



Toolkit: Awareness Months & Holidays

November 2025

How to Use This Toolkit

Purpose and Benefits

Nationally-recognized awareness months give you a great opportunity to engage your workforce in conversations and learning all year. We're making it easier for you with our **Toolkit: Awareness Months and Holidays**. It's packed with resources that save you time, enabling you to focus on helping your employees gain a deeper understanding and appreciation of one another.

Contents

This easy-to-use toolkit contains the following for the month of **November**:

- Tips and resources that you can include in your employee newsletter or intranet
- Employee lunch & learn ideas with suggested activities and discussion questions
- Additional tools to share with your leaders and supervisors
- Ideas for employee giving and community service projects

***Note:** the resources and links in this toolkit are samples and suggested ideas. Please take some time to carefully review each item's contents before use, to ensure it is a good fit for your organization.*

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November

Theme: Native American Heritage Month and Veterans Day

1. Sample Content for Your Employee Newsletter or Intranet

This November, we recognize Native American Heritage Month and Veterans Day in the United States. Native American Heritage month was formally established in the U.S. in 1990. Veterans Day (November 11), a time to honor military veterans of the past and present, became a national holiday in 1938.

But first, a note about Native American Heritage Month terminology

While the broad terms American Indian, Native American, Native, and/or Indigenous are used by many in the Americas to refer to themselves in a general way, and are often used interchangeably, there are 574 different federally-recognized American Indian Nations in the United States, each with its own name, history, traditions, and language. There are even more in Canada and elsewhere. Whenever possible, it is important to use the specific name and/or whatever terminology is preferred by the person or group you are addressing. Learn more here: [The Impact of Words and Tips for Using Appropriate Terminology: Am I Using the Right Word?](#)

Veterans – Did you know?

- Last year, there were almost 14 million military veterans in the United States in 2024. This equals over 4% of the adult population.
- In 2024, the U.S. state with the highest percentage of veterans in the population was Alaska, followed by Wyoming and Virginia.
- There are many misconceptions about veterans and their experiences: for example, not all veterans are soldiers, and the military reserves are part of the military. One organization, PsychArmor Institute, asked hundreds of veterans what they wanted employers others to know about them, and compiled this helpful list. It includes questions you should ask veterans to learn more about their service and experiences—and one question you should never ask a veteran. [See the list here.](#)



The Code Talkers – Learn more

Books and movies have now made famous the important role that [Native American Code Talkers](#) played in World Wars I and II. These U.S. military servicemembers—many of whom were punished for speaking their Indigenous languages as children in school—created a system of secret coded messages using their Indigenous languages that could not be broken and that were crucial in battles in Europe and the Pacific.

- **Visit an online exhibit.** [Click here](#) to visit the Smithsonian National Museum of the American Indian's online exhibit, "Native Words, Native Warriors." Learn more about the Code Talkers' experiences, view photos,

and learn some words used as a part of the military code.

- **Virtually visit the National Native American Veterans Memorial.** Dedicated on November 11, 2020, in Washington, D.C., this monument serves as the first national memorial dedicated to the service of Native Americans in every branch of the U.S. military. To view photos and videos of the memorial and the procession of veterans who attended its dedication, [click here](#).
- **Read or listen to an interview** with one Code Talker by [clicking here](#) (3 minutes).

2. Employee Lunch & Learn Suggestions

Option 1: American Indian representation in film

First, select a movie. Invite employees to view the film in advance of the discussion session.

- Select a film from this list: [Movies to watch on Native American Heritage Day](#).
- **Note:** *Some films on these lists may address difficult topics, contain violence or profanity, etc. Please consult reviews and carefully research a film's contents before use to ensure it is a good fit for your organization.*

During the lunch and learn gathering, discuss the film. Here are a few sample discussion questions to get things started:

- Did you learn something new about American Indian culture or history from the film? If so, what?

- How did this film portray its characters, especially compared to American Indian characters in films or television shows of the past?
- Did this film impact your perceptions of the experiences of the American Indian people?

Option 2: Veteran / military servicemember / family member panel

Ask several veterans, current military servicemembers, or military family members from different areas and job levels in your organization to volunteer to help lead a panel discussion. Ideas for possible discussion questions are listed below.

- What was/is your role in the military? In which branch did/do you serve?

- How did you decide to become a part of the military? In what ways did your decision to serve change your life path?
- What did you/do you like most about your military service? What did you find most challenging?
- What is it like to be a family member of someone in the military?
- What do you wish people knew about being a veteran/servicemember/family member?
- Do you believe veterans/service members/family members face unique challenges in society? If so, what are they?
- What are some ways that we can support veterans here at work? In our local communities? In the world?

Tip: If you have employee resource groups for veterans or American Indian employees, consider seeking their input and asking if their members would like to be involved in sponsoring, planning, or holding either of these employee events or any other company effort to honor these observances.

3. Additional Resources to Share with Leaders and Supervisors

Blog: [5 Unexpected Unconscious Bias Examples](#)

4. Encourage Community Service and Giving

Commemorate Native American Heritage Month and Veterans Day by encouraging employee participation in giving or volunteering. Here are a few ideas to get you started:

- Highlight organizations that are dedicated to supporting veterans or American Indian communities, heritages, and cultures on your employee intranet or engagement portal.
- Remind employees of any benefits that your company provides, such as paid time off for volunteering or other volunteer incentives, to show your support for employee volunteering.
- Help employees search for volunteer opportunities and create a volunteer campaign to track hours dedicated to this cause area. This tracking report can help you plan for next year so you can see the list of favorite organizations that your employees support.





(800) 945-2316

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