



*"Honoring Our Present – Remembering Our Past  
& Preserving Our Legacy"*

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### GUIDELINE TO ESTABLISH A PURPLE HEART ENTITY

Patriots,

Here are some tips and suggestions on establishing a Purple Heart City, County, Roadway, University/College, etc. Remember this is just a guideline you may follow, it is not necessarily the “right way” or “only way” to accomplish the mission.

First, reach out to your County Board of Supervisors (BOS), City Council, State DOT, or anyone who might deal with Veteran Programs for the entity you are working on. For colleges and universities, I would recommend talking with their personnel who handles Veteran issues.

Have with you a copy of a sample Proclamation ([click here for examples](#)), as they can use it as a guide in making their own. Be prepared to explain what your intent is. For example. “Honoring all those who have sacrificed for their country... those killed or wounded in combat....”

When it comes to signage and such, the cost normally falls upon the entity themselves. There are some Chapters/Departments out there who purchase these signs, but this decision is up to the Chapter/Department. A way to get help in purchasing signage is

through the area chamber of commerce and have had the signs paid for by local businesses.

Along with the entity signs, the specific entity can also receive Purple Heart Parking Signs free of charge (except shipping & handling) from Wounded Warriors Family Support.

You will most likely be referred to the County/City Clerk, or anyone who will be tasked with the job to work up the Proclamation. Be sure that they send you a copy for your review and approval, before it is finalized! It's important you agree with the verbiage.

Once the Proclamation is completed and approved, ask the individuals you are working with to help you set up a presentation. It would be helpful if they could place it on the agenda at least two weeks in advance, because this gives you time to contact other Veterans organizations to attend the meeting/ceremony, and for you to contact the newspapers, radio stations, and/or news stations to publicize the event. Invite as many Veterans you can; ladies, other vets, all your members, etc.

If the meeting/ceremony is televised, ask the cameraman for copies on DVD. They may charge you, however some may honor our non-profit status and waive any charge. If they won't waive the cost, pay the money, as it is well worth it to have a DVD of the presentation. If no filming is available, assign someone to video it, if possible.

Be prepared to give a short acceptance speech (if given the opportunity). They are honoring Purple Heart Veterans, and they should receive recognition for doing so.

If you can, bring enough of your Department coins / pins, etc. to present to all the higher ups in the entity that is being designated. For example, County Commissioner, Mayor, President of College/University, etc. It is recommended that everyone who sits facing the audience should get one.

After the awards, gather all in attendance outside and take plenty of pictures. I would recommend putting these pictures up on social media as well as send them to myself, so I may put them up on our new Facebook Page (@PurpleHeartTrail). Also when emailing these pictures, remember to include the magazine editor as some may be published in either the Purple Heart Magazine or the Purple Hat Press.

Please keep your Department and Regional Commander apprised of your progress. As the National Coordinator of the program, I will need legislative confirmation (a copy of the resolution or proclamation) along with an address, specifically a zip code. Once confirmed, I will post it on the National web-site.

It is suggested that when you send the Proclamation / Resolution up to me (scanned copy in email), you also include your Department Commander and Regional Commander in the email. It is very important your chain-of-command be kept in the 'loop'.

The above can also be used as an outline for a Purple Heart State, by contacting a State Legislator who would be willing to introduce a Bill or Resolution.

**Remember, this program is about entities honoring our Nation's Purple Heart recipients. So, in a since it is about what they can do for all the recipients out there. If you have something in mind that the entity can do for you (Chapter/Department) don't hesitate to ask!**

Call or email me anytime if I can be of further assistance.

Yours in Patriotism,

*Matt*

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