

# Marketing To The Veterans Administration

## How Do I Access The VA Pension Benefit Program?

Go to: [www.careplanninginstitute.org/veterans1](http://www.careplanninginstitute.org/veterans1) and enter the **password:** irvine23 Complete the orientation/onboarding and request your rate per hour by sending us the following information:

- 1) Your address
- 2) Your Rate Per Hour for a 4-6 hour shift – private pay.
- 3) Complete the required forms to sign up (contained at the above onboarding orientation link).
- 4) Educate your community about the Pension Benefit and submit referrals via [www.careplanninginstitute.org/contact](http://www.careplanninginstitute.org/contact) website.
- 5) Create a [www.postcardmania.com](http://www.postcardmania.com) campaign – discussed in the orientation/onboarding.

## Marketing the VA Pension Benefit

**Tell everyone you meet that you:** *"I'm with the "Helping Veterans At Home Program!....we can help 1 in 3 elderly people get up to \$2,200 to pay for an aide to come to their home to help them stay well and healthy at home and help prevent them from falling and ending up in a nursing home."*