

AHI Group, Inc

Finding That Gold Mine Referral Source

Niche VA Program

Finding that golden referral source in your local community can be as simple as: 1, 2, 3:

1) **Doing a search for Veterans of Foreign Wars (VFW) Posts in your area:** [Find a Post - VFW](#) Or finding an American Legion (AL) Post in your area: [Find a Post \(mylegion.org\)](#)

2) **Then dropping by their locations and telling them this** "Our organization helps Elderly Veterans in their homes. How can we help your Veterans?" Let them know you work with local charities to gather needed supplies for elderly veterans like: Toilet paper, soap, new toothbrushes, towels, wipes, lotion, etc. NOTE: You can also start connecting with the VFW offices by sending their "Post Commander" an email like this – to make an introduction:

Hi _____,

My name is _____ and our organization helps elderly Veterans in their homes. We work with local charities to donate supplies that elderly Veterans need - like toilet paper, soap, etc. We can also provide advice about services available in the community to help them stay independent. i.e. Transportation services, in home aide services, etc. and finding the funds to pay for such services. There is no fee for the donations or our advice - so this costs the Veterans nothing. Our funding is paid via other sources.

I would love the opportunity to meet you in person for a few minutes and get to know what your Veterans needs are and see if our organization can help them in any way. Or, setup a time for a Zoom if that works better for you.

Best Regards,

You will work with the Boy Scouts/Girl Scouts and other charities/churches or corporate businesses in your area to gather these supplies. Great marketing opportunity in of itself to these businesses/charities as they all have aging parents.

3) The next time you go by the VFW or AL office take some of the donated items and let them know you can provide care to Veterans in their homes and help them pay for it via a VA Benefit you are aware of. Let them know it's the "VA Aid and Attendance Benefit" and you know a 3rd party that can help Veterans and their spouses/surviving spouses get up to \$2,400 per month to pay for an aide to come to their home. And the 3rd party can help them get approved in as little as 7 days and an average of 3 weeks - without them having to leave their home or spend any money. The 3rd party can even provide an interest free, no fees, loan to pay for the Veteran's home care while they wait for benefit approval - so they don't have to spend money out of their own pocket and wait to get reimbursed by the VA. All at NO COST to the Veteran.

And that's it! Some of our member agencies have been told the VFW could provide them with dozens of referrals for the VA Benefit. However, it's very important you approach things exactly as we have detailed above. Sometimes even 3 degrees off can lead you in the wrong direction and not be effective at getting into doors.

Listen to this weekly coaching call with a number of our AHI Group Members to learn more detail about the above approach and other tips on hiring caregivers, doing in home assessments, and winning business: [CLICK HERE](#)