

Ambassador Program

PROVIDING FREE CARE TO VETERANS

Questions to Consider

1. **What's your time frame?** Do you want to dedicate one day, week, or month to providing free dental care to local veterans? You can also consider providing rolling appointments to veterans over a longer period of time (6 months or a year).
2. **Consider your resources.** How much money, time, and human resources can you devote to the program? Will you involve your entire staff and associate dentists? Can you secure supply donations from vendors?
3. **What services will you provide?** As an example, the MDS Veterans Smile Day program conducted in 2014 offered comprehensive exams (X-rays as necessary), unless the veteran had an obvious/painful issue that needed to be addressed immediately. If time allowed, cleanings, sealants, fillings, and extractions were also provided. Veterans were scheduled in 45-minute blocks.
4. **How will you manage scheduling?** Will veterans call your office directly to schedule an appointment? Can your local veterans' service officer assist you with scheduling? See below details on contacting your local veterans' service officer.

Identifying Veterans

The veterans' service officer in your city can be an important resource for you to identify veterans in need of care. To do so, access the [Massachusetts veterans' service officer directory](#), or visit your city/town website. Contact information may be located under the "Veterans Services" or "Senior Services" section of the website. Veterans' service officers are trained to provide free assistance to veterans and their families related to benefits, education, employment and business opportunities, and other important topics.

Promoting Your Program

If you are looking to recruit patients for your event, consider: posting patient recruitment signs in your office and other community locations; contacting local organizations that can reach specific target audiences (VFW, AMVETS); distributing information to your patients via fliers or mailers; utilizing social media; contacting your local newspaper and/or cable access channel to place an ad or a free calendar listing.

For more information on promoting your program, please refer to the [Foundation Ambassador Promotional Toolkit](#).