

# Outreach Toolkit #1

NCA | National Cemetery Administration

**July 2025**

**VA**



**U.S. Department of Veterans Affairs**

National Cemetery Administration

# TABLE OF CONTENTS

VA Burial Benefits Promotion.....3

    Proposed Actions ..... 3

Talking Points .....4

Social Media Graphics .....5

Social Media Content.....6

Flyers .....8

Infosheets .....9

Digital Posters .....10

# VA BURIAL BENEFITS PROMOTION

The role of the Department of Veterans Affairs (VA) National Cemetery Administration (NCA) is to make sure those who served this nation are never forgotten. In support of this mission, VA operates 156 national cemeteries and maintains more than 4 million graves, providing burial and memorial benefits for eligible Veterans, their spouses, and qualifying family members. However, less than half of Veterans and their families take advantage of their VA burial and memorial benefits.

With that in mind, NCA encourages its network of facilities and partners to promote a communications outreach campaign that highlights VA's burial benefits available to Veterans and their families. This campaign focuses on raising awareness of the benefits that Veterans have earned for themselves, their spouses, and eligible dependent children and encourages them to start end-of-life planning today.

Communications content and materials for the month will seek to educate Veterans on their benefits and empower them to apply for pre-need burial eligibility, the starting point in end-of-life planning. This campaign will encourage Veterans and their families to explore VA's burial benefits, increase knowledge of benefit eligibility, and promote the pre-need burial eligibility application. NCA facilities and partners are encouraged to use and share the campaign's resources to increase awareness of VA's benefits in their communities.

## Proposed Actions

NCA facilities and partners can use content from the Plan Today, Honor Forever campaign, including messaging and resources, to reach and engage with Veterans and their families via the following actions:

- » Share social media messages with associated images and links for posting on individual NCA facility and partner social media channels.
- » Re-post, re-tweet, or share other NCA facilities' and partners' social media posts.
- » Share content with existing networks and stakeholders to amplify messages.

## TALKING POINTS

Use these key messages and talking points to promote VA's burial benefits and to engage Veterans and their families in your community. The messaging can be leveraged and incorporated into web content, materials, presentations, and social media messaging that your NCA facility or organization develops to promote end-of-life planning.

- » The Department of Veterans Affairs (VA) National Cemetery Administration (NCA) works to ensure those who served this nation are never forgotten. VA operates 156 national cemeteries and maintains over 4 million graves to honor their memory, service, and sacrifice.
- » VA provides funding to establish, expand, improve, and maintain 122 state, territorial, and tribal Veterans cemeteries in 46 states and 3 territories including Guam, Saipan, and Puerto Rico.
  - Veterans who want to be buried in a VA grant-funded cemetery should reach out to their desired cemetery for more information on their full range of burial benefits and eligibility.
- » Eligible Veterans have earned VA burial benefits at a VA national cemetery for themselves, their spouses, and qualifying family members.
- » Veterans and spouses who want to be buried in a VA national cemetery can apply to find out in advance if they are eligible.
  - Completing the simple, online pre-need burial eligibility application is the starting point in end-of-life planning with your family. It takes less than 10 minutes to fill out and could save your family thousands of dollars in burial costs.
- » Planning with your loved ones in advance can reduce your family's stress at a difficult time. Whether choosing a VA national cemetery, VA grant-funded cemetery, or a private cemetery, VA burial and memorial benefits ensure you and your family receive the ceremony and remembrance you deserve.

# SOCIAL MEDIA GRAPHICS

Employing pictures, graphics, and video alongside your social media posts helps drive attention and engagement. Below are screenshots of graphic image options you can use to accompany your social media content. The image files can be found on the [NCA Plan Today, Honor Forever Industry Partners](#) webpage for download.



# SOCIAL MEDIA CONTENT

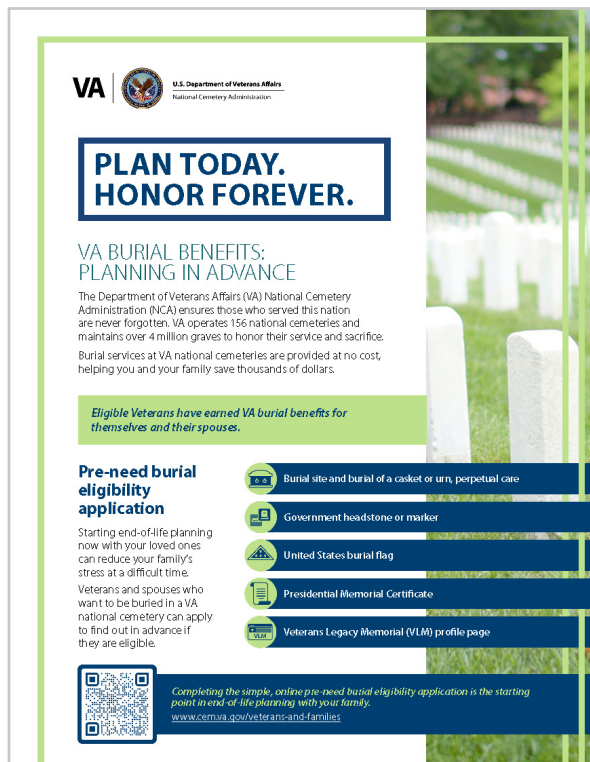
The following is templated content that you can use to promote VA's burial benefits, eligibility of benefits, and the VA pre-need burial eligibility application. Simply tailor the content and copy/paste it into your social media channels.


Focus	Twitter/X Post
<b>VA Burial Benefits</b>	<p>#DYK Veterans are eligible for VA burial benefits? These include burial in a VA national cemetery, a headstone or marker, burial flag, and perpetual gravesite care at no cost.</p> <p>Learn more about VA's benefits and eligibility:</p> <p><a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>
<b>VA Burial Benefits for Families</b>	<p>Did you know as the spouse of a Veteran you are eligible for burial in a VA national cemetery?</p> <p>Find out how to receive these benefits:</p> <p><a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>
<b>Cemetery Options</b>	<p><i>Plan Today. Honor Forever.</i></p> <p>Whether choosing a VA national cemetery or a private cemetery, VA burial and memorial benefits are available to Veterans.</p> <p>Learn more about these benefits and eligibility:</p> <p><a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>
<b>Pre-need Burial Eligibility Application</b>	<p>Are you a Veteran or spouse thinking about burial in a VA national cemetery?</p> <p>Start your pre-need burial eligibility application today:</p> <p><a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>
<b>Custom Post for NCA Facilities</b>	<p>@ [YOUR ACCOUNT] is committed to working with Veterans and their families to ensure they receive the honor and remembrance they deserve.</p> <p>Find out more about VA's burial benefits and eligibility:</p> <p><a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>

Focus	Facebook/Instagram Post
<b>VA Burial Benefits</b>	<p>Did you know that Veterans are eligible for VA burial benefits? These include burial in a VA national cemetery, a government-furnished headstone or marker, a burial flag, and perpetual gravesite care at no cost.</p> <p>Learn more about VA benefits and eligibility:  <a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>
<b>VA Burial Benefits for Families</b>	<p>Did you know as the spouse of a Veteran you are eligible for burial in a VA national cemetery?</p> <p>Find out how to receive these benefits:  <a href="https://www.cem.va.gov/veterans-and-families">https://www.cem.va.gov/veterans-and-families</a></p>
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# FLYERS

Two 8.5" x 11" flyers that highlight VA's burial benefits for eligible Veterans and their spouses. The flyers focus on the application process for pre-need burial eligibility and burial planning at time of need at VA national cemeteries. Display these flyers at your facility or organization to spread awareness among Veteran families in your community. The flyers can be found on the [NCA Plan Today, Honor Forever Industry Partners](#) webpage for download.



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National Cemetery Administration

## PLAN TODAY. HONOR FOREVER.






### VA BURIAL BENEFITS: PLANNING IN ADVANCE


The Department of Veterans Affairs (VA) National Cemetery Administration (NCA) ensures those who served this nation are never forgotten. VA operates 156 national cemeteries and maintains over 4 million graves to honor their service and sacrifice. Burial services at VA national cemeteries are provided at no cost, helping you and your family save thousands of dollars.

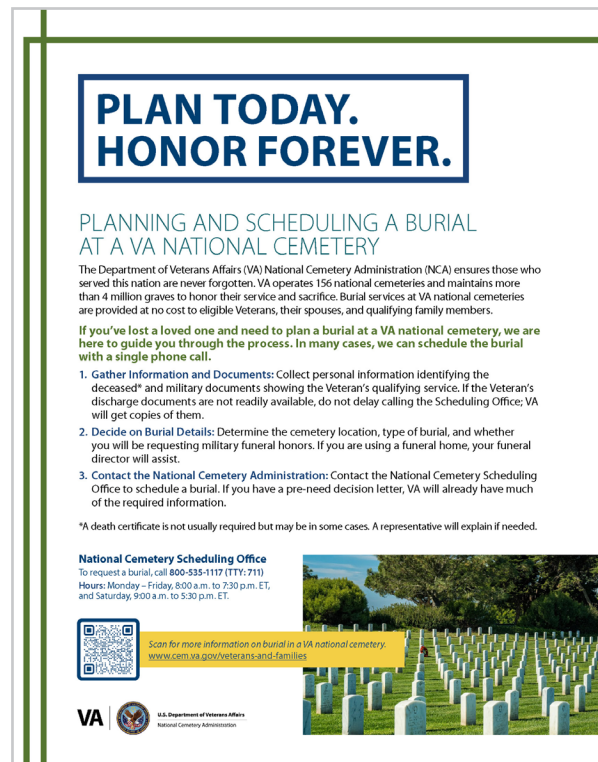
*Eligible Veterans have earned VA burial benefits for themselves and their spouses.*

#### Pre-need burial eligibility application

Starting end-of-life planning now with your loved ones can reduce your family's stress at a difficult time. Veterans and spouses who want to be buried in a VA national cemetery can apply to find out in advance if they are eligible.

-  Burial site and burial of a casket or urn, perpetual care
-  Government headstone or marker
-  United States burial flag
-  Presidential Memorial Certificate
-  Veterans Legacy Memorial (VLM) profile page

 Completing the simple, online pre-need burial eligibility application is the starting point in end-of-life planning with your family.  
[www.cem.va.gov/veterans-and-families](http://www.cem.va.gov/veterans-and-families)



## PLAN TODAY. HONOR FOREVER.

### PLANNING AND SCHEDULING A BURIAL AT A VA NATIONAL CEMETERY


The Department of Veterans Affairs (VA) National Cemetery Administration (NCA) ensures those who served this nation are never forgotten. VA operates 156 national cemeteries and maintains more than 4 million graves to honor their service and sacrifice. Burial services at VA national cemeteries are provided at no cost to eligible Veterans, their spouses, and qualifying family members.


If you've lost a loved one and need to plan a burial at a VA national cemetery, we are here to guide you through the process. In many cases, we can schedule the burial with a single phone call.

- 1. Gather Information and Documents:** Collect personal information identifying the deceased\* and military documents showing the Veteran's qualifying service. If the Veteran's discharge documents are not readily available, do not delay calling the Scheduling Office; VA will get copies of them.
- 2. Decide on Burial Details:** Determine the cemetery location, type of burial, and whether you will be requesting military funeral honors. If you are using a funeral home, your funeral director will assist.
- 3. Contact the National Cemetery Administration:** Contact the National Cemetery Scheduling Office to schedule a burial. If you have a pre-need decision letter, VA will already have much of the required information.

\*A death certificate is not usually required but may be in some cases. A representative will explain if needed.

**National Cemetery Scheduling Office**  
To request a burial, call 800-835-1117 (TTY: 711)  
Hours: Monday – Friday, 8:00 a.m. to 7:30 p.m. ET,  
and Saturday, 9:00 a.m. to 5:30 p.m. ET.



 Scan for more information on burial in a VA national cemetery.  
[www.cem.va.gov/veterans-and-families](http://www.cem.va.gov/veterans-and-families)

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# INFOSHEETS


Two 8.5" x 11" infosheets that outline VA's burial benefits at VA national cemeteries and VA grant-funded cemeteries. Share these fact sheets with Veteran families in your community to spread awareness of the benefits they have earned. The infosheets can be found on the [NCA Plan Today, Honor Forever Industry Partners](#) webpage for download.

## BURIAL BENEFITS AT VA GRANT-FUNDED CEMETERIES

**94% of Veterans living in the U.S. live within 75 miles of a Veterans cemetery.**

This gives Veterans and their families more choices and ensures they receive the honor and remembrance they deserve.




- 122 state, territorial, and tribal Veterans cemeteries
- 46 states
- 3 territories (Guam, Saipan, and Puerto Rico)

For eligible Veterans interested in choosing a VA grant-funded cemetery, learn more about the VA burial benefits available to you.



**Did you know?**

Family members of a Veteran may also be eligible for a burial allowance for the Veteran, helping you cover burial, funeral, and transportation costs.



**PLAN TODAY. HONOR FOREVER.**

VA's burial and memorial benefits can save you and your family thousands of dollars and planning in advance can reduce your family's stress at a difficult time.





## BURIAL BENEFITS AT VA NATIONAL CEMETERIES

Eligible Veterans have earned VA burial benefits for themselves, their spouses, and qualifying family members at VA national cemeteries.

**Benefits for Veterans at a VA national cemetery include:**

- 156 VA national cemeteries
- 4 million graves maintained
- Burial site
- Burial of a casket or urn
- Government headstone or marker
- Perpetual care of the burial site and cemetery grounds
- United States burial flag
- Presidential Memorial Certificate
- Veterans Legacy Memorial (VLM) profile page
- Military funeral honors (provided by the Defense Department)




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# DIGITAL POSTERS

Use these two digital posters (1920 x 1080 pixels) to spread awareness of VA's burial benefits. Display the posters on screens at your facility or organization to educate Veterans and their families about their earned VA burial benefits. The digital posters can be found on the [NCA Plan Today, Honor Forever Industry Partners](#) webpage for download.

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## PLAN TODAY. HONOR FOREVER.

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*Learn more about VA's benefits and start end-of-life planning today.*



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