HERO Project Website Map

# 1. Homepage (Dynamic Landing Page)

Primary Goals: Inspire, educate, and drive action.  
Features:  
- HERO Shield Logo + Motto (“Be the Hero. Heal the World.”)  
- Full-screen intro video (Founder voice-over, testimonials, action footage)  
- Call-to-Actions (CTAs):  
 • “I Need Help”  
 • “Partner with Us”  
 • “Donate Now”  
 • “Join the Movement”

# 2. About Us

- HERO Project Mission & Vision  
- Founder Story (Michael “Mikey” Sorensen Sr.)  
- Board of Directors  
- Timeline (2014–present and vision to 2064)  
- Our Philosophy (Noble Peace Prize goal, service-driven recovery, action-based healing)

# 3. Programs & Services

Each sub-page includes testimonials, eligibility, signup forms, and downloadable info packets.

## HERO Recovery Network

* - Overview of all recovery services
* - Access to certified facilities and providers
* - Referral form for case managers and VAs

## The DREAM Process™

- Curriculum Overview (Decision, Resources, Education, Accountability, Momentum)

- Participant Pathway

- Facilitator Certification

- Licensing for Institutions

- Free Download: "Start the DREAM" Guide

## HERO Sober Living Homes

* - What to Expect
* - Locations
* - Apply for a Bed
* - Facility Standards & Certification Info

## HERO Employment & Training (DAWGS LLC)

* - Workforce Integration Program
* - Job Board
* - Veteran-Owned Business Network
* - Workforce Partner Application

## HERO Nutrition & Wellness (NEAT + HEART)

* - Nutrition Coaching & Meal Plans
* - Organic Butcher & Meal Kit Pilot
* - Mental Wellness Curriculum
* - Holistic Therapy Pilot Partners

## HERO Housing (CARE LLC)

* - HERO Village Blueprint
* - Transitional vs. Long-term Housing
* - Housing Partner Portal
* - Donate Property or Sponsor a Bed

# 4. Campaigns & Fundraising

## The Power of a Penny

- Watch Campaign Video  
- How 1 Cent Can Change the World  
- Submit a Referral for Someone in Need  
- Give a Penny (One-Click Donation Funnel)  
- Social Media Toolkit (Downloadable)

## HERO 500K Sponsorship Drive

- Sponsor Levels + Benefits  
- Monthly Giving Options  
- Naming Rights Program  
- Founders Circle Legacy Sponsorship

# 5. Get Involved

- Volunteer  
- Become a Certified Provider  
- Apply to Facilitate DREAM Process  
- Partner Organization Interest Form  
- Church, VFW, and American Legion Toolkit

# 6. Franchise & Licensing

Expand the Mission:  
- HERO Franchise Model (Homes + Employment)  
- DREAM Licensing for DOCs, VAs, Courts  
- National Expansion Overview (Vision Map)  
- Start the Application  
- Investor Prospectus Download

# 7. News & Impact

- Press Releases  
- Blog (Founder Updates, Testimonials, Announcements)  
- Monthly SITREP Reports  
- Success Stories & Videos

# 8. Resource Center

- Veterans & First Responders Resource Directory  
- Mental Health & Wellness Tools  
- Family & Spouse Support Hub  
- State-Level Contact Directories  
- Printable Crisis Cards & Brochures

# 9. Contact & Connect

- Contact Form  
- Social Media Links  
- Newsletter Signup (Lead Capture)  
- Media & Speaking Requests

# 10. Partner & Sponsor Portal

- Dashboard Login  
- Custom Toolkit Access  
- Tracking Impact Metrics  
- Co-branded Marketing Materials  
- Franchisee/Licensee Training Dashboard

# Funnel Strategy: All Paths Lead to One

- Dedicated vanity URLs (e.g., www.DREAMProcess.org) auto-redirect to main HEROProject.org  
- Branded social media funnels  
- QR codes on physical materials  
- Unified email footers and lead captures