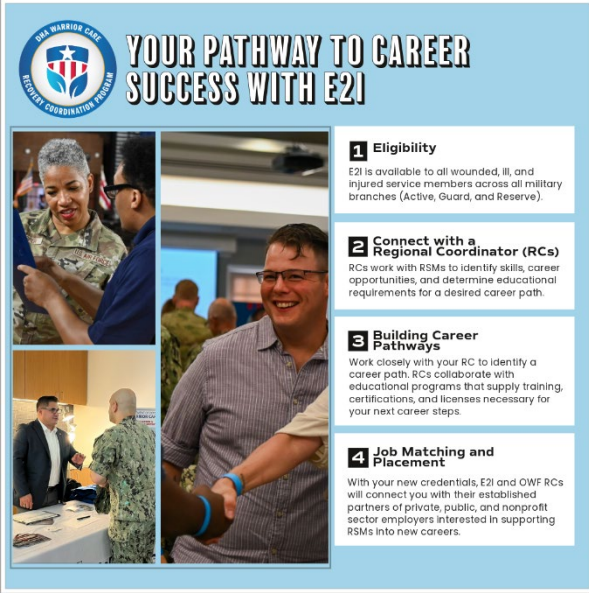


## Education & Employment Initiative (E2I) Campaign 2024

- **Objective:** To highlight the Education and Employment Initiative (E2I) program by increasing awareness, engagement, and appreciation for its impact on recovering service members (RSMs). The campaign aims to strengthen E2I’s visibility, encourage participation, and recognize contributions from partners and resources.
- **Duration:** October (1 week)
- **Measurement and Evaluation:**
  - By focusing on the E2I content/post metrics, we can measure the success of the E2I campaign.
    - Engagement
    - Impressions and reach
    - Audience Participation

| <b>Campaign Components: Key Messaging</b>   |   |
|---|---|
| <p><b>E2I – Your Pathway to Career Success with E2I</b></p>  | <p>Recovering service members, if you’re interested in exploring career paths and educational opportunities, Warrior Care’s Education and Employment Initiative (E2I) is designed for you! Whether you want to transfer your military skillset into a civilian career or discover a new career path, E2I will guide you to success!</p> <p>Check out how RSMs enrolled in E2I can get the most out of their experience with the help of Warrior Care’s Regional Coordinators.</p> <p>Learn more and take the next step toward a fulfilling career transition by visiting: <a href="https://warriorcare.dodlive.mil/Care-Coordination/Education-Employment-Initiative/">https://warriorcare.dodlive.mil/Care-Coordination/Education-Employment-Initiative/</a></p> |

## E2I – Transition with Confidence

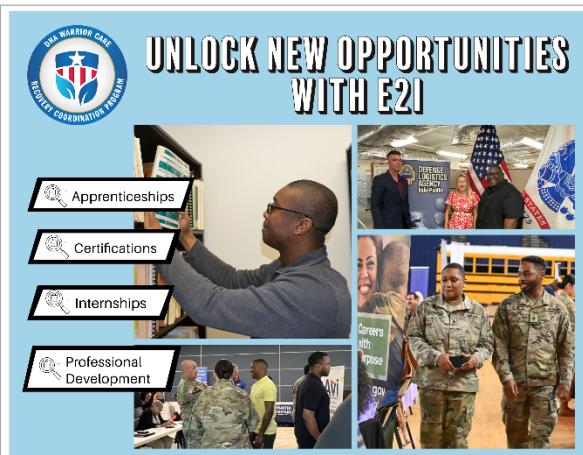


As a Recovering Service Member, your skills matter. Education and Employment Initiative (E2I) hosts national events with Operation Warfighter (OWF) to connect you with employers, educational opportunities, and valuable benefits.

At these E2I and OWF events, you can network with military friendly employers, learn how to leverage your military experience in the civilian workforce, attend resume writing workshops, get a professional headshot, and more!

Join us to prepare for a successful transition. Learn more and contact a Regional Coordinator for upcoming events: <https://warriorcare.dodlive.mil/Upcoming-Events/>

## E2I – Unlock New Opportunities



Unlock New Opportunities with E2I "Are you ready for the next chapter? The Education and Employment Initiative connects recovering service members with education and career opportunities tailored to their strengths. We are here to support you every step of the way.

Reach out to E2I today! <https://warriorcare.dodlive.mil/Care-Coordination/Education-Employment-Initiative/>

Take control of your future today.  
#VeteranSupport #CareerReadiness