What is Mission Honor?

Mission Honor is a grassroots effort to create a national program to honor veterans at their high schools across the country. Shortly after high school, most of our veterans left their communities to serve our country.

Butler High School’s Mission Honor Veterans Monument will become the benchmark for other schools to establish a Mission Honor Veterans Project at their schools.

As the sign at the Butler High School site indicates: While paths of students lead them from high school/community and into the service of their country, their paths will lead back to the school of their youth where they can be honored for their service.

***MUCH OF THE INFORMATION CONTAINED BELOW IS AN OVERVIEW OF THE BHS MISSION HONOR PROJECT. EACH SCHOOL WILL HAVE A DIFFERENT APPROACH AND SCOPE, BUT THE BASIC PROJECT FRAMEWORK IS THE SAME. AT THE END IS THE CONTACT INFO TO HELP YOU GET ANSWERS FOR ANY QUESTIONS.

Before Mission Honor, a few high schools had established similar programs at their schools, but there has been no active coordinated program to promote and provide guidance for other schools to honor their veterans- Mission Honor is that program.
Building off the successful installation of the Butler High School’s Mission Honor Veterans Monument, other schools can use this model as a means to establish a Mission Honor Veterans Project at their schools. In this document, Mission Honor provides an overview of the processes, costs and approaches for a school to accomplish their own unique Mission Honor Program.

The key objective is to honor our veterans. Individual sites are great, but a coordinated program under a common branded banner has far more impact. Mission Honor is the most effective means to create grassroots recognition of our veterans.

The logo has been designed so each school can incorporate the Mission Honor design. By using their colors, each school can individualize their Mission Honor program.

This logo graphic is available at no cost to any school wishing to honor their veterans.

The three key decisions which need to be made:

1. The site location
2. The veteran information to include
3. The type of monument/plaque

LOCATION

The initial location at Butler was chosen because of its high visibility profile on the school property.
The Site as it nears completion

Veteran Information

For the BHS project, it was decided to engrave the veteran’s paver with:

Veteran Name
Their Class Year (This is the year they would have graduated if they had completed their education. Many left school during wartime before they graduated.
Their Branch of Service

Other schools may choose to only show veteran’s names or add their dates of service and/or rank, etc.

It was decided two criteria would have to be met for a veteran to be installed in the BHS Mission Honor monument: They were proof of service and attendance to the school. To prove school attendance, the individuals would need to appear in a yearbook. The BHS Mission Honor program initially required a DD214 with personal info redacted. When it was decided to use only the Name, Class and Branch of Service, we allowed any form of service proof-
discharge, article, death notice, military grave marker, etc. We even allowed proofed veterans to certify other veterans who passed and families were no longer around.

MONUMENT TYPES

Some of the generic monument designs, which can be considered, are:

<table>
<thead>
<tr>
<th>Monument</th>
<th>Wall Design</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1.jpg" alt="Monument" /></td>
<td><img src="image2.jpg" alt="Wall Design" /></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Wall Plaque</th>
<th>Paver Design</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image3.jpg" alt="Wall Plaque" /></td>
<td><img src="image4.jpg" alt="Paver Design" /></td>
</tr>
</tbody>
</table>

Mission Honor is about honoring a school's veterans; it is not about a specific type of site/monument. While Butler's Program resulted in a paver based monument, capturing each veteran's Name, Class and Branch of Service, other schools may take a different approach. They could do a similar type monument, an interior or exterior wall display, a free standing granite engraved tribute, a hanging dog tag presentation. The key thing is for schools to honor their alumni veterans in a special way, which is unique to the school, but is also part of the bigger Mission Honor effort to show veterans the gratitude of their communities.

Indoor designs are the least expensive way to go, but are not usually visible to the general public. The more construction to be done, the more expensive the monument will be to create. The BHS monument was based on the paver design above.
Indoor Designs Used at Other Schools

The BHS Mission Honor site was developed to be self-funding, with as little aggressive fundraising activity as possible. No school funds were required. Being the first Mission Honor site, the BHS Monument had the challenge of trying to get the veterans and supporters to see the vision.

The project was not originally school sanction. Once a core amount of submissions were documented, the school was approached for approval. This approval identified the project as a legitimate program supported by the school and allowed it to move forward at a faster pace.

Mission Honor Project Diagram

The following Diagram will provide an overview of the activities.

To do this project, with the framework and example presented here, it should take approximately two to two and a half years to complete. Gathering the names and raising the funds are the time consuming items. A local to Butler started there site by using an existing paver walkway at the school. They were placing the first names in the site within 9 months.
The following budget is based on the large scale BHS Monument, but will give you an idea of the costs to expect if doing a similar monument. Other types of monuments will have different cost factors. Depending on the type of monument chosen, the costs could be considerably less expensive. An indoor monument/plaque might only cost $10-15K.

<table>
<thead>
<tr>
<th>Budget</th>
<th></th>
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<tbody>
<tr>
<td>Pavers</td>
<td>4371</td>
</tr>
<tr>
<td>Advertising (Site Banner)</td>
<td>200</td>
</tr>
<tr>
<td>Engraving (Vets and TY)</td>
<td>34680</td>
</tr>
<tr>
<td>Area Prep and Installation</td>
<td>20,500</td>
</tr>
<tr>
<td>Landscaping</td>
<td>1250</td>
</tr>
<tr>
<td>Flags &amp; Flagpoles + Concrete</td>
<td>5912</td>
</tr>
<tr>
<td>Bench w/plaque</td>
<td>1450</td>
</tr>
<tr>
<td>Sign</td>
<td>2550</td>
</tr>
<tr>
<td>Pentagon and Capital Flag Displays</td>
<td>850</td>
</tr>
<tr>
<td>Panels/Engraving/Frame</td>
<td>5250</td>
</tr>
<tr>
<td>Cost of Fundraising</td>
<td>2964</td>
</tr>
<tr>
<td>Ceremony</td>
<td>5000</td>
</tr>
<tr>
<td>Misc</td>
<td>2,625</td>
</tr>
<tr>
<td>Total</td>
<td>87,602</td>
</tr>
</tbody>
</table>

Some Budget Items

<table>
<thead>
<tr>
<th>Pavers</th>
<th>Flags &amp; Flagpoles</th>
<th>Bench</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image" alt="Pavers" /></td>
<td><img src="image" alt="Flags &amp; Flagpoles" /></td>
<td><img src="image" alt="Bench" /></td>
</tr>
<tr>
<td>Sign</td>
<td>Pentagon Flag</td>
<td>Panels/Engraving/Frame</td>
</tr>
<tr>
<td><img src="image" alt="Sign" /></td>
<td><img src="image" alt="Pentagon Flag" /></td>
<td><img src="image" alt="Panels/Engraving/Frame" /></td>
</tr>
</tbody>
</table>
The original plan was for the veterans pavers to go in at no cost, but we found that a small $25 fee (Sponsor a Veteran) was needed to get the fundraising dollars up.

<table>
<thead>
<tr>
<th>FUNDRAISING</th>
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<tbody>
<tr>
<td>Flag Field</td>
<td>2,780</td>
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<tr>
<td>Bench Sponsorship</td>
<td>3,000</td>
</tr>
<tr>
<td>American Flag Sponsor</td>
<td>3,000</td>
</tr>
<tr>
<td>Service Flags Sponsor</td>
<td>3789</td>
</tr>
<tr>
<td>Sign Sponsorship</td>
<td>3,000</td>
</tr>
<tr>
<td>Display Flags (Pentagon and Capitol)</td>
<td>1,500</td>
</tr>
<tr>
<td>General Donation</td>
<td>7,380</td>
</tr>
<tr>
<td>Corporate Sponsorship</td>
<td>2,828</td>
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<tr>
<td>Donated Work and Materials</td>
<td>18,000</td>
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<tr>
<td>Storyboards</td>
<td>1,950</td>
</tr>
<tr>
<td>Fundraising- Comedy Night, Food Trucks, Raffle</td>
<td>4,335</td>
</tr>
<tr>
<td>Thank You paver</td>
<td>22,850</td>
</tr>
<tr>
<td>Sponsor a Vet</td>
<td>13,190</td>
</tr>
<tr>
<td>Total</td>
<td>$87,602</td>
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</tbody>
</table>
Some Fundraising Approaches

<table>
<thead>
<tr>
<th>Flag Field</th>
<th>Bench Sponsor</th>
<th>Flag Sponsors</th>
</tr>
</thead>
<tbody>
<tr>
<td><img src="image1" alt="Flag Field" /></td>
<td><img src="image2" alt="Bench Sponsor" /></td>
<td><img src="image3" alt="Flag Sponsors" /></td>
</tr>
<tr>
<td>Sign Sponsors</td>
<td>Storyboards</td>
<td>Thank You Pavers</td>
</tr>
<tr>
<td><img src="image4" alt="Sign Sponsors" /></td>
<td><img src="image5" alt="Storyboards" /></td>
<td><img src="image6" alt="Thank You Pavers" /></td>
</tr>
</tbody>
</table>

You can establish a 501(c)3 entity or link up with a 501(c)3 school support group to handle the finances during the project.

**People and Skillsets Needed**

These are the individuals and/or expertise you will need to complete this project. The Project team for the original Mission Honor Project was 5 strong, with volunteers and paid contractors filling in the gaps.

Someone who is:
- Good in Project Mgr
- Competent in maintaining an Excel or Access database
- A veteran who can liaison with the veteran community
- A champion within the school
- Can maintain a website, preferably on the school website
- A researcher to verify information
- A liaison with the school
- A proofreader
- Good on Social Media
- A graphic artist
- Good at purchasing
- Knowledgeable in construction/landscaping (if needed)
- Able to manage the financial aspects of the project
Main Forms needed

### Veteran Submission

**Butler High School Veterans Project**

The BHS Veterans Project is established to honor all who have walked the halls of Butler High School (Butler, PA), as a student and went off to serve our country in the Army, Navy, Air Force, Marine, Coast Guard and Merchant Marine.

Please fill in the requested info below:

- **Veteran Name:**
- **Year Graduated or Last Year Attended BHS:**
- **Branch of Service:**
- **Current Service or Discharged:**
- **Highest Rank Achieved:**
- **DA Date (if applicable):**

The information above may appear in the project's public database and on a fast tribute.

**Contact Information:**

- **Name:**
- **Email:**
- **Phone:**
- **Address:**
- **Other:**

**Veteran Submission Information:**

**Thank You Paver**

**Sponsor a Veteran**

**General Donation**

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### Thank You Paver

**BHS MISSION HONOR VETERANS PROJECT**

**Thank You Paver Order Form**

**4” X 6” PAVER (2020)**

**PHOTOS ARE WELCOMED!**

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### Sponsor a Veteran

**BHS MISSION HONOR VETERANS PROJECT**

**Sponsor a Veteran**

**PAUL R. BOSBARD**

1100 ARMY

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### General Donation

**BHS MISSION HONOR VETERANS PROJECT**

**General Donation Form**

**Use this form to make any size donation.**

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### Thank You Paver

**PHOTOS ARE WELCOMED!**
Build Database

Not shown for privacy reasons is the contact info for individuals submitting the form. If there are any questions during the proofing phase, the contacts can be reached for answers.

Getting the Word Out

You will need to let veterans know that they can submit required information to you. You will also need to let people know of any fundraising activities and the monument progress, so they can support the project.

Website

School Announcements

Social Media –Facebook, Twitter, Instagram

Email’s to database

Press Releases to local and regional media outlets

Posters up at local veterans sites

Fundraising sign at proposed site

Related Items

Diplomas- Many veterans never received their diplomas, because they went off to serve the country during wartime before graduating and never were able to go back to complete their education. The states have programs to grant these individuals their diplomas.

Medals- Many of the veterans are unaware of medals owed them. The local Mission Honor Committee can pursue these medals for their veterans through the State VA.
It is a little work, but totally worth the effort to see our veterans appreciated.

If you have additional questions regarding doing a Mission Honor program at your school, please feel free to contact Steve Mulligan at stevem3@optonline.net.