

PROPOSAL FOR THE EXECUTIVE DIRECTOR · COMPANION TO THE FLORIDA PARISHES 90-DAY PLAN

You have an ecosystem. You do not have a doorbell.

Eight coordinated programs are live on the Lighthouse site: **M-TOC, VI-PAR, SEISMIC, Bootcamps, the E-Force Multiplier Network, Transitional Housing, the Culinary Incubator, and the Resiliency Rally Point.** There is an intake form, a phone number, and a resource map naming the VA, USDA Rural Development, HUD, SBA, the Council on Aging, the Red Cross and Southern University.

What there is not, anywhere, is a **published schedule of where the M-TOC will be.** A rural veteran in St. Helena Parish does not browse a website looking for benefits navigation. He hears it at church, at the Legion hall, from a deputy, or from his wife who heard it at the Council on Aging. This plan is about building those mouths, and giving them one simple thing to say.

8 PROGRAMS READY TO ANNOUNCE	0 PUBLISHED DEPLOYMENT DATES	5 ENGAGEMENT TIERS	1 FRONT DOOR — THE M-TOC
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The one sentence everything below serves

“The Mobile Triage Outreach Cavalry will be on the courthouse square in Clinton, first Saturday of every month, 9 to 1. Bring your DD-214. There is no cost.”

That sentence does not exist yet. Every tier, every meeting, and every card in this plan exists to put it in somebody's mouth.

Who to engage, in what order

Rural trust is transferred, not advertised. You do not win a parish by reaching veterans directly — you win it by reaching the six or seven people every veteran already believes. Work the tiers in order; each one makes the next one cheaper.

	WHO	WHAT YOU ASK FOR	WHAT THEY GET
T1	Trusted voices Pastors and church veteran ministries · VFW and American Legion post commanders · barbershops, feed stores, diners · funeral homes · the person at the Council on Aging everybody calls	“Will you tell the veterans you already know that we are coming, and when?”	Standing, visibility, and something real to hand a member who asks for help.

	WHO	WHAT YOU ASK FOR	WHAT THEY GET
T2	Elected & municipal Mayors (Clinton, Jackson, Slaughter, Norwood, Wilson) · Police Jury members · the Sheriff · parish OEP director · parish council clerk	A place to park, a spot on the agenda, a named liaison, and a line in the parish emergency plan.	Constituent services they did not have to fund, and a partner when the next storm comes.
T3	Institutional referrers Council on Aging · rural health clinics and the FQHC · school district family liaison · parish library · food pantry · the local VSO	Accept warm referrals, and send them. Twenty-five cards on the counter.	A place to send the veteran they cannot help, and a referral that gets tracked back to them.
T4	Business & employers East Feliciana Chamber · HOPE Federal Credit Union · Habitat for Humanity · local farms and property owners · anyone hiring	Host a deployment, sponsor a stop, or take one graduate from a bootcamp cohort.	Visible community investment, and a hiring pipeline that comes pre-screened.
T5	Signal Parish newspaper · local radio · parish Facebook groups · church bulletins · the school marquee	Carry the schedule. Not a feature story — a date, a place, a time.	Local news that is actually useful to their readers.

The mayors' track — do not ask for money

The single most common mistake with a small-town mayor is arriving with a funding ask. A mayor of a town of 1,600 has no money and knows it — but she has things worth far more, and giving them costs her nothing. Your own Partner page already invites this: *“Municipality / agency: request outreach deployment or technical assistance.”* Make it concrete.

THE ASK	WHY IT IS WORTH MORE THAN A CHECK
A parking lot	The courthouse square, the community centre, the fire station apron. A recurring monthly slot.
Fifteen minutes on the agenda	One presentation at a council or police jury meeting puts you in the minutes — a public record a funder can be shown.
A proclamation	Veterans Recognition Month, or a Guardian Light dedication. Costs nothing, photographs well, and makes the partnership official.
A named liaison	One staff person who takes your call. Without a name, a partnership is a handshake that expires.
A line in the emergency plan	The highest-value ask on this page. Getting written into the parish plan converts the Resiliency Rally Point from an offer into a designated role — and it is the plan's own answer to R7.
A letter of support	Free, takes ten minutes, and rural funders score coordinated local partnerships. Ask before you need it, not the week the application is due.

The church track — the highest-leverage channel you have

In rural Louisiana the church is the last standing institution with weekly attendance, a mailing list, a building with a parking lot, and a leader whose word carries. Nothing else in the parish has all four. You also already own the perfect entry — the **Guardian Light Veterans Legacy Memorial**, which is built for exactly the moment a congregation wants to honour its own.

#	MOVE	WHY IT WORKS
1	Veterans Recognition Sunday	Offer it to every congregation for the Sunday nearest Veterans Day. You supply the certificates; the pastor supplies the pulpit.
2	A Guardian Light tribute	Invite the congregation to submit their veterans to the Digital Wall of Honor. Families do the outreach for you, and it is genuinely theirs.
3	One trained veteran advocate per church	Not a volunteer shift — a named member who knows the intake number and the schedule. This is the E-Force Multiplier Network made real at the smallest scale.
4	The bulletin insert	One folded page: what the M-TOC brings, when it comes, what to bring. Reaches households a website never will.
5	The parking lot after service	The single highest-conversion M-TOC deployment available to you. People are already there, already dressed, already among people they trust.
6	A dedication ceremony	Guardian Light's formal remembrance event. This is what turns one Sunday into a standing relationship.

Making veterans aware — the M-TOC is the front door

The M-TOC is described on the site as a deployable unit for “benefits navigation, intake, partner referrals, resource fairs, parades, festivals, municipal outreach, and sponsor visibility.” That is a capability statement. What a veteran needs is a **day and a place**. Six things convert one into the other.

MOVE	STATUS	DETAIL
Publish the deployment calendar	Missing today	The largest single gap. A public page and a printable sheet showing every stop for the next ninety days. Nothing else on this list works without it.
Fix the rhythm	Decide	Same day, same place, every month. “First Saturday, Clinton square” becomes a fact people repeat. A schedule that moves is a schedule nobody learns.
The one-page earned card	Build it	Front: what the M-TOC does on site, what to bring (DD-214), the number, the next three dates. Back: the eight programs in one line each. Print 2,000.
Twenty-five cards per partner	Distribute	Every T1–T4 partner leaves the first meeting holding cards. A partner with nothing in their hand forgets you by Thursday.
Use the films you already made	Ready now	<i>The Commander's M-TOC, Sponsorship Protocols — Activating the M-TOC</i> , and the multi-stop film. Play them at council meetings, in church halls, and on the parish Facebook page.
Warm handoff, never a flyer	Standard	Your Get Help page already promises it: review, call, connect, track. The promise is only kept if the referral source is captured at intake — which is how you learn which of these tiers actually works.

The twelve-month rhythm

Veteran outreach has a natural calendar. Build the year around dates the community already observes, and you are joining something rather than interrupting it. Dates below are the 2026 observances.

WHEN	OCCASION	WHAT THE ENTERPRISE DOES
Aug 7	Purple Heart Day	Guardian Light recognition ceremony — the first one, done small and done well.
Sept 18	POW/MIA Recognition Day	Joint event with the VFW and Legion posts. Their calendar, your unit.
Late Sept	Gold Star Mother's Day	Family tribute submissions to the Wall of Honor. Survivor and caregiver outreach — a named Pillar 2 objective.
Oct	Parish fairs & festivals	M-TOC as a booth. Highest foot traffic of the year, lowest cost per contact.
Nov 11	Veterans Day	Veterans Recognition Sunday across every partner congregation. Mayor proclamations timed to land here.
Dec 20	Wreaths Across America Day	Parish cemeteries with churches and scouts. The strongest volunteer recruitment day on the calendar.
Jan–Mar	Quiet season	Council meetings, MOU renewals, bootcamp cohorts, and the first published quarterly report.
May 25	Memorial Day	The year's anchor event. By now the coalition is a year old and the numbers are real.

What to say — and what not to say yet

A warning worth putting in writing

The Impact page currently shows **312 veterans reached, 38 M-TOC deployments, 23 active partners** and similar figures. The page labels them plainly: *"Pilot demo figures from the VI-PAR dashboard simulation — not yet independently verified."* That labelling is honest and it should stay.

Those numbers must not appear on a flyer, in a mayor's office, or in a grant application. Demo data that escapes its disclaimer becomes a misrepresentation the moment anyone repeats it as fact. In a parish where your entire asset is that people believe you, that is the one unrecoverable mistake.

Say instead, and all of it is true: four legally distinct entities operating together · a deployable mobile unit · eight coordinated programs · a documented navigation doctrine · a published twenty-three-document governance library · named federal and local partners on the resource map · and a reporting system built to publish verified outcomes as soon as they exist. That is a stronger pitch than a borrowed number, because every line of it survives a follow-up question.

Measure the engagement itself

Community engagement is the part of the work most often done and least often counted. Six numbers, fed into VI-PAR alongside the service metrics, keep it accountable.

INDICATOR	WHAT IT TELLS YOU
Touches by tier	How many T1–T5 organisations contacted, and by whom.
Agreements signed	MOUs and letters of support in hand — the plan's Milestone M2.
Deployments held	Actual M-TOC stops, against the published calendar. The gap between the two is the honest measure.
Walk-ups per deployment	Tells you whether the T1 voices are actually carrying the message.
Intake conversion	Walk-ups who complete an intake. Tells you whether the unit is set up to catch what it attracts.
Referral source at intake	The most valuable field on the form. It is the only way to learn which tier is worth your Saturdays.

The one move this month

Publish ninety days of M-TOC dates. Not a strategy, not a brochure — a calendar. Three months of “where and when” on the website, on a printable sheet, and in the hand of every pastor and post commander you meet. Every other line in this plan is an amplifier; without the dates there is nothing to amplify.

Prepared against the Lighthouse Rural Communities public site (Programs, Get Help, Partner, Sponsor, Impact, Resources and Guardian Light), the Enterprise Strategic Plan 2026–2031, and the Cafe Kountry Gumbeaux anchor. Companion to the *Florida Parishes — 90-Day Capacity Plan*: that document builds the coalition, this one tells the parish it exists. Nothing here has been adopted; this is a proposal for the Executive Director's decision.