. Others become involved due to their association with a group or organization that is already engaged.
- ☐ Word-of-mouth is a common and successful recruitment method. A direct appeal for help, especially from a peer or social group, is often the best way to invite sponsors.
- ☐ Invite early participation from an established group/organization.

- ☐ Select highly-regarded individuals to successfully engage, either individually or in a group setting, to encourage the recruitment of potential sponsors.

Sponsor recruitment is part of everything the program does.

Not all recruitment happens within the context of a plan. Sponsor recruitment occurs during casual conversations, at formal meetings, or at official events. An invitation to be a sponsor can be extended anytime, anywhere. Every time you - or any of your sponsors or service member/Veterans or supporters - interact with a program participant or a potential sponsor, whether through an announcement, a marketing campaign, or a personal conversation, you will leave an impression about ETS-SP. Our goal is to leave a positive impression - one that encourages participation and belonging.

Recruitment flyers for both service members/Veterans and sponsors are found on the next two pages. The QR Code for the ETS-SP website <https://etssponsorship.com> follows:



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SPONSORS NEEDED

For more information: www.etsponsorship.com

When a service member conducts a permanent change of station (PCS), they receive a 'PCS sponsor' from their new military installation. ETS sponsors strive to fill a similar role for service members as the service member prepares to exit the military and move to their post-military hometown. Sponsors possess a unique understanding of their hometown and are connected to resources. They conduct virtual sponsor sessions until the service member exits the military, focusing on specific transition goals. Post transition, sponsors meet face-to-face with the transitioned service member at Starbucks stores (free coffee and meal) or convenient locations to refine their goals.

Who Should Volunteer:

- Anyone willing to give their time to assist transitioning service members.
- Civilians: Becoming a sponsor provides an opportunity to serve your country and have a significant impact upon a transitioning service member and their family.
- Veterans: Becoming a sponsor allows you to continue to serve your fellow comrades and their families.



Get Certified

Complete your application at www.etsponsorship.com.
Complete three virtual training sessions as part of a cohort.



Connect

You will be matched with a transitioning service member moving to your community.



Help Transition

Assist your transitioning service member with identified goals as they transition to the community.





MARCH / APRIL 2020

Please find information below for the following:

- CyberVetsUSA (Cybersecurity Careers)
- Soldier For Life Military Spouse Virtual Career Expo
- Bunker Labs NYC Muster Across America
- Intrepid Museum - A Conversation On Wartime Journalism
- The Mission Continues - MLK Day of Service
- Tennis Serving Vets
- US Census 2020 Employment Application Session
- New Year, New You - Resource Networking for Veterans and Families
- Veterans Writing Workshop (Tuesday Sessions)
- Veterans Writing Workshop (Thursday Sessions)
- Horses 4 Heroes - GAIT Therapeutic Riding Center
- MilitaryX Brooklyn Veterans Career Fair
- Veteran Voices Performance Workshop
- Veterans Care (Employment Program)
- DAV/Recruit Military Veterans Job Fair
- Welcome Home - Commissary, Military Service Exchange and MWR Access Update
- NFCC - Achieving Financial Readiness
- Soldier For Life - Educational Opportunities
- Feds Hire Vets - Info and Resources
- VOLS - Volunteers of Legal Services

If we can assist you in any way please let us know.

Provide Details For Further Action



Revitalizing Community Gardens In Brooklyn

The Mission Continues Brooklyn Platoon volunteers with NYC Parks GreenThumb at two community gardens in Brooklyn: Spencer Street Community Garden and Clifton Place Memorial Garden on March 7, 10am-2pm. Help remove part of a pathway, level soil, collect branches, build garden beds, etc.

When
March 07, 2020 at 10am - 2pm

Where
Spencer Street Community Garden
230 Spencer St
Brooklyn, NY 11205



Edge4Vets Workshop

Register for the Spring 2020 Edge4Vets Workshop on March 27, 1-4pm. The goal is to prepare and connect you to an internship/op that can lead to a career - for the life you want! Me or companies send mentors to the Connection Workshop. They help you create a draft for a personal PLAN4SUCCESS, then Edge4Vets connect you to job and career opportunities at their companies.

Following the workshop, you'll get an invitation to the online program where you can work at your own pace to refine and polish your Plan4Success before submitting it to earn your Edge4Vets certificate.

When
March 27, 2020 at 1pm - 4pm

Where
PayPal
117 Barrow St
New York, NY 10014