



Veteran of the Year (VOY) Awardee Reign Guide

2025 Veteran and Vetrepreneur of the Year® Program

A guide for State and National Winners, outlining their responsibilities, engagement strategies, and expectations during their reign period.

Awardee Responsibilities & Reign Period Commitments

Awardees serve as ambassadors for the VOY program, representing Military Friendly with professionalism and integrity.

Reign Period Overview

- State Winners: Serve a one-year term, concluding with the selection of the next state winners.
 - 6/13/25-6/12/26
- National Winners: Serve for one full year, ending with the announcement of the following year's national winner.
 - 9/11/25-9/11/26

Your Role in Boosting the VOY Program's Legacy

You are an ambassador for excellence in the veteran community, and this award gives you a powerful platform to inspire others. Your reign is not just about the award but the lasting legacy you create for the VOY program, the veteran community, and Military Friendly. Let's make it unforgettable!

- **Be a role model** – Share your journey and insights that helped you succeed.
- **Encourage future nominees** – Use your platform to uplift the next generation of veteran leaders.
- **Strengthen Military Friendly partnerships** – Engage with businesses, schools, and nonprofits that support veterans.
- **Drive visibility for the program** – Ensure the world knows the impact of Military Friendly and the VOY initiative. Next Steps:
- **Continue social media engagement** – Celebrate veterans and military-friendly initiatives even after your reign ends.
- **Use your platform to mentor** – Help future nominees navigate their journey.
- **Strengthen the Military Friendly brand** – Advocate, engage, and elevate your leadership!
- **Participate** in scheduled appearances and content creation.



Key Responsibilities During Reign

As a Veteran of the Year (VOY) Awardee, maintaining professionalism, integrity, and commitment is essential throughout your reign.

- ☐ Uphold Personal Conduct Standards – Represent the VOY program with dignity, avoiding any behavior that could harm its reputation.
- ☐ Engage & Participate – Attend scheduled events, promotions, and official appearances to strengthen the program's impact.
- ☐ Support Future Nominees – Champion upcoming candidates and showcase the value of the award.
- ☐ Build Military-Friendly Partnerships – Collaborate with businesses, schools, and nonprofits that support veterans.
- ☐ Provide Timely Documentation & Communication – Submit requested materials within seven days or due date listed and maintain prompt engagement with program organizers.
- ☐ Report Any Critical Changes – Notify Military Friendly within seven days of any legal issues, media attention, or status changes that could affect program integrity.

Your active participation ensures the legacy and credibility of the VOY award, helping to inspire future generations of military leaders!

Logo Usage Guidelines

As a VOY awardee, you can access official branding to celebrate your success! Use the official VOY logo and naming rights are yours to leverage and promote. Military Friendly will provide logos and copy for approved promotional use.

- Maintain proportions – Ensure clarity in digital and print materials.
- Follow branding guidelines – Color schemes and positioning should remain intact.
- Do not alter the logo – No stretching, overlays, or personal branding.
- For logo files, contact VOY@MilitaryFriendly.com.

Marketing Usage Guidelines and photo release agreement can be found [here](#).



Social Media Standards & Best Practices

Your achievement as a VOY Awardee is more than an individual honor—it's a movement! You are now part of a legacy that champions veteran excellence, leadership, and impact. Your voice, visibility, and engagement help amplify the VOY program and strengthen its presence nationwide. Here's how you can celebrate this achievement while elevating the VOY brand through social media and public engagement!

Battle Buddy System: Strength in Partnership

In the VOY Program, each state recognizes two distinct leaders: one Veteran of the Year and one Vetrepreneur of the Year. While each award celebrates a unique path of service and impact, both winners share a common mission—to elevate the veteran community and strengthen the Military Friendly legacy.

To support this mission, all state-level winners will be paired as Battle Buddies during their reign period. This partnership is designed to foster collaboration, amplify visibility, and ensure mutual support throughout the year.

Battle Buddy Expectations:

- Collaborate on Engagements – Attend events together when possible, co-author social posts, and share each other's initiatives.
- Support Content Creation – Coordinate on promotional videos, quotes, and media appearances to reinforce unity and shared purpose.
- Mentor Together – Jointly support future nominees and help guide emerging leaders in your state.
- Celebrate Each Other's Wins – Amplify achievements, milestones, and community impact throughout your reign.

The Battle Buddy system reflects the core values of military service—trust, accountability, and camaraderie. By working together, VOY and Vetrepreneur awardees can model the kind of leadership that inspires lasting change.

Optimizing Social Media Profiles

- Post Your official Awards Announcement
- Share updates, reflections, and insights from Victory Brands on a regular basis.



LinkedIn & Professional Recognition

- Update LinkedIn, Twitter, Instagram, and Facebook bios to reflect your new title. Add Award Title to LinkedIn “Awards Section” – Ensure visibility in professional networks.
- Use Military Friendly branding – Incorporate VOY logos, branded hashtags, and profile images.
- Link back to the VOY program – Drive people to VOY Voting & Nomination www.militaryfriendly.com/voy
- Announce Your Achievement in Style! Make your first post count – Use high-quality photos and compelling captions to highlight the award.
 - Tag Victory Brands & Military Friendly – Expand reach and engagement.
 - Hash Tags: #MilitaryFriendly #ServiceMatters #voy #Veteranoftheyear #Vetrepreneur
 - You can include a short celebratory video – A heartfelt reaction or words of appreciation.

Video, Media, Public Engagement

Awardees are responsible for providing **content** to promote and inspire future nominees.

Promotional Videos

State Awardees:

Please provide the following to Military Friendly.

- 30 Second Video Promoting Next Year’s Nomination Process (2026) – Encourage participation and Nomination for the next cycle in your state.
 - **Due on or before Jan 1st of 2026.**
- Provide a written quote or short statement on what the award means.
 - **Due on or before Jan 1st of 2026.**
- 15–30 -Second Video Promoting Next Year’s State Voting Cycles – Explain why voting in your state matters. Introduce yourself as the reigning awardee.
 - **Due on or before Jan 15th of 2026.**

Video, Media, Public Engagement Cont.

National Awardees and Finalists:

Please provide the following to Military Friendly.

- 30 Second Video Promoting Next Year’s Nomination process – Encourage participation and Nomination for the next cycle for a national campaign, focus on your Impact category.
 - **Due on or before Jan 1st of 2026.**
- 15–30 -Second Video Promoting Next Year’s Vote– Explain the voting process matters. Introduce yourself as the reigning awardee.
 - **Due on or before Jan 15th of 2026.**

Continued



- Provide a statement/quote and vlog on what the award means to you and what you plan on doing with the award and expanded voice.
 - **Due on or before Feb 15th of 2026.**
- Attend a Podcast or Interview Hosted by GIJOBS – Share insights on leadership, service, and the award's significance.
 - **Due on or before May 15th of 2026.**
- Record a Video Handing Off the Award & Congratulating the Next Awardee – Celebrate the transition, accomplishments from your reigning Year, and encourage continued excellence.
 - **Due on or before August 15th of 2026.**

Media & Public Engagement

State and National Awardees:

Provide a Quote for social posting on What the Award Means to You – Share a meaningful statement for promotional materials.

Passing the Torch & Community Engagement

Awardees should celebrate and continue making an impact during their reign, partnering with community groups and local advocacy.

Government & Advocacy Efforts

- Request a City or State Proclamation – Secure official recognition for the VOY program.
- Meet with Local & State Officials – Discuss related initiatives and how they can better support the community.

Supporting Nonprofits & Schools

- Speak at Schools on Awareness Programs – Help integrate history, legacy and leadership lessons into local education.
- Volunteer with Focused Nonprofits – Use the award to inspire and support community initiatives.

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Timeline Guidance & Structured Phases

Awardees should follow a **structured timeline** to ensure they fulfill their responsibilities effectively.

Phase 1: Announcement & Preparation (Month 1-2)

Update Social Media Profiles – Announce the award and optimize branding.

Create Initial Video Content – Record promotional videos for nominees and voting cycles.

Plan Engagement Strategy – Outline key events, appearances, and outreach efforts.

Phase 2: Active Engagement & Promotion (Month 3-9)

Attend Scheduled Events & Interviews – Represent the VOY program at conferences and media opportunities.

Publish Blog & LinkedIn Articles – Share reflections and insights on leadership and service.

Boost Social Media Presence – Maintain regular posting and engagement.

Phase 3: Transition & Legacy (Month 10-12)

Share and amplify the Award Transition Video – Congratulate the next awardee and pass the torch.

Submit Final Reflection & Impact Summary – Provide a write-up on how the award influenced personal and professional goals.

Continue Advocacy Efforts – Engage with government, nonprofits, and business networks.

Please provide the documents and videos requested by the official due date listed for editorial and content creation.

Post-Termination Obligations

Disqualified participants must cease using program titles, return materials, and maintain confidentiality.

Termination & Enforcement (Grounds for Termination)

Program Organizers reserve the right to rescind awards for:

- ☒ *Failure to meet eligibility requirements*
- ☒ *Violation of conduct standards*
- ☒ *False statements or misrepresentation*
- ☒ *Failure to fulfill program obligations*
- ☒ *Defamatory or discriminatory language towards Program Organizers, participants, or affiliates*

⚖️ Enforcement Rights

Program Organizers have sole discretion in enforcement decisions, which are final and not subject to appeal.
