

GUIDE TO ESTABLISH A PURPLE HEART TOWN, CITY OR COUNTY

By Jim Berg
National Purple Heart Trail Coordinator

Here are some tips and suggestions on establishing a Purple Heart Town, City or County. This is just a guide to assist in your efforts, and does not proclaim to be the "End-All" procedure.

I use a County Board of Supervisors (BOS) in the below outline, however, you can use the same information for a City Council or Board of Commissioners, etc.

First, find out who on your BOS is the Veteran's contact person. If there is no Supervisor assigned to this, contact the Board Chairperson or County person known to you, and ask for a face-to-face meeting.

Have with you a copy of an example Proclamation ([click for two examples](#)), and suggest they can use it as a guide in making their own. Be prepared to explain what your intent is, i.e., honoring all those who have sacrificed for their country, those killed or wounded in combat.

Make sure you advise him/her that it's cost neutral; that it will not cost the County any money - any incurred cost will be absorbed by your chapter - such as plaques, highway signs, etc. This is an important point as knowing there's no cost involved will resolve any fiscal issue that might inhibit action.

You will probably be referred to the County Clerk to work up the Proclamation. Be sure she/he sends you a draft copy for your review and approval - *before it's finalized*. It's important you agree with the verbiage.

Once the Proclamation is firmed up, ask that the BOS presentation be placed on the agenda at least two weeks in advance. This gives you time to contact other Veterans organizations to attend the meeting, and for you to contact the newspaper / radio to publicize the event. Invite as many veterans you can - Ladies, other vets, all your members, etc.

If your BOS meetings are televised, ask the cameraman for copies on DVD. They may charge you, but some may honor our non-profit status and waive any charge. If they won't waive the cost, *pay the money* - it's well worth it to have a DVD of the presentation. If no filming is available, assign someone to videotape it.

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 give to all the Supervisors - don't forget the County / City Attorney, Clerk of the Board, Chief Administrative Officer, City Manager etc. Everyone who sits facing the audience should get one.

After the awards, our Chapter gathered outside and took a lot of still pictures - some were submitted to, and were published in, the Purple Heart Magazine.

Please keep your Department and Regional Commander apprised of your progress.

As the National Coordinator, I will need legislative confirmation (a copy of the resolution or proclamation). Once confirmed, I will post it on the National web-site.

It is suggested you send the Proclamation / Resolution to your Department Commander, who will send it to your Regional Commander, who will send it to me (scanned copy in 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.

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

Yours in Patriotism,

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