



# SPONSORSHIP



## Enrollment and Outreach Toolkit

Welcome to the ETS Sponsorship Program (ETS-SP)! We are happy to have you join our team!

ETS-SP Enrollment and Outreach representatives are the critical first step for our program. We appreciate your willingness to introduce our program to our service members with passion and caring. Your engagement is the first step toward an effective transition for our service members.

This toolkit provides an overview of our program as well as the specific role of our enrollment and outreach representatives. If you have any questions about any of the material presented, please contact us at ETS-SP National or reach out to your ETS-SP Community Integration Coordinator.

Again, thank you for your time and willingness to serve as our program enrollment and outreach representatives. We look forward to moving forward with you!

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## I. Roles and Responsibilities

### ETS-SP National Enrollment Manager

- Synchronize the installation enrollment procedures;
- Identify flow and priority of installation engagement;
- Foster and manage relationships with installation transition personnel;
- Conduct initial introduction of the program to key individuals. Gain a foothold and build the relationship and credibility to bring ETS-SP Community Integration Coordinators (as needed) into the installation;
- Coordinate ETS-SP briefings. Send digital copies, offer video conference briefs, and schedule an in-person visit to present the program;
- Clearly lay out support requirements from installations. A table, and computer with Wi-Fi access are minimum requirements to establish an enrollment table;
- Provide quality assurance/quality control for the enrollment process. Conduct weekly meetings with Transition Coordinators to discuss updates and any significant or outstanding issues;

Some geographic areas may have both an ETS-SP Community Outreach Representative and an ETS-SP Installation Outreach Representative. ETS-SP National and/or the ETS-SP Community Integration Coordinator will determine if personnel in both of these positions are required to meet the needs of the area.

### ETS-SP Community Outreach Representative

In those areas where an ETS-SP Outreach Representative is required, his or her responsibilities include:

- Facilitate establishment of an enrollment table at installations;
- Identify the ETS-SP Outreach Representative;
- Facilitate Introductions;
- Enable access of the ETS-SP Outreach Representative on the installation;
- Walk the ETS-SP Outreach Representative through the process;
- Foster positive relationships with installation organizations such as TAP, RSO, VBA and the installation Chain of Command; and,
- Seek opportunities to enable the ETS-SP Outreach Representative to brief service members. This may require developing additional relationships and establishing networks at each installation.

### ETS-SP Installation Outreach Representative

Ideally, two ETS-SP Installation Outreach Representatives work together to ensure table coverage at all times and adequate customer service. One person can walk a service member to the computer lab to enroll, while the other remains at the table to share information with other service members. The ETS-SP Installation Outreach Representative responsibilities include:

- Introduce the program and enroll service members.
- Develop and foster relationships at installations, focusing on the transition building.
- Operate the enrollment table. Exact process may vary by location, but every location should have personnel at a table who inform service members and who provide computer access to enroll service members.
- Develop a set up schedule and coordinate with TAP personnel to deconflict space.
- Report issues or recommendations to the National Enrollment Manager for improving enrollment process.
- Actively seek out opportunities to brief service members.
- Report daily enrollment numbers to the ETS-SP Community Integration Coordinator or ETS-SP National, if applicable.
- Keep the installation TAP team updated on enrollment numbers and success stories. We are a team working towards the same goal.
- Ensure that the ETS-SP Outreach Representative is properly resourced with space, table, tablecloth, flyers, and computer access. This may include working with the installation to ensure that the ETS-SP Outreach Representative has access to the installation should he or she not have a DoD ID card.
- Maintain visibility and understanding of the service members in the community region through sponsor/service member pairings; and, ensure the relationship develops.

## II. On-Site Enrollment Procedures

### A. Pre-Event

On-site enrollment tables may be established on military installations during transition events, at Veteran functions in the community, or any other location frequented by post-9/11 transitioning service members. Ideally, enrollment tables are operated by an ETS-SP Installation Outreach Representative.

Prior to the transition event, the ETS-SP Community Integration Coordinator or designated representative will contact the installation POC responsible for the transition event. Many times this point of contact will be the Transition Assistance Program (TAP) Manager. Army installations host TAP briefings for transitioning service members; these briefings provide an ideal opportunity for ETS-SP to showcase its program.

In the initial phone call with the transition event POC, the ETS-SP Community Integration Coordinator (or ETS-SP National POC) should include the following information:

- ETS-SP provides benefits to transitioning service members and is supported by the VA, DoD, leaders, managers and various Veteran Support Organizations (VSOs) nationwide;
- The ETS-SP works together with the TAP Manager on the installation. Together, the ETS-SP and TAP facilitate successful service member transitions;
- ETS-SP is free;
- Request ETS-SP set up in the vicinity of TAP and utilization of the computer lab to facilitate service member sign up during the event;
- Request the opportunity to brief ETS-SP to the staff and leadership of the Transition Assistance Manager;
- Request the opportunity to present a class on ETS-SP to the transitioning service members during their transition process;
- Request the opportunity to brief ETS-SP to command and staff down to brigade level; this can be done telephonically before the event; however, in-person visits that assist in establishing personal relationships are highly recommended; and,
- Coordinate with the United Service Organization (USO), Veteran Benefits Administration (VBA) and Retirement Services Office (RSO). Let them know who you are, what ETS-SP is, and how we can work together.

Upon approval of setting up the ETS-SP table at the event, the ETS-SP Installation Outreach Representative should:

- Ensure he or she has the resources (listed in the appendices of this document) on hand;
- Contact ETS-SP National with any questions about resource availability; and,
- Coordinate with a local business for coffee for the event. Pick up coffee, cups, etc. prior to the event and set up at the table.

## B. Day of Event

- Set up early!
- After setting up the table and before the event begins, introduce yourself to local agencies in the building and the TAP counselors. Let them know where you are located; invite them to the ETS-SP table to discuss the program. TAP counselors are critical assets who can help market ETS-SP to our transitioning service members.
- Seek out and engage with the service members. Use the questions in Appendix C to help start conversations. Personal stories of shared experiences/hardships may help form connections.
- Engage with all service members, not simply the ones who are ETSing. All service members will eventually ETS and may know others who are currently in the transition process.
- Remember: You are selling a product that the service member does not yet know they need.
- The goal is to get the service member enrolled at the website. Give them the information but then get them to the computer lab or on their phone to enroll.
- Be genuine. Be authentic. Be encouraging.
- Introduce the program and then ask the service member to sign up. Often, service members will think they don't need a sponsor. Let them know what ETS-SP can do for them; ensure they understand that ETS-SP will only add value to their transition and next chapter.
- **Be informational.** Let them know about our ETS-SP partners. Our partners add legitimacy to our program and strengthen our ability to assist the service member.
- **Be direct.** Clinical, academic, or medical language is not appropriate.
- **Be kind.** Establish a real relationship: That is what ETS-SP does. You will be the first link to ETS-SP that the service member will meet!

## C. Post Event

Within 48 hours of completion of the event, assess the event and your participation. Determine what, if any, changes should be made for future events.

### *Table location:*

- ? How was the flow/interaction with service members?
- ? The goal is to engage service members at all times. Did the location of our table enable that to occur?

### *Service member interest:*

- ? How did we approach the service members?
- ? Did we quickly establish a personal rapport?
- ? Did we demonstrate genuine concern for the service members?

### *Enrollment:*

- ? How many service members enrolled on-site?
- ? How quick was the process?
- ? Are there other ways we should be marketing and developing product awareness?
- ? Did we coordinate with agencies throughout the building and display flyers at offices such as Transportation and Finance?
- ? Did we engage with service members who are PCSing? These service members can help spread awareness of the program.

### *Refreshments:*

- ? How did the coffee pick up and set up go?
- ? What supplies were missing? Trash can? Napkins?
- ? Did we leave our space cleaner than it was before we set the table up?

### *Building your team:*

- ? How are you building your team? Who are you training to operate the table when you can't be there?
- ? Does each location have at least a few players on the bench who are passionate, able, and committed to provide ETS-SP outreach and operate the enrollment table at events?



## D. Sustained Operations

This phase is the proof of concept and the foundation upon which the ETS-SP will expand both on military installations and in the local communities. In this phase, the enrollment table will be operated on a regular and predicted basis with a goal of 30+ service members per week.

ETS-SP Installation Outreach Representatives will coordinate with TAP counselors to ensure that counselors know where and when the table will be located. Hours of operation will vary depending upon the availability of the Outreach Representative and the installation's TAP timeline. **The goal is to have the ETS-SP enrollment table operational for a minimum of six hours per week.**

During the sustainment phase of operations, the ETS-SP Installation Outreach Representative is responsible for ensuring the personnel listed below are aware of the ETS-SP and the location and hours of the table.

- TAP counselors
- Building personnel (the individual(s) who opens and closes the building)
- Partners (USO, RSO, VBA, and organizations that facilitate transition)
- Agencies in the building

ETS-SP Installation Outreach Representatives should foster relationships outside of TAP to facilitate marketing throughout the service support centers on the installation. Outreach Representatives should gain an understanding of the battle rhythm of the installation. Typically, the last day of the work week is not conducive to productivity. When the Outreach Representative has established relationships with individuals from the different agencies in the service support center and commands, he or she will become more familiar with the most effective means of marketing on the installation.

## III. Resources

### A. Materials

To facilitate an effective enrollment process, the materials listed below are required:

- Table
- ETS-SP tablecloth
- Computer with internet access
- Flyers
- Poster Board and markers
- Coffee, cups, sugar, cream, napkins
- Business card with ETS-SP logo, link, QR code
- Trash can
- Hand sanitizer, sanitizing wipes

### B. Sign up Form

Feel free to copy, paste and print the sign-up form below to keep track of service members who express an interest and/or enroll in the ETS-SP.

Sign Up Form

Date:

NAME	TELEPHONE NUMBER	EMAIL

## C. Frequently Asked Questions (FAQ) from Service Members

### **What is ETS-SP?**

ETS-SP stands for the Expiration Term of Service Sponsorship Program.

### **What's that?**

ETS-SP is a program established in partnership with the Department of Veterans Affairs (VA) to sponsor service members through the transition process from military to civilian life. ETS-SP is about a personal relationship between the transitioning service member and the sponsor.

### **Who can have a sponsor?**

Any service members/Veterans who are transitioning to a civilian community

### **What if I am undecided on my final destination?**

- You will choose your final destination and determine the logistics involved in getting there; your sponsor will mentor and assist with resources and guidance.
- If you do not know your final destination, you will be connected to an ETS sponsor who will assist you in the decision making process.
- When you choose your new community, you will be connected to a local sponsor.

### **Why should I have a sponsor?**

- Connect with someone who can share knowledge about your new community with you and your family.
- Develop relationships and engage in shared networks in your new community.
- Gain insight into resources that will help you thrive during transition.
- Make the transition less stressful for you and your family.

### **How will the sponsor work with me?**

- Sponsors will contact you regularly via email, text, or phone.
- Sponsors will meet with you in-person (or via virtual meeting teleconferencing) at least once a month.
- Sponsors will share their knowledge of the local area and available resources with you.
- Sponsors will guide you in identifying goals and developing action plans to achieve these goals.

### **How can I be sure that my sponsor and I will work well together?**

- Every sponsor is certified by the VA.
- ETS-SP is successful only with a solid relationship between you and your sponsor and wants your relationship to work!

## D. Questions to Ask the Service Member

The following questions might assist you in conversing with the service member.

- Where are you transitioning to after you ETS?
- When do you ETS? Are you taking terminal leave?
- Do you have a job lined up after you ETS?
- What is your occupation?
  - Army/Marines: MOS
  - Navy: NEC
  - Air Force: AFSC
- Are you planning to go to school after you ETS? If so, did you already apply?
- Ask about GI Bill Benefits, BAH in the area the school is located, etc.
- Are you excited about getting out?
- Will you be applying for VA Disability? How far along are you in the process? Do you need help connecting with the VA?
- What do you think you will miss the most about the military?
- Do you know where you will be living when you get out?
- Are you/your family from there? (Establish whether or not they are with their family.)

## E. Checklist for Enrollment and Outreach Process

### **1-2 Weeks Prior**

- Confirm space to set up a table at the event. Get the event or installation point of contact (POC) email/phone number.
- If necessary, create a schedule and assign personnel to attend the tabling event.
- Provide personnel with ETS-SP objective, mission statement, and script in order to familiarize themselves.
- Ensure tablecloth is on hand.
- Create inventory of items for tabling (sign-up sheet, tablecloth, promotional materials, etc.). Request any additional items that are needed.

### **2-4 Days Prior**

- Ensure promotional items have been obtained (i.e., flyers, etc.).
- Review inventory of items; ensure all items have been received.
- Confirm tabling event with POC.

### **Day Prior**

- Order coffee and/or refreshments to be delivered or picked up for the event.
- Ensure the ETS-SP volunteers have all of the materials inventoried and staged along with POC information.
- Brief the ETS-SP volunteers on expectations, proper attire, and conduct.

### **Day of Event: Pre**

- Verify that you have all the materials you need ready for transport to the event.
- Pick up refreshments (or confirm delivery time).
- Arrive with enough time to set up the table and materials (typically 15-30 minutes prior to the event).

### **Day of Event: Post**

- Pack all remaining material that can be reused for future events.
- Dispose of any waste and clear the area.
- Double-check the area to ensure that no material or trash is left behind.
- Notify POC that you are leaving the area (if necessary).
- Ensure sign-in sheet is scanned and emailed to ETS-SP National.
- Pack up and return all promotional materials.
- Conduct after-action analysis on areas of successes and areas for improvement. Modify promotional materials as needed. Readjust number of flyers to print, explore alternative options for refreshments/catering, etc.

### **2-3 Days Post Event**

- Send thank you email to POC, as necessary.
- Submit any recommendations to ETS-SP National POC for improvement from post-tabling analysis for consideration.