

SSG Fox Grant Program Outreach and Referral Generation



Outreach you can prove.

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WHO WE ARE

STRIVE3 is a Service-Disabled Veteran-Owned Small Business strategic communications firm founded in 2005, based in Reston, Virginia, holding GSA Schedule 47QRAA18D006M. Founded and led by a Marine Corps and Desert Storm Veteran. We build the Veteran-facing outreach that SSG Fox funds, and the documentation VA scores it on.

THE GAP WE CLOSE

Outreach and education are named, funded services under this grant, and the program requires that outreach link back to a referral to your program. VA awards renewal points based on whether the grantee was effective in conducting outreach and increasing engagement, as assessed through grant evaluation. Your staff are peer specialists, case managers, and clinicians. None of them were hired to run a campaign or to instrument a referral pathway, and that answer cannot be reconstructed after the fact.

Your renewal is scored on outreach. We make it answerable.

WHAT WE DELIVER

Veteran-facing outreach campaigns. Built for Veterans who are not looking for help and will not respond to a general appeal.

Clinically reviewed creative. Every asset passes documented safe-messaging review before release. The review record ships with it.

Community partner toolkits. So your VSOs, faith partners, employers, and first responders carry one message instead of nine.

Referral pathway instrumentation. Source tracking on every channel so each contact traces back to what prompted it.

Family and caregiver messaging. Families move Veterans toward care more often than any channel. The grant covers them.

Renewal-ready documentation. Reach, referral, and engagement records formatted to answer the outreach section directly.

FIT

Structured as a contractual line inside your approved budget, typically 8 to 15 percent of the award, not as overhead. We can also write the outreach and measurement sections of a new or renewal application and be named in the budget before the money exists. Our responsibility ends when a Veteran contacts your program. Yours begins there.

WHY STRIVE3

We are the audience. Founded and led by a U.S. Marine Corps and Desert Storm Veteran, service-disabled. When we sit down with a Veteran-serving organization we are not translating for a population we studied.

Direct past performance on VA behavioral health initiatives. The MEDVAMC direct-to-consumer treatment engagement study with VA's National Center for PTSD, and the national VA Readjustment Counseling Service Vet Centers campaign.

Messaging treated as clinical risk, not a creative choice. Suicide prevention messaging is governed by published safe-messaging practice for real clinical reasons. Creative that lands wrong does not simply underperform. Every asset passes documented review before release.

Measured in qualified referrals, not impressions. Qualified referrals, cost per qualified referral, priority segment reach, and referral-to-enrollment conversion. Every term is published before the engagement, not defined after the results.

No procurement friction. SDVOSB status and GSA Schedule already in place. Twenty-one years of outreach for mission-driven organizations, with senior staff tenure exceeding twenty years. Section 508 accessible deliverables across all media.

PAST PERFORMANCE

Michael E. DeBakey VA Medical Center

Produced the direct-to-consumer video advertisements for a VA randomized study of PTSD treatment engagement. VA's National Center for PTSD served as research partner, with its Deputy Director for Education as co-investigator. Six videos built to controlled experimental specification. The outcome measured was whether Veterans went on to begin care, confirmed by chart review. Firm fixed price federal contract with designated COR.

VA Readjustment Counseling Service

Directed the national awareness and clinician recruitment campaign across 300 counseling centers, 80+ mobile units, and a 24/7 call center. Performed against a documented quality plan including Section 508 acceptance thresholds and plain-language readability standards, with electronic media board content built to communicate without audio for clinic and public facility deployment.

Why this is the same work. Both engagements reached Veterans who were eligible for care and not receiving it, under clinical review, with the outcome measured as whether care actually began. That is the question 38 CFR Part 78 asks your program at renewal.

Additional clients. Hope for the Warriors. Freedom Alliance. United Way. American FRRME. American Veterans Center.

COMPANY DATA	NAICS
UEI R7YSXFFPH9B2 · CAGE 4J9Z8	541613 Marketing Consulting (primary) ·
GSA Schedule 47QRAA18D006M	541810 Advertising
Established 2005 · Size: Small · SDVOSB ·	541820 Public Relations
Virginia SWaM	541430 · 541840 · 541860 · 541870
	541890 · 541910 · 541922 · 541490

CONTACT

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