



**WOUNDED WARRIOR  
PROJECT®**



# VETERANS DAY PLANNING GUIDE

Honoring Veterans in Your Company and Community

★ **DIGITAL BOOKLET**



As America's largest veteran service organization, it's our mission to honor and empower post-9/11 wounded warriors, although we support all veterans through government advocacy.

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**We want to ensure that the 16.2 million veterans\* who live and work in our communities receive the gratitude they deserve, especially on Veterans Day.**

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This booklet will provide valuable information about how to show appreciation to employees who served and veterans in your community as you plan your company's Veterans Day activities.

Thank you for doing your part to help honor our nation's bravest.

Wounded Warrior Project  
4899 Belfort Road, Suite 300 | Jacksonville FL, 32256  
[woundedwarriorproject.org](http://woundedwarriorproject.org)

\*2022 U.S. Census

# REASONS WHY VETERANS ARE IMPORTANT TO YOUR COMPANY

While America recognizes its veterans on November 11, at Wounded Warrior Project® (WWP), every day is Veterans Day.

As we approach Veterans Day, it's crucial to honor the contributions and sacrifices of your veteran employees and recognize the value they bring to your company.

## Why are veterans considered strong contributors in the workplace?

While their resumes accurately reflect their experience and value in the civilian workforce, there are many reasons American companies value employees who served in the military. Here are the top six:

- 1 Proven leaders:** Veterans often have superior leadership abilities because of their training and discipline, often from a young age.
- 2 Goal-oriented:** Military members are goal-oriented and have been judged by their ability to achieve them successfully.
- 3 Mission-focused:** Veterans are comfortable working in a team environment where everyone is focused on the same mission.
- 4 Communication:** Being able to communicate critical information clearly and simply up and down in the chain of command is key to mission success.
- 5 Teamwork:** Many veterans have been in life-or-death situations where survival depended on the ability to rely on each other.
- 6 Strong work ethic:** Being able to work long hours under demanding conditions to see a task through to its conclusion is the hallmark of a veteran.



★ To see 10 more reasons, [click here.](#)

## Who is considered to be a United States veteran?

A veteran is someone who has served in the military as a reservist in the National Guard or an active-duty service member in one of the six military branches — Air Force, Army, Coast Guard, Marines, Navy, and Space Force.

## How many veterans are there in the U.S. workforce?

According to the Department of Labor, in 2000, there were 13.5 million veterans in the workforce. Due in large part to retirements, that number decreased to 8.9 million veterans versus 149.7 million nonveterans in the United States, just 5.6% of the workforce. Of those, 1.1 million are women compared to 7.8 million men.

\* For information about the percentage of veterans in major occupational groups, unemployment rates by year, and race and ethnicity groups, [click here.](#)

# HONORING YOUR COMPANY'S VETERANS ON VETERANS DAY

Effective ways to show appreciation to your veterans employees include:

- 1 Observe November 11:** If your company doesn't offer the holiday as a paid day off, consider adding it to your list of observed holidays or giving veterans a paid day off. Consider a floating holiday AND pay for employees who need to be at your place of business on Veterans Day.
- 2 Recognize veterans personally:** Collaborate with company executives and managers to ensure that all veterans feel personally recognized and appreciated by leadership. Simply saying "thank you" to veterans by name is a powerful way to show them that their company appreciates them and acknowledges their significant role in the company's success.
- 3 Have an in-office celebration:** During the week of Veterans Day, consider catering breakfast or lunch for veterans hosted by their department to show appreciation and foster a sense of community and support among all employees.
- 4 Showcase their stories:** Share a profile of veteran employees' valuable service on the company's intranet or in the company newsletter.

Questions can include:

- ★ Why did you go into the service branch you did?
- ★ What did you do in the military?
- ★ How long did you serve?
- ★ What was your favorite moment during your time in the service?
- ★ How has your service helped you in your position with our company?

Should a veteran be unwilling to share their story, respect and support are crucial to ensure they feel understood and respected, contributing to a positive and inclusive workplace culture.

- 5 Organize a flag etiquette clinic:** Before Veterans Day, teach employees how to treat the flag with assistance from veteran staffers. Then, the week before Veterans Day, hold a special flag-raising ceremony.

“The American flag stands for freedom. Not just freedom as in the ability to walk around and go where you want, but also the freedom to believe what you want to believe. I think sometimes we take these freedoms for granted, but when I see the flag, I am proud to know that I am an American.”

— WOUNDED WARRIOR  
BETH KING





“  
Veterans Day is a day we thank the people who have fought for our freedoms and are luckily still alive.  
”

— WOUNDED WARRIOR  
**BRYAN WAGNER**

- 6 Host a lunch-and-learn:** A company-wide lunch-and-learn event with speakers from a veteran service organization like WWP will educate and inspire. A veterans-only program could focus on topics like veterans' benefits, leadership, or coping with combat-related PTSD (post-traumatic stress disorder).
- 7 Create a patriotic workplace:** During the week before Veterans Day, encourage employees to add a patriotic touch to their workspace. Add Veterans Day screensavers for teammates to download to their computers. Add a patriotic wreath or other decor to the entry of your business and lobby area.
- 8 Observe a moment of silence:** Encourage employees to take a moment on Veterans Day to take two minutes to remember the contributions of their teammates who have served and others in their community at 11:11 am.

★ **VETERANS DAY PLANNING CHECKLIST**

- Establish a budget.**
- Create a team:** Include a cross section of managers and employees.
- Seek input:** Ask veterans in your company for advice before setting a plan.
- Communicate plans:** Announce plans to the company in advance and send reminders.
- Solicit feedback:** Follow up to find out what went well and what could be improved for next year.

# HONORING VETERANS IN YOUR COMMUNITY

Your company can be a visible supporter of those who have served in many ways. A few ideas to consider include:

- 1 Provide a unique offer to veterans:** Whether you offer veterans a special reason to visit your business on November 11 or any day of the year, showing your appreciation to them will encourage the goodwill of your employees and your community.
- 2 Sponsor local veteran events:** Get involved with veterans service organizations to make a difference in your local community. Your organization can make financial contributions or sponsor special events on Veterans Day and throughout the year, like a WWP Carry Forward 5K event.
- 3 Share employee notes with veterans at a nursing home or Veterans Affairs (VA) hospital:** In advance of Veterans Day, ask employees to write notes that can be brought to an assisted living facility or VA hospital for distribution on Veterans Day. Thanking a veteran for serving their country and letting them know their service is appreciated and respected is a small recognition that will mean the world to an older or ill veteran.

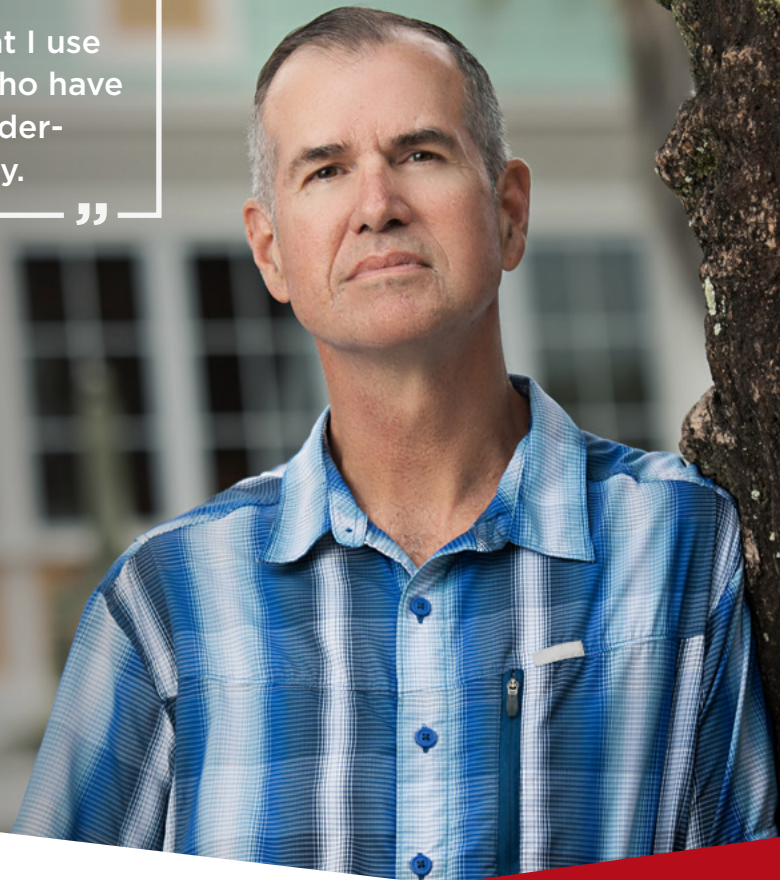
These are simple tribute messages employees can include if they need suggestions:



- 4 Hold an employee fundraising event:** Consider creating friendly competition by having different locations or departments compete against one another to see who can raise the most money, awarding the winning team a prize. These donations can help impact the lives of veterans and their families. (Contact our Workplace Giving Team at [workplacegiving@woundedwarriorproject.org](mailto:workplacegiving@woundedwarriorproject.org) for more ideas.)
- 5 Support veterans nonprofits:** Partnering with or donating to a 501(c)3 organization that serves the veterans community can provide employee volunteer opportunities, increase customer support for your company, and provides a tax deduction. Learn more about how to partner with WWP by clicking [here](#).
- 6 Use your social media voice:** Tell your customers you support veterans by sharing posts about how you honor your employees who served and by paying tribute to all veterans through your social media posts during Veterans Day Week.

“ Memorial Day is a solemn day that I use to reflect on friends and family who have paid the ultimate price for the under-appreciated freedoms we all enjoy. ”

— WOUNDED WARRIOR  
BRIAN VINES



## What is the difference between Veterans Day and Memorial Day?

**Veterans Day** is a federal holiday observed annually on November 11, the day World War I ended in 1918. It is a time for us to pay our respects to all those who have served in the U.S. military. We celebrate and honor America’s veterans for their patriotism, love of country, and willingness to serve and sacrifice for the common good. It recognizes the contributions of military veterans who are our co-workers, neighbors, family, and friends.



**Memorial Day** is a federal holiday commemorated on the fourth Monday of May. It is a time for us to honor those who have died in service to our nation. Originally known as Decoration Day, many people visit cemeteries and memorials on Memorial Day and decorate the headstones with flowers and flags. Although viewed by most Americans as a day for picnics and special sales that mark the beginning of summer, it is a somber day of remembrance for those who have lost loved ones or comrades with whom they served and died for our freedom. Companies should be sensitive to using “Happy Memorial Day” and celebratory language in internal and customer communication.

# IMPORTANT MILITARY AND NONPROFIT RECOGNITION DAYS

## 2024

### AUGUST

- 4** U.S. Coast Guard Birthday
- 7** Purple Heart Day
- 14** Navajo Code Talkers Day
- 17** National Nonprofit Day
- 29** U.S. Marine Corps Reserve Birthday

### SEPTEMBER

- National Suicide Prevention and National Service Dog Month*
- 11** Patriot Day (9/11 Remembrance)
  - 18** U.S. Air Force Birthday
  - 20** National POW/MIA Recognition Day
  - 29** Gold Star Mother's Day

### OCTOBER

- National Depression Awareness Month*
- 13** U.S. Navy Birthday
  - 26** Day of the Deployed
  - 29-Nov. 2** National Veterans Small Business Week

### NOVEMBER

- National Veterans & Military Family and Warrior Care Month*
- 10** U.S. Marine Corps Birthday
  - 11** Veterans Day
  - 15** National Philanthropy Day

### DECEMBER

- 7** Pearl Harbor Remembrance Day
- 13** U.S. National Guard Birthday
- 18** Nat'l Wreaths Across America
- 20** U.S. Space Force Birthday

## 2025

### FEBRUARY

- 16** National Caregiver Day
- 18** Corporate Social Responsibility Day
- 19** U.S. Coast Guard Reserve Birthday

### MARCH

- 3** U.S. Navy Reserve Birthday
- 13** K-9 Veterans Day
- 15** American Legion Birthday
- 25** Medal of Honor Day
- 29** National Vietnam War Veterans Day

### APRIL

- Month of the Military Child*
- 5** Gold Star Spouses Day
  - 9** Nat'l Former POW Recognition Day
  - 14** U.S. Air Force Reserve Birthday
  - 23** U.S. Army Reserve Birthday

### MAY

- Military Caregiver, Mental Health Awareness, and Military Appreciation Month*
- 11** Military Spouse Appreciation Day
  - 11-18** Armed Forces Week
  - 18** Armed Forces Day
  - 26** Memorial Day

### JUNE

- PTSD Awareness Month*
- 6** D-Day
  - 12** Women's Veterans Day
  - 14** U.S. Army Birthday
  - 14** U.S. Flag Day
  - 23** Coast Guard Auxiliary Day

### JULY

- 4** Independence Day
- 25** National Hire a Veteran Day





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## **SOURCES:**

*click on titles to link to source article*

### **Wounded Warrior Project Newsroom**

[The Vital Role of Veterans in the Workplace and How to Support Them.](#)

### **Forbes.com**

[From Uniform to Workplace: Why America's Veterans Are Great Hires by Eli Amdur](#)

### **Department of Labor**

[Veterans in the Labor Force: 6 Stats; 2020](#)

### **Military.com**

[8 Ways to Express Appreciation on Veterans Day](#)

### **Indeed.com**

[How to Honor Veterans at Work](#)

### **Cake.com**

[What to Say to A Veteran on Veterans Day; What to Say Instead of Thank You for Your Service](#)

