VFW FOUNDATION

FRONTLINE SUPPORTERS

ACTIVATE YOUR CUSTOMERS. DRIVE VETERAN IMPACT.

Frontline Supporters transforms corporate relationships into engagement-driven activation campaigns that connect brands to veteran impact through employee engagement, customer participation and national cause marketing initiatives.
Every campaign is built around the activation channels your organization already operates, scaled to reach the nation's largest and most established combat veterans organization.



CORPORATE VALUE

A scalable engagement model designed to generate measurable veteran impact through the employee, retail and customer engagement channels your organization already operates.

EMPLOYEE ENGAGEMENT

Turn your workforce into active participants in veteran support and purpose-driven engagement. Payroll giving, matching gift campaigns, and internal storytelling programs connect employees to the mission.

BEST FOR:
HR Leaders · Employee Resource Groups · Companies with Veteran Hiring Programs

RETAIL & CAMPAIGN ACTIVATION

Regional and national round-up campaigns, percentage-of-sale donations, and Veterans Day or Memorial Day activations create measurable customer participation opportunities.

BEST FOR:
Retail Brands · Restaurant Chains · Consumer Products · Financial Services

NATIONAL BRAND ALIGNMENT

Collaborative storytelling, national campaign visibility and integrated activation opportunities position your organization as a leader in veteran cause marketing. Premier supporters receive opportunities for brand alignment within nationally scaled campaigns led by the VFW Foundation.

BEST FOR:
CMOs · Marketing Teams · Purpose-Driven Consumer Brands

SEE REVERSE FOR ENGAGEMENT ACTIVATION LEVELS.

FOUNDATION@VFW.ORG
VFWFOUNDATION.ORG

ENGAGEMENT INVESTMENT LEVELS

Frontline Supporters campaigns run through three activation channels: employee engagement, retail and customer campaigns, and national brand alignment. Each channel can operate independently or together to create fully integrated national engagement campaigns.

POWER THE MISSION:
Invest where your brand and mission intersect with the future of veteran support.

PREMIER
$250K+

PARTICIPATING
$100K–$250K

FEATURED
UP TO $100K

FLEXIBLE INVESTMENT. CUSTOMIZED ENGAGEMENT.

Bring your employees and customers into the mission. Frontline Supporters are organizations that activate their workforce and consumer base through customized fundraising campaigns designed to support veterans and military families.

Our investment tiers provide varying levels of visibility and recognition, but every supporter receives personalized stewardship and a strategic engagement plan that creates value for both your organization and the veterans, service members and military families we serve.



To explore a Frontline Supporters relationship, contact: foundation@vfw.org | vfwfoundation.org.