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