

HEALING THE HERO

THE SENTINEL NETWORK

Strategic Development, Marketing, Alumni Engagement & Identity Plan

Recovered Heroes. A New Mission.

You Found Your Way Back. Now Stand Watch for the Others.

SEE THEM. REACH THEM. CONNECT THEM.

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Executive Summary

The Sentinel Network is designed as Healing the Hero's mission-based alumni and referral network. It converts recovery into renewed purpose by inviting prior participants to stand watch for other heroes who may be struggling, begin a peer-to-peer conversation, and create a warm introduction to Healing the Hero.

The Sentinel is not a therapist, diagnostician, crisis counselor, or commissioned recruiter. The Sentinel's role is deliberately narrow and repeatable: SEE THEM. REACH THEM. CONNECT THEM. This preserves appropriate boundaries while using one of Healing the Hero's strongest assets: the credibility of a hero who can truthfully say, "I've been there. I found something that helped me."

The business-development model creates a compounding flywheel: a hero is served, recovers, accepts a new mission as a Sentinel, reaches another hero, and creates another pathway into Healing the Hero. The network can also open doors into departments, agencies, military communities, unions, churches, veteran organizations, and other institutions.

1. Strategic Purpose

- Create a durable alumni identity that keeps recovered heroes connected to Healing the Hero.
- Give prior participants a meaningful next mission centered on service rather than membership.
- Increase warm, trusted referrals from Veterans and first-responder communities.
- Create peer-to-peer access to heroes who may never respond to traditional advertising or institutional outreach.
- Build a national network that can support agency introductions, public awareness, research recruitment, and future expansion.
- Measure activity in heroes reached and connections made - never in vulnerable people treated as sales leads.

2. Brand Architecture

Primary Identity

THE SENTINEL NETWORK

Recovered Heroes. A New Mission.

You Found Your Way Back. Now Stand Watch for the Others.

See Them. Reach Them. Connect Them.

Cultural Statement

"Someone came back for me. Now I stand watch for the others."

Operational Mission

One Hero. One Conversation. One Introduction.

3. What Is a Sentinel?

A Sentinel is a hero who has walked through their own recovery and voluntarily chooses to stand watch for others. A Sentinel recognizes changes, starts a conversation, shares lived experience when appropriate, and connects a willing hero with Healing the Hero.

A Sentinel does not:

- Diagnose PTSD, depression, anxiety, or any other condition.
- Provide therapy or represent themselves as a clinician.
- Pressure someone into participation.
- Attempt to independently manage an acute crisis beyond their training and role.
- Receive commissions for referring vulnerable people.
- Negotiate agency contracts on behalf of Healing the Hero unless separately authorized.

4. Sentinel Mission Framework

NOTICE

Pay attention to changes: withdrawal, sleep disruption, anger, isolation, changed behavior after an incident, or simply the sense that someone is not themselves.

CONNECT

Start a human conversation without diagnosing or interrogating. Example: "Hey, you haven't seemed like yourself lately. I wanted to check on you."

SHARE

When appropriate, use lived experience to create credibility: "I've been through some things too."

INTRODUCE

When the hero is ready, offer a warm connection: "I know some people. Let me make the introduction."

WALK

Do not merely hand over a phone number. Help create the introduction, then allow Healing the Hero and appropriate professionals to take it from there.

5. The Sentinel Standard and Pledge

- I will notice the hero others overlook.
- I will reach out when something feels different.
- I will listen without judgment.
- I will never diagnose, pressure, or pretend to be their therapist.
- I will tell them what helped me when sharing my experience may help.
- I will help connect them with Healing the Hero if they are ready.
- I will know my lane and use appropriate crisis or emergency resources when required.
- I will remember that someone came back for me.
- Now I stand watch for the others.

6. Participation Structure

Level	Purpose	Primary Role
Sentinel	Entry identity	Stand watch, start conversations, make warm introductions.
Senior Sentinel	Experienced service	Consistently serves others and helps orient newer Sentinels.
Sentinel Leader	Local/occupational leadership	Builds Sentinel communities and supports organized outreach.

The first pilot cohort should be designated Founding Sentinels. Consider issuing permanent Sentinel numbers (for example, SENTINEL 001) to create identity, history, and recognition without creating a rank-heavy culture.

7. Who Can Become a Sentinel?

The initial network should prioritize prior Healing the Hero participants who demonstrate stability, appropriate boundaries, respect for the mission, and willingness to serve. Potential communities include:

- Veterans
- Active-Duty Military
- Law Enforcement
- Fire Service
- EMS
- 911 Dispatch
- Corrections
- Federal Law Enforcement
- Other eligible hero populations

8. Sentinel Welcome Kit

- Personal welcome letter.
- Sentinel challenge coin.
- Sentinel T-shirt.
- Optional embroidered Sentinel golf shirt.
- Sentinel identification card and individual Sentinel number.
- Personalized QR code and referral URL.
- Digital referral card and social-media assets.
- Email-signature badge.
- Referral conversation card.
- Short Sentinel handbook.
- "Know Your Lane" safety and boundaries card.
- Healing the Hero contact and escalation information.

The kit should feel like equipment issued for a mission rather than promotional merchandise.

9. Apparel and Identity Design

Sentinel T-Shirt

Front / left chest: Healing the Hero logo; SENTINEL; small line: Stand Watch. Reach Back.

Back: large SENTINEL; "WE FOUND OUR WAY OUT. NOW WE GO BACK FOR THE OTHERS."
HealingTheHero.org and optional centered QR code.

Sleeves: "NO HERO LEFT BEHIND" on one sleeve; small HTH mark or Sentinel number on the other.

Style direction: clean, disciplined, tactical-inspired without aggressive combat imagery. Avoid skulls, weapons, Punisher-style marks, or imagery that confuses recovery with aggression.

Sentinel Golf Shirt

Premium moisture-wicking polo suitable for chiefs, sheriffs, legislators, donors, conferences, and agency meetings.

Left chest embroidery: Healing the Hero logo.

Right chest embroidery: SENTINEL with smaller "Healing the Hero" beneath.

Sleeve: small "Stand Watch" or "No Hero Left Behind."

Optional Senior Sentinel or Sentinel Leader designation beneath the name/identity.

10. Digital Referral System

Each Sentinel should receive a unique URL and QR code, such as HealingTheHero.org/Sentinel/001. The destination page should immediately communicate that a trusted peer sent the visitor.

Recommended landing-page headline: "Someone Who Has Been There Sent You Here."

- I Want to Talk to Someone
- Tell Me How This Works
- I'm Concerned About Someone Else

Internal tracking can include Sentinel ID, referral date, hero category, location, contact status, intake status, program start, and follow-up status. Sentinels should not receive sensitive clinical or participant information. A simple confirmation such as "We reached them. We've got them from here." is sufficient.

11. Prior-Hero Email Recruitment Campaign

Email 1 - The Mission

Subject: You completed one mission. I have another one for you.

Introduce the Sentinel Network and invite recovered heroes to accept a new mission: See them. Reach them. Connect them. Emphasize that Sentinels are peers and connectors, not therapists.

Email 2 - Who Is the One?

Subject: Who is the one person you're worried about?

Ask the reader to think of one Veteran, officer, firefighter, dispatcher, corrections officer, or other hero who has changed, withdrawn, or gone quiet. Make that person the first Sentinel mission.

Email 3 - Your Story Matters

Subject: You may be the person they'll listen to.

Explain why a hero may ignore an advertisement, EAP announcement, or brochure but listen to someone who can say, "I've been there."

Email 4 - Founding Sentinel Cohort

Subject: The Founding Sentinel Class is closing.

Use only genuine cohort limits. Explain that Founding Sentinel numbers are permanent and that the first group will help shape the network.

12. Launch Marketing Campaign

Primary headline: YOU FOUND YOUR WAY BACK. NOW STAND WATCH FOR THE OTHERS.

Primary visual: two heroes speaking quietly outside a station, department, firehouse, unit, or neutral setting. The emotional tone is strength after recovery, not staged despair.

Core copy: You know what it feels like when nobody understands. You know what it is like to say you're fine when you're not. And now you know something else: there can be a way forward. Someone else needs to know that too. Become a Sentinel. See them. Reach them. Connect them.

13. Social Media Campaign

Give

Someone is watching the person who watches everyone else. Teach recognition of quiet changes after critical incidents without making a recruitment ask.

Give

You don't need the perfect words. Teach simple opening lines for checking on a peer.

Engage

Who checked on you when you needed it most? Invite reflection without requesting disclosure of trauma.

Ask

Now it's your turn to stand watch. Invite qualified prior heroes to become Sentinels.

14. Sentinel Video Campaign

Produce 30-60 second videos featuring consenting prior participants. Use a consistent three-part structure: "Where I was." "What changed." "Who I'm looking for now."

Recommended close: "Someone came back for me. Now I'm going back for them. I'm a Sentinel."

15. Sentinel Muster

Hold a 45-minute virtual Sentinel Muster each month to preserve identity, reinforce boundaries, teach one outreach skill, recognize service, share impact, welcome new Sentinels, and issue the next monthly mission.

1. Welcome new Sentinels.
2. Share one appropriate impact story.

3. Teach one outreach skill.
4. Review safety boundaries.
5. Recognize service milestones.
6. Issue the monthly mission.
7. Close with the Sentinel pledge.

16. Monthly Sentinel Missions

- Roll Call: Contact three people you served or worked with.
- The Quiet One: Reach out to someone who has withdrawn.
- After the Call: Check on someone after a difficult incident.
- Retired but Not Forgotten: Reconnect with a retired hero who has lost connection.
- Family Watch: Support a spouse or family member who is concerned about their hero by connecting them to appropriate HTH resources.
- One More: After a successful introduction, identify one more person worth checking on.

17. Recognition System

Milestone	Recognition
1 Hero Connected	Sentinel tab or digital badge
5 Heroes Connected	Challenge coin upgrade
10 Heroes Connected	Senior Sentinel consideration
25 Heroes Connected	Sentinel Leader consideration
50 Heroes Connected	Founder recognition
100 Heroes Connected	Annual Healing the Hero Sentinel Award

Externally, use service language such as "heroes reached" or "connections made," not "leads generated."

18. Geographic and Occupational Expansion

Occupational communities may include Veteran, Law Enforcement, Fire, EMS, Corrections, and Dispatch Sentinels.

Regional communities can then develop by state or metro area, such as Florida Sentinel Network, Texas Sentinel Network, or Pennsylvania Sentinel Network. The objective is community and mission alignment without creating insular tribal dynamics.

19. Agency Business Development

Sentinels can become high-trust door-openers inside agencies. A recovered participant can credibly say: "Chief, I went through Healing the Hero. I'd like you to meet the people who helped me."

The Sentinel makes the introduction; Healing the Hero or the appropriate authorized leadership handles the institutional conversation. Sentinels should not negotiate agreements unless separately authorized.

20. Sentinel Ambassador Card

Front: YOU DON'T HAVE TO CARRY IT ALONE.

Back: Someone who understands sent you this. Personalized QR code. HealingTheHero.org. Take the first step.

21. Referral Conversation Training

- NOTICE: "I've noticed you haven't seemed like yourself."
- CONNECT: "I've been through some things myself."
- OFFER: "I found something that helped me."
- INVITE: "If you're open to it, I'll connect you."
- WALK: "I'm not just giving you a number. I'll make the introduction."

22. Business Development Flywheel

Sentinels Recruited -> Sentinels Activated -> Conversations Started -> Warm Introductions -> Intakes -> Heroes Served -> Future Sentinels

The final step is the strategic advantage: successful recovery can create the next Sentinel, allowing the network to compound organically.

23. 90-Day Launch Plan

Days 1-15

- Finalize identity and pledge.
- Design apparel and welcome kit.
- Build referral system and landing page.
- Select first 25-50 candidates.
- Complete orientation and boundaries materials.

Days 16-30

- Launch prior-hero email sequence.
- Personally contact high-potential Founding Sentinels.
- Hold first orientation.
- Issue Sentinel numbers.

- Ship welcome kits.

Days 31-60

- Launch social campaign.
- Hold first Sentinel Muster.
- Issue first monthly mission.
- Track warm introductions.
- Record first Sentinel stories.
- Begin agency introductions.

Days 61-90

- Recruit second cohort.
- Identify first Senior Sentinel candidates.
- Publish a truthful impact update.
- Refine training based on feedback.
- Set quarterly targets.

24. First-Year Performance Targets

A practical initial target is 250 trained Sentinels. If each produces four meaningful peer conversations per year, the network creates approximately 1,000 conversations. If 25% become warm introductions, that creates approximately 250 referrals. These are planning assumptions, not guaranteed outcomes, and should be replaced with actual conversion data after the pilot.

The most important KPI is not total enrollment. It is active Sentinels who are making appropriate, meaningful connections.

25. Sentinel Identity Web Page

Recommended page structure similar to the Healing the Hero Coaches page, but with a distinct mission identity.

Hero Section

- THE SENTINEL NETWORK
- You Found Your Way Back. Now Stand Watch for the Others.
- Someone came back for you. Maybe they made the call, introduced you to Healing the Hero, or simply recognized that the person saying "I'm fine" wasn't fine. Now another hero may be standing where you once stood.
- Primary CTA: BECOME A SENTINEL
- Secondary CTA: I KNOW A HERO WHO NEEDS HELP

What Is a Sentinel?

- A Sentinel is a hero who has walked through their own recovery and chooses to stand watch for others.
- You are not becoming a therapist. You are not diagnosing PTSD. You are not responsible for fixing anyone.
- SEE THEM. REACH THEM. CONNECT THEM.
- You become the bridge.

Why Sentinels Matter

- Heroes are remarkably good at hiding pain. A struggling hero may not respond to someone telling them they need help, but they may listen to another Veteran or first responder who says: "I've been there. I found something that helped me. If you're ready, I'll walk you over."

Your Recovery Gave You Something Powerful

- Credibility - not because of a title or certification, but because you've been there and know there can be another side of it.

You Don't Have to Save Them

- You are not responsible for another person's recovery. Your job is connection. When professional, crisis, or emergency assistance is needed, appropriate trained resources take over. A Sentinel knows their lane and stands their post.

Your First Mission

- Don't think about finding 100 heroes. Think about one. Who is the person you're already worried about?
- ONE HERO. ONE CONVERSATION. ONE INTRODUCTION.

What You Receive

- Sentinel Orientation
- Sentinel Identity and number
- Sentinel Kit
- Personal referral link and QR code
- Sentinel Muster
- National Sentinel community

The Sentinel Network Is Not a Sales Force

- There are no quotas. You aren't selling treatment. You aren't earning commissions for vulnerable people. Another person's pain is never a transaction. This is service.

Sentinels Open Doors

- A Sentinel inside an agency may be able to say: "Chief, I went through this myself. I'd like you to meet the people who helped me." You make the introduction. We'll take it from there.

Final CTA

- SOMEONE CAME BACK FOR YOU.
- NOW IT'S YOUR TURN.
- You don't have to heal them. Just don't overlook them.
- SEE THEM. REACH THEM. CONNECT THEM.
- Become a Healing the Hero Sentinel.
- You found your way back. Now stand watch for the others.

26. Recommended Web Design Direction

The page should feel like accepting a mission rather than joining a volunteer program. Open with a real recovered hero looking directly into the camera. Place "See Them. Reach Them. Connect Them." immediately near the top. Mid-page, add a 45-60 second video of multiple Sentinels completing the sentence, "I became a Sentinel because..."

Near the bottom, show a personalized referral-card or QR-code mockup beside the First Mission section. The final screen should be visually minimal and forceful: "SOMEONE CAME BACK FOR YOU. NOW STAND WATCH FOR THE OTHERS. BECOME A SENTINEL."

27. Governance, Safety and Brand Protections

- Participation is voluntary and should never imply that recovery creates an obligation to recruit others.
- Sentinels must receive clear role-boundary and crisis-escalation instruction.
- Participant privacy must be protected; referral tracking should use minimum necessary information.
- Testimonials and images require appropriate consent.
- No Sentinel should make medical guarantees or advise someone to stop prescribed medication.
- No commission or per-referral payment structure should be used for vulnerable-person referrals.
- All public outcome claims should remain consistent with the quality and provenance of available evidence.
- HTH should establish a process to pause or remove a Sentinel from active status when conduct, wellness, or boundary concerns arise.

28. Strategic Recommendation

Launch the Sentinel Network as a controlled 90-day pilot with 25-50 Founding Sentinels, instrument the referral pathway from day one, and evaluate activation rate, conversations, warm introductions, completed intakes, participant feedback, safety events, agency introductions, and Sentinel retention before national expansion.

The long-term strategic opportunity is larger than referrals. Sentinel can become Healing the Hero's national alumni identity: a disciplined community of recovered heroes whose next mission is to notice, reach, and connect the people still carrying the weight.