



Selfie
WITH A SOLDIER

Veteran's Day - Corporate Challenge

We **challenge your company** to get engaged and show your gratitude. Veteran's Day is approaching and on November 11, we as a nation will celebrate all military men and woman who have served our country.

We **challenge your company** to celebrate those who are currently serving and those who have served. The "Selfie With a Soldier Challenge" campaign (www.selfiewithasoldier.com), is much more than just an awareness campaign, it is an opportunity for your employees to engage and share their gratitude.

Corporate "Selfie With A Soldier Challenge":

The "selfie" concept has provided a new way for people to show "where they are", "who they are with", "what they are doing", etc. We thought what if we used this thought process to say "look at who I am with." However this time it is not a celebrity but our Veterans and Soldiers (and Airmen, Guardsmen, Marines, Sailors). The real heroes of our nation, the men and women who protect our country.

What "rank" can you and your company/department achieve?

We want to take it one step further to create real engagement. The more engaged you and your company are the higher your rank will be. How high of a rank can you and your company/department achieve: 1- Star, 2 - Star, 3 - Star, 4 - Star or 5 Star?

SelfieWithASoldier.com



Selfie
WITH A SOLDIER

Veteran's Day - Corporate Challenge Ranks

1 - Star Status Checklist

- Identify the number of Military/Veteran service men and woman in your company or dept.
- Ask those men and woman to stand together and take a picture or selfie and post the image to your social media sites using #selfiewithasoldier or @selfiewithasoldier.
- Upload the image on our site at www.selfiewithasoldier.com

2 - Star Status Checklist

- Complete 1 Star Checklist
- Identify the branches served by the Veterans in your company or department and provide them with the sign to post on their door or office:
 - Proud Veteran Airman
 - Proud Veteran Guardsmen
 - Proud Veteran Marine
 - Proud Veteran Sailor
 - Proud Veteran Soldier

(Note: Signs can be downloaded at www.selfiewithasoldier.com, then click "Selfie Challenge")

3 - Star Status Checklist

- Complete 1 & 2 Star Checklists
- Identify the Veteran in your company or department who served the longest in the Military and take a Selfie with him or her. Post the picture stating the number of years served, i.e. "Proud Veteran Marine- 17 years" or "Proud Veteran Sailor - 15 years"

4 - Star Status Checklist

- Complete 1, 2 & 3 Star Checklists
- Invite your civilian team members to take a "Selfie" with a Veteran. Post 5 civilian "selfies."

5 - Star Status Checklist

- Complete 1, 2, 3 & 4 Star Checklists
- Encourage your company to reach the challenge of 100 "likes." Please use the social media "hashtags" #selfiewithasoldier or @selfiewithasoldier
- Challenge another company to take the "Selfie With A Soldier Challenge"

Email us a link to your Facebook page or Instagram page at info@selfiewithasoldier.com so we can celebrate your "Rank" and status on our website.

Veteran's Day

Corporate Challenge Communications

Find the Veterans in your company/dept.:

"Dear Team,

If you have served in the Military please send us the branch you served in and the number of years you served. We thank you for your service and want to be sure we recognize your service during our Veterans Day celebration.

We accepted the Selfie with a Soldier Challenge:

"Dear Team,

We accepted the "Selfie with a Soldier" challenge. The mission is to create awareness, show our gratitude for every branch in our military and for our veterans who have served. Our challenge is to achieve the highest "rank" possible. The ranking system is attached. Our goal is to achieve the 5-Star rank. We can do it with your support and in doing so truly honor the Veterans who have served and are part of this company.

Help spread the word:

"Dear Team,

We accepted the "Selfie with a Soldier" challenge. The mission is to create awareness, show our gratitude for every branch in our military and for our veterans who have served. Our challenge is to achieve the highest "rank" possible. In order to achieve the 5 Star Rank, we need to reach 100 likes on our Veterans Day posts, therefore please "like" our company post and help our company reach the challenge of 100 "likes" and demonstrate the support we have for our Veterans. Please use #selfiewithasoldier or @selfiewithasoldier when commenting.

Challenge another company:

"Dear XYZ company,

We challenge you to take the "Selfie with a Soldier Challenge". The mission is to create awareness, show your gratitude for every branch in our military and for our veterans who have served. Our challenge to you is to achieve the highest "rank" possible. We just hit 5 Star status, can you?

Contact us with questions info@selfiewithasoldier.com if you have any questions.