



The U.S. Department of Labor

How the HIRE Vets Medallion Program grew its program applications by 127% with support of the Granicus Experience Group

127%

Growth in Accepted Applications

58%

Increase in Program Revenue

232

Repeat Applicants

3.6M

Recipients by third year

OVERVIEW

The U.S. Department of Labor's "HIRE Vets Medallion Award" recognizes employers who recruit, employ, and retain veterans. With the help of the Granicus Experience Group (GXG) and govDelivery, the program saw significant increases in applications and revenue.

CHALLENGE

In 2017, Congress created a new program to recognize employers for recruiting, employing, and retaining veterans. But with no brand recognition and funded only by application fees, the team needed to effectively get the word out about participation.

SOLUTION

Working closely with GXG, HIRE Vets built an audience capture strategy and outreach program that leveraged govDelivery to raise awareness about HIRE Vets, while also ushering members through participation. As the organization grew over the first three years, GXG's strategy adapted with their needs.

IMPACT

The program has experienced a 127% increase in applications from employers since its first year in 2017. The program's estimated revenue increased from \$72,000 in the second year to \$114,000 in the third year.

MUST HAVE SOLUTIONS

govDelivery & Granicus Experience Group (GXG)

“ We didn't have the budget for a big advertising campaign with billboards or television spots,” said Randall Smith, Director of the HIRE Vets Medallion Program. “We had an on-the-ground strategy in each state, and the Granicus Experience Group was critical in helping us expand our audience and awareness at the level we needed.”