

COMMUNITY OUTREACH

Hilton

OPERATION: OPPORTUNITY

OUR MISSION IS YOUR SUCCESS

Veterans and military spouses have a passion for service and putting others first. Providing opportunities for our military Team Members to continue serving their communities is something that will add value to their careers at Hilton and improve retention. Organizing a military-focused community outreach event is also a great way to get all of your Team Members invested and excited about Operation: Opportunity!

We encourage you to reach out to local organizations in your area to collaborate on what their needs are and how your team can support them. We know you all have fantastic ideas so please feel free to get creative!



When planning your event, please refer to the Corporate Responsibility guidelines provided on [the Lobby>Departments>Corporate Responsibility>Community](#)



EXAMPLES OF MILITARY COMMUNITY SERVICE EVENTS:

- **Care Packages** – This is a great onsite activity! You can hold a drive for Team Members to help contribute items for the packages, or you can provide them.
 - USO: uso.org/stories/1549-how-to-make-the-perfect-care-package-for-troops
 - Operation Gratitude: operationgratitude.com
 - Operation Shoe Box: operationshoebox.com
 - Adopt a US Soldier: adoptaussoldier.org/
 - Soldiers' Angels: soldiersangels.org/adopting-a-soldier.html
- **Professional Clothing Drive:** Purchasing new professional clothing that is appropriate for interviewing can be a big stress on a recently transitioned service member. There are many organizations that help transition veterans and spouses with interview attire and rely on donations to do so.
 - Save a Suit: saveasuit.org
 - Suiting Warriors: suitingwarriors.org
 - Career Gear: careergear.org
- **Military Ball Gown Drive:** Many military spouses and partners do not have the funds to purchase a new gown for their service member's annual ball. By holding a drive you cannot only get your Team Members involved, but also your Guests!
 - Operation Deploy your Dress: www.facebook.com/operationdeployyourdress/
- **USO:** The USO is one of the most well known military support organizations and has locations nationwide. They are extremely flexible and open to volunteer ideas that you have! Some examples of events that various hotels and corporate offices have held with the USO, include:
 - Serving lunch, handing out goody bags and holding a raffle prize drawing at the USO Warrior & Family Care Center and Bethesda Walter Reed
 - Care package packing to send to the USO airport lounges for service members who are coming/going from deployments
 - Hold a BBQ at your property and work through the USO to invite service members and their families
 - Place a computer back of house that is set up to USO Thanks A Million to allow Team Members to send virtual messages of thanks to service members www.uso.org/message/thanks-a-million



For assistance, please reach out to the Military Programs team at military@hilton.com