**About the Ask**. Changing how we ask the question can open the door to more meaningful conversations about military service and more accurate identification of service members, Veterans, their families, caregivers, and survivors. Most importantly, we can connect more service members, Veterans, their families, caregivers, and survivors to VA benefits and services they earned and deserve.

Instead of asking “Are you a Veteran?” shift to “Did you or a loved one served in the military?” to start the conversation. If the answer is yes, connect them to the [VA Welcome Kit](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.va.gov%2Fwelcome-kit%2F&data=05%7C01%7C%7C8e95aaa58f2d46ff0e9d08db93515dc8%7Ce95f1b23abaf45ee821db7ab251ab3bf%7C0%7C0%7C638265749923403042%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=oQgL%2BpU8soaZMjWZjXs7mIviVm9n12VFozBh%2B0fpKVA%3D&reserved=0) or their local VAMC so they can explore VA benefits and services.

**Instructions for using the Ask The Question Campaign.**

1. Download the Ask The Question Badges and Banners here: <https://www.va.gov/healthpartnerships/vcpresources.asp>
2. Link the image of your choice to this link: [https://www.va.gov/welcome-kit/?utm\_source=ask&utm\_medium=ask&utm\_id=ask](https://gcc02.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.va.gov%2Fwelcome-kit%2F%3Futm_source%3Dask%26utm_medium%3Dask%26utm_id%3Dask&data=05%7C01%7C%7Cc1db661b0d51423d79da08db8f964c5b%7Ce95f1b23abaf45ee821db7ab251ab3bf%7C0%7C0%7C638261647907248920%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000%7C%7C%7C&sdata=yMo72oFuM%2FCzn8AyQaC1wof8POmRYenVI87Z5GhaUAU%3D&reserved=0) to help direct Veterans and their families to the VA welcome kit page.

VA encourages all Veteran Community Partnership members, Veteran Service Organizations, and community partners to download the web badges and banners and share widely.