

Campaign Email List Sources

Campaign 1 and Campaign 3 prospecting, partner, referral, and awareness list-building architecture

VETERANS

PTSD

SOBRIETY

RECOVERY

REFERRAL NETWORK

Strategic intent

Build the email universe that helps Bravo Zulu House reach veterans through trusted Minnesota helpers: VFWs, American Legion posts, county veteran service officers, clergy, counselors, recovery providers, hospitals, housing partners, civic leaders, donors, employers, and community amplifiers.

Executive Summary

Bravo Zulu House needs two overlapping but distinct email universes. Campaign 1 should prioritize people who can directly identify, refer, or guide veterans who need PTSD recovery, sobriety support, housing assistance, peer support, or resource navigation. Campaign 3 should expand the public support network: partners, donors, civic leaders, ambassadors, media, employers, and community amplifiers.

Strategic principle

The best list is not simply a purchased list of veterans. The strongest list is a trusted referral map: the people already contacted by spouses, clergy, VFW members, county officials, therapists, social workers, and friends when a veteran needs help.

1,000

FIRST BUILD TARGET

8

CORE REFERRAL SEGMENTS

30 days

BUILD SPRINT

How to read this document

Each source is ranked by likely value to Campaign 1 and Campaign 3. Campaign 1 is referral-led: it seeks veterans and families who need the center or need help finding services. Campaign 3 is awareness-led: it builds a statewide support, donor, partner, ambassador, and amplification network.

Highest-Value Email List Sources

These are the primary sources to assemble first. They balance speed, relevance, local trust, and direct connection to veterans, spouses, families, and community helpers.

Source	Best For	C1	C3	Use
Minnesota VFW Posts + Auxiliaries	Veteran referral network	YES	YES	Build every post, commander, adjutant, auxiliary, district, event, hall, and public contact available. This should be the first and most important list.
American Legion Posts	Large veteran network	YES	YES	Add post commanders, adjutants, service officers, district leadership, and event contacts. Strong for local referrals and statewide credibility.
County Veteran Service Officers	Direct veteran assistance	YES	YES	County VSOs are one of the highest-value referral sources because veterans and families already trust them for benefits and navigation.
Churches, Clergy, and Chaplains	Family and crisis discovery	YES	YES	Prioritize pastors, care ministries, chaplains, men's ministries, recovery ministries, and churches near VFW posts, VA clinics, and recovery providers.
PTSD / Trauma / EMDR Therapists	Clinical referrals	YES	Low	Build from public provider directories and clinic websites. Segment by trauma, PTSD, veterans, addiction, EMDR, family counseling, and grief.
Substance Abuse Treatment Centers	Sobriety and recovery	YES	YES	Target admissions, alumni coordinators, clinical directors, family program leads, and discharge planners.
Housing / Homelessness Nonprofits	Housing instability	YES	YES	Prioritize veteran housing, men's shelters, recovery housing, transitional housing, rapid rehousing, and outreach teams.
Hospitals + Social Workers	High-need referrals	YES	Low	Build behavioral health, addiction medicine, discharge planning, emergency care coordination, chaplaincy, and community benefit contacts.
DAV / MACV / Veteran Nonprofits	Benefits, disability, housing	YES	YES	Use as referral partners, resource guide validators, and statewide coalition contacts.
Law Enforcement + Veterans Courts	Crisis and reentry	YES	YES	Target sheriff offices, police chiefs, crisis response, veterans treatment courts, jail reentry, legal aid, and diversion programs.

Referral Sources: Find the Veterans Who Need the Center

Campaign 1 should be built around the people most likely to hear the sentence: 'I am worried about this veteran.' The list should not be generic. It should be referral-centered, practical, and close to the point of need.

Campaign 1 call to action

Do you know a veteran struggling with PTSD, sobriety, isolation, housing instability, or the transition back to daily life? Bravo Zulu House can help connect them to the next right step.

Priority	Segment	Why It Matters	Email Targets
1	VFW + Auxiliary	Deep veteran trust, local familiarity, existing communication channels, and statewide reach.	Post commanders, adjutants, auxiliary leaders, district leaders, event chairs.
2	American Legion	Large statewide veteran community and local post infrastructure.	Post officers, service officers, district leaders, event organizers.
3	County VSOs	Directly assist veterans and families with benefits, needs, and service navigation.	County veterans service directors, staff, office emails.
4	Clergy + Chaplains	Often contacted by spouses, families, and veterans during crisis or isolation.	Pastors, care ministries, hospital chaplains, police chaplains.
5	Therapists + Counselors	Can identify veterans with PTSD, trauma, addiction, family strain, and social isolation.	Trauma therapists, EMDR clinicians, addiction counselors, family therapists.
6	Recovery Providers	Critical for sobriety, relapse prevention, peer support, and aftercare referrals.	Admissions, alumni, clinical directors, family program leads.
7	Hospitals + Clinics	Reach veterans after acute health, behavioral health, addiction, or discharge events.	Social work, behavioral health, discharge planning, chaplaincy.
8	Housing Partners	Connect veterans facing homelessness, instability, or recovery housing needs.	Shelters, transitional housing, outreach teams, case managers.
9	Law Enforcement + Courts	Identify veterans in crisis, welfare checks, treatment courts, and reentry pathways.	Police chiefs, sheriffs, veterans courts, diversion, jail reentry.

Recommended message posture

Use sober, direct, helper-oriented language. Make Veteran, PTSD, Sobriety, Recovery, Family, and Housing highly visible. The message should feel like a referral tool, not a fundraising appeal.

Awareness + Support Sources: Build the Statewide Network

Campaign 3 should expand the Bravo Zulu House support universe. These contacts may not all refer a veteran immediately, but they can create awareness, host presentations, distribute the resource guide, sponsor events, become donors, or introduce new partners.

Campaign 3 call to action

Help Bravo Zulu House become Minnesota's front door for veteran PTSD recovery, sobriety, housing support, and resource navigation.

Priority	Segment	Why It Matters	Email Targets
1	VFW / Legion Leadership	Anchor partners for statewide credibility, post distribution, and speaking access.	Department leaders, district leaders, post officers, auxiliary leaders.
2	Veteran-Owned Businesses	Natural donor, sponsor, ambassador, and employer-aligned audience.	Owners, founders, community relations, HR leaders.
3	Civic Clubs	High-trust local conveners for speaking, fundraising, and community education.	Rotary, Lions, chambers, Kiwanis, business associations.
4	Churches + Faith Communities	Distribution, care networks, volunteers, local events, and recurring support.	Senior pastors, outreach directors, care ministries, men's ministries.
5	Corporate CSR + Foundations	Major-gift and recurring sponsorship potential.	CSR, community relations, corporate foundations, veteran ERGs.
6	Local Media	Awareness amplification for veteran stories, events, guide launches, and calls for support.	Editors, assignment desks, local radio, community newspapers.
7	Libraries + Community Centers	Public access points for resource guide distribution and awareness.	Branch managers, community program coordinators.
8	Municipal + County Leaders	Public credibility, referrals, events, and community champion network.	Mayors, city managers, commissioners, human services leadership.
9	Employers with Veteran Hiring	Employment pathways, sponsorship, and volunteer support.	HR, talent acquisition, veteran hiring, workforce development.

Recommended message posture

Use movement-building language. The campaign should invite people to help Minnesota veterans by sharing the guide, hosting a speaker, introducing a partner, becoming a monthly donor, or joining the statewide support network.

Recommended First 1,000 Contacts

The first 1,000-contact list should be heavily weighted toward referral utility. This creates immediate Campaign 1 value while also establishing the backbone for Campaign 3 awareness and donor growth.

Segment	Target Count	Campaign Use	Notes
VFW posts, auxiliaries, and district leaders	250	C1 + C3	Highest-priority network. Start with public rosters, district websites, and post pages.
American Legion posts and leaders	200	C1 + C3	Second-largest veteran network. Build by post, district, and department level.
County Veteran Service Officers	125	C1 + C3	Small but extremely valuable list. County-level relevance is high.
Churches, clergy, and chaplains	150	C1 + C3	Prioritize veteran-heavy counties, rural communities, and churches near veteran organizations.
Therapists, PTSD, trauma, EMDR, addiction counselors	100	C1	Segment carefully so messaging is clinically respectful and referral-focused.
Recovery centers and sober living organizations	75	C1 + C3	Admissions and alumni/family contacts are especially useful.
Housing and homelessness support organizations	50	C1 + C3	Include veterans housing, shelters, rapid rehousing, and case management.
Hospitals, clinics, social workers, discharge planners	50	C1	Build slowly and accurately; relevance matters more than volume.

Build sequence

Week	Build Focus	Output
Week 1	VFW, American Legion, and County VSOs	450 to 575 core veteran-network contacts
Week 2	Churches, chaplains, recovery providers, housing partners	300 to 350 referral and family-support contacts
Week 3	Therapists, hospitals, social workers, law enforcement, veterans courts	200 to 250 clinical, crisis, and reentry contacts
Week 4	Civic, donor, media, employer, library, and community amplifiers	Campaign 3 expansion pool and clean final QA

Paid and Semi-Paid List-Building Sources

Paid tools can accelerate the build, but they should not replace public-source validation. The most valuable contacts in this campaign will often come from public rosters, organizational websites, county pages, and local directories.

Source Type	Best Use	Guidance
Apollo / ZoomInfo / Seamless / Clay	Verified professional contacts	Useful for churches, nonprofits, healthcare administrators, HR, CSR, business owners, chambers, and civic organizations.
LinkedIn Sales Navigator	Role-based manual list building	Best for chaplains, social workers, veteran advocates, nonprofit leaders, HR leaders, and community relations contacts.
Psychology Today / EMDRIA directories	PTSD and trauma clinicians	Use carefully. Collect public professional contacts only and keep outreach respectful, referral-centered, and non-commercial in tone.
SAMHSA Treatment Locator	Substance abuse providers	Use to identify organizations, then validate contacts through provider websites.
Google Maps + website extraction	Churches, clinics, recovery centers	Good for county-by-county local buildout. Verify that contacts are current and publicly posted.
County and city websites	Public officials and human services	High-quality contacts for VSOs, social services, veterans courts, legal aid, and municipal leadership.
Chamber directories	Business donor and employer lists	Strong for Campaign 3 sponsorship, event, civic, and local employer outreach.
Foundation / nonprofit databases	Grants and donor prospects	Useful for funding strategy, board introductions, donor mapping, and corporate foundation outreach.

Quality rule

Do not treat volume as victory. For BZH, a clean 1,000-contact list of true referral sources is more valuable than a broad 10,000-contact list of loosely relevant names.

List Fields, Segments, and Handling Rules

Every email record should be usable for outreach, segmentation, follow-up, and partner development. The list should be built as a relationship database, not just a send file.

Field	Purpose
Organization name	Identifies the post, church, county, provider, business, or public agency.
Contact name	Used for personalization when available from public sources.
Title / role	Determines message type: commander, pastor, therapist, admissions, CSR, editor, etc.
Email	Primary send field. Verify format and source before upload.
Phone	Optional follow-up channel for high-value partners only.
City / county	Supports local targeting, county sequencing, and regional ambassador development.
Source category	VFW, Legion, CVSO, clergy, therapist, recovery, housing, hospital, civic, donor, media.
Campaign assignment	Campaign 1, Campaign 3, or both.
Priority score	A/B/C or 1-5 ranking based on likely referral or influence value.
Public source URL	Proof of origin and future maintenance trail.
Permission status	Owned, partner-provided, public professional contact, opt-in, unsubscribed, do-not-contact.
Last verified	Date the contact was validated.

Handling rules

Rule	Why It Matters
Use public professional contacts or partner-provided contacts only.	Protects brand trust and reduces complaint risk.
Keep all outreach helper-focused and mission-focused.	This is a veteran support campaign, not a generic promotional blast.
Maintain unsubscribe and do-not-contact status centrally.	Essential for compliance and future list hygiene.
Never infer private veteran status from contact data.	Avoids privacy issues and keeps targeting focused on institutions and helpers.
Separate referral, donor, media, and partner segments.	Different audiences need different messages, cadence, and calls to action.

Public Source Categories to Begin With

The following public source categories should be used to begin the build. Each record should retain the source URL or directory location used to identify the contact.

Category	Example Public Source / Directory
Minnesota VFW	Minnesota VFW Department post roster and district websites.
VFW Auxiliary	Minnesota VFW Auxiliary contact and department pages.
American Legion	Department of Minnesota post finder and department officer pages.
County VSOs	Minnesota Association of County Veterans Service Officers and county veteran service pages.
MDVA / LinkVet	Minnesota Department of Veterans Affairs and LinkVet information pages.
Recovery providers	Treatment center websites, SAMHSA locator, and veteran-focused recovery program pages.
Therapists	Psychology Today, EMDRIA, clinic websites, and public professional profiles.
Churches and chaplains	Church websites, hospital chaplaincy pages, public ministry pages, denominational directories.
Housing and homelessness	Veteran housing nonprofits, shelters, county housing resources, transitional housing pages.
Civic / donor sources	Chamber directories, Rotary and Lions club directories, local foundation and business directories.

Recommended next action

30-day production outcome

Build, verify, tag, and load the first 1,000-contact BZH email universe into the CRM or email platform. Launch Campaign 1 to referral sources first, then use Campaign 3 to convert the broader network into ambassadors, donors, event hosts, and distribution partners.