

LinkedIn Strategy for Campaign 1 and Campaign 3

Referral activation, statewide awareness, partner development, and donor growth through a disciplined LinkedIn operating system.

Campaign 1: Referral and Utilization

Campaign 3: Awareness, Partners, Donors, and Ambassadors

LinkedIn Strategy Summary

Strategic role of LinkedIn

LinkedIn should be treated as the professional referral, partnership, credibility, and donor-development channel for Bravo Zulu House. Facebook may reach families and community members faster, but LinkedIn is where BZH can reach VFW leaders, VSOs, clinicians, social workers, chaplains, nonprofit partners, civic leaders, employers, donors, and public officials.

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DISTINCT CAMPAIGN PLAYS

60-90

DAY LAUNCH WINDOW

3-4x

WEEKLY PAGE POSTS

1,500+

TARGET CONNECTIONS

Campaign 1 is the referral and utilization campaign. Its job is to help the right people recognize veterans who may need PTSD recovery, sobriety support, housing stability, or resource navigation. Campaign 3 is the statewide awareness, partnership, donor, and ambassador campaign. Its job is to create institutional gravity around the BZH mission.

Area	Campaign 1	Campaign 3
Primary purpose	Find and activate referral sources who know veterans needing help.	Build statewide awareness, credibility, partners, donors, and ambassadors.
Main audience	VFW/Legion leaders, CVSOs, clinicians, clergy, social workers, recovery providers.	Business owners, civic leaders, donors, chambers, corporate giving, media, foundations.
Emotional driver	Urgency, care, and the next right step.	Mission, responsibility, scale, and Minnesota pride.
Primary CTA	Refer a veteran or request referral information.	Partner, donate, sponsor, invite, amplify, or become an ambassador.

CAMPAIGN 1

Campaign 1 LinkedIn Strategy: Help Us Reach the Veteran Who Needs Help Now

Campaign 1 is not primarily a donor campaign. It is a referral and utilization campaign designed to reach professionals and community leaders who may know a veteran struggling with PTSD, sobriety, isolation, housing instability, crisis, family breakdown, or loss of direction.

Core message

If you know a veteran struggling with PTSD, sobriety, isolation, or housing instability, Bravo Zulu House can help them find the next right step.

Primary LinkedIn Audiences

Audience	Why They Matter
County Veteran Service Officers	Direct trusted access to veterans and families.
VFW / American Legion leaders	Existing veteran network and peer trust.
Social workers	Often encounter veterans in crisis or transition.
Therapists / PTSD clinicians	Clinical referral pathway.
Substance abuse counselors	Sobriety and recovery referral pathway.
Hospital discharge planners	High-need transition points.
Chaplains / clergy	Families often seek them first.
Veterans court / law enforcement contacts	Crisis, reentry, and intervention pathway.
Housing nonprofits	Veterans facing homelessness or instability.
Veteran-serving nonprofits	Partnership and cross-referral pathway.

Content Pillars, Cadence, and Post Types

Pillar	Purpose	Example Post Angle
Veteran Need Recognition	Help professionals identify who needs help.	Five signs a veteran may need more than encouragement.
Referral Pathway	Make it easy to act.	What to do when a veteran says, "I am not okay."
PTSD Visibility	Keep PTSD central.	PTSD does not always look like crisis. Sometimes it looks like withdrawal.
Sobriety & Recovery	Normalize recovery help.	Sobriety support is not failure. It is a path back.
Family & Spouse Support	Reach hidden referrers.	Families often see the struggle before anyone else does.
Partner Education	Equip helpers.	What clergy, VFW leaders, and social workers can do this week.
Resource Navigation	Position BZH as connector.	Not sure where to send a veteran? Start here.
Invitation	Drive action.	Refer a veteran. Request information. Share this with someone who helps veterans.

Recommended Posting Cadence

Frequency	Content Type
3 posts per week	Main BZH LinkedIn Page
1 document/carousel per week	Practical referral guide
1 founder/leader post per week	Human credibility
1 partner/comment engagement block per day	Comment on VFW, veteran, nonprofit, county, and civic posts
1 direct outreach sequence per week	Target referral professionals

Priority Post Types

Campaign 1 content formula

Referral alert posts; mini resource posts for clergy, VFW leaders, and social workers; native document/carousel posts; partner tag posts; anonymized story-based posts; and direct call-to-action posts that invite people to refer a veteran or request information.

Connection and Message Sequence

Use personal profiles plus the BZH Page. LinkedIn typically works better when human voices carry the message, especially when the ask is referral, trust, and partnership.

Weekly connection target: 75 to 125 new connection requests. Prioritize CVSOs, VFW post leaders, American Legion leaders, chaplains, social workers, PTSD therapists, addiction counselors, recovery center leaders, housing nonprofit staff, and veteran nonprofit leaders.

Step	Message
Connection note	Thank you for the work you do for Minnesota veterans. Bravo Zulu House is building a PTSD, sobriety, recovery, and resource-navigation pathway for veterans and families. I would be grateful to connect.
Follow-up 1	Thank you for connecting. We are working to make it easier for families, clergy, VFW leaders, social workers, and community partners to know where to send a veteran who may be struggling with PTSD, sobriety, isolation, or housing instability. If useful, I can send a short referral overview for Bravo Zulu House.
Follow-up 2	Sharing this in case it helps someone in your network: Bravo Zulu House is focused on helping veterans and families find the next right step for PTSD recovery, sobriety, housing support, and community connection. The goal is simple: make sure no veteran falls through the cracks because the person trying to help did not know where to start.

Campaign 1 Lead Magnet

Minnesota Veteran Referral Quick Guide

Create a downloadable LinkedIn document post with six sections: when a veteran may need help; what to say; what not to say; when it may be urgent; where Bravo Zulu House fits; and how to refer or inquire. Publish it natively on LinkedIn and also use it as a PDF attachment in follow-up outreach.

60-Day KPI Targets

Metric	Target
LinkedIn followers added	500-1,000
Referral-professional connections	750-1,500
Direct conversations started	150-300
Referral guide downloads/views	1,000-3,000
Partner inquiries	25-50
Veteran/family referral inquiries	25-100
VFW / Legion / CVSO conversations	50+

Campaign 3 LinkedIn Strategy: Build the Statewide Awareness, Partner, and Donor Network

Campaign 3 is the awareness, credibility, partnership, and donor-development campaign. Campaign 1 asks: Who knows a veteran who needs help? Campaign 3 asks: Who will help Bravo Zulu House become Minnesota's veteran recovery connector?

Core message

Bravo Zulu House is building a statewide recovery and resource-navigation movement for Minnesota veterans facing PTSD, sobriety challenges, isolation, and housing instability.

Primary LinkedIn Audiences

Audience	Why They Matter
Business owners	Donors, sponsors, and employer partners.
Veteran-owned businesses	Mission-aligned supporters.
Corporate social responsibility leaders	Sponsorship and foundation support.
Chambers of commerce	Local awareness and speaking opportunities.
Rotary / Lions / civic leaders	Community activation.
Philanthropy / foundation leaders	Major gift development.
Public officials	Legitimacy and statewide network expansion.
Healthcare executives	Partnership and referral credibility.
Nonprofit executives	Coalition development.
Local media professionals	Story amplification.

Content Pillars, Cadence, and Post Types

Pillar	Purpose	Example Post Angle
Mission Authority	Establish BZH as a serious statewide institution.	Minnesota needs a clearer front door for veteran recovery.
Veteran Recovery Issue	Make the need visible.	PTSD, sobriety, housing, and isolation are connected.
Community Responsibility	Recruit civic participation.	Veteran recovery is not only a veteran issue. It is a Minnesota issue.
Donor Impact	Translate support into outcomes.	What monthly support makes possible.
Partner Spotlight	Build coalition gravity.	Thank you to the organizations helping veterans find the next step.
Data & Need	Show the scale.	Why resource navigation matters before crisis becomes collapse.
Leadership Voice	Build trust.	Founder/board posts on mission, urgency, and vision.
Public Invitation	Recruit ambassadors.	We are looking for community leaders to help carry this mission.

Recommended Posting Cadence

Frequency	Content Type
4 posts per week	BZH LinkedIn Page
2 leader posts per week	Founder, executive director, board, ambassadors
1 donor/partner spotlight per week	Credibility and gratitude
1 document/carousel every two weeks	Impact brief, sponsorship overview, statewide plan
1 native video every two weeks	Leadership message or partner story
25-50 meaningful comments per week	Build visibility in civic/veteran/nonprofit circles

Campaign 3 content formula

Use statewide mission posts, donor impact posts, partner network posts, leadership thought posts, corporate sponsorship posts, ambassador recruitment posts, event and speaking invitation posts, and milestone posts.

Connection and Message Sequence

Weekly connection target: 100 to 150 new connection requests. Prioritize business owners, veteran-owned business owners, chamber leaders, corporate giving contacts, foundation staff, Rotary and civic leaders, public officials, healthcare executives, nonprofit executives, and media/community editors.

Step	Message
Connection note	I am connecting with Minnesota leaders who care about veterans, recovery, and community support. Bravo Zulu House is building a statewide PTSD, sobriety, recovery, and resource-navigation mission for veterans and families. I would be glad to connect.
Follow-up 1	Thank you for connecting. Bravo Zulu House is working to build a stronger statewide pathway for Minnesota veterans facing PTSD, sobriety challenges, isolation, housing instability, and family strain. We are beginning to connect with civic leaders, employers, veteran organizations, churches, and donors who want to help expand the mission.
Follow-up 2	One of our goals is to make it easier for any Minnesotan - a spouse, pastor, VFW member, employer, social worker, or neighbor - to know where to start when a veteran needs help. If this mission aligns with your work, I would be glad to share the short overview.

Campaign 3 Lead Magnets

Asset	Purpose
Bravo Zulu House Mission Brief	For civic, business, and donor audiences.
Minnesota Veteran Recovery Partner Overview	For organizations and referral partners.
Team Shield Monthly Donor Overview	For recurring donors and sponsors.

90-Day KPI Targets

Metric	Target
LinkedIn followers added	1,500-3,000
Business/civic leader connections	1,500-2,500
Partner conversations	75-150
Donor/sponsor conversations	25-75
Speaking invitations	10-25
Monthly donor inquiries	25-100
Corporate/foundation introductions	10-25
Ambassador prospects	50-150

First Month Operating Plan

Week	Primary Work	Outputs
Week 1: Foundation	Refresh the BZH LinkedIn Page, add the campaign headline, update the website link, create a branded banner, prepare content, and identify the first 500 LinkedIn targets.	BZH Page refresh; 24 queued posts; first target list; banner and profile alignment.
Week 2: Campaign 1 Launch	Begin referral-focused posting, publish the Minnesota Veteran Referral Quick Guide, connect with VFW, CVSO, clergy, social work, therapist, and recovery contacts.	Referral guide live; daily comment engagement; warm conversations tracked.
Week 3: Campaign 3 Launch	Begin statewide mission and partner-focused posting, publish the BZH Mission Brief, connect with civic, business, donor, and chamber contacts.	Mission brief live; first leadership video; ambassador and speaking outreach.
Week 4: Conversion Layer	Invite Campaign 1 contacts to the referral overview and Campaign 3 contacts to the partner/donor overview. Consider LinkedIn Events for education and partner activation.	Two conversion paths; event concepts; metrics review and segment prioritization.

Recommended Weekly Content Mix

Day	Campaign 1 Post	Campaign 3 Post
Monday	PTSD / sobriety referral education	Mission / statewide need
Tuesday	Helper guide for clergy, VFW, or social workers	Partner spotlight
Wednesday	Veteran/family story or composite scenario	Donor impact
Thursday	Practical resource carousel	Business/civic leader invitation
Friday	Direct referral CTA	Ambassador / speaking CTA

Simple LinkedIn Ad Strategy and Operating Discipline

Start organic first. Use paid only after the top-performing organic posts are identified. The paid layer should amplify proof, not compensate for unclear messaging.

Campaign	Targeting	Objective	Budget	Best Asset
Campaign 1 Paid Test	Social workers, therapists, mental health professionals, addiction counselors, nonprofit workers, veterans organizations, Minnesota geography.	Website visits or lead generation.	\$25-\$75/day for 14 days.	Minnesota Veteran Referral Quick Guide
Campaign 3 Paid Test	Business owners, executives, HR leaders, CSR/community relations, philanthropy, government/civic leaders, Minnesota geography.	Awareness, event registration, or lead generation.	\$50-\$150/day for 14-30 days.	Bravo Zulu House Mission Brief

Operating Rules

Rule	Why It Matters
Human voice first	Leader and ambassador posts will often create more trust than institution-only posts.
Native content before external links	LinkedIn generally favors engagement on content consumed inside the platform.
Comment daily	Meaningful comments build visibility among exactly the professional circles BZH wants to reach.
Track conversations, not just impressions	For Campaign 1, a single referral partner can be more valuable than broad reach.
Separate CTAs	Do not mix referral urgency and donor asks in the same post unless the message is clearly structured.
Protect dignity	Use anonymized or composite stories unless explicit consent is documented.

Bottom line

Campaign 1 LinkedIn should make helpers think: I know a veteran who may need this. Campaign 3 LinkedIn should make leaders think: This is something Minnesota should get behind. Together, the campaigns turn LinkedIn into a serious BZH growth channel: referrals, partners, donors, ambassadors, speaking invitations, and statewide credibility.

Reference Notes

This strategy was prepared as a client-facing execution document using the existing Bravo Zulu House campaign strategy, the Campaign 1 email-list source map, and LinkedIn nonprofit/content best-practice context. The following source domains were referenced in the underlying planning discussion:

Source	Relevance
LinkedIn for Nonprofits	Nonprofit thought leadership, mission content, and organizational page strategy.
LinkedIn content marketing resources	Native content formats, document/carousel posting, and engagement strategy.
NP Tech for Good	Nonprofit LinkedIn page and posting best-practice guidance.
Business Insider reporting on LinkedIn creator/video initiatives	Context for rising importance of credible human voices and video-led business content.
Bravo Zulu House strategic planning materials	Campaign 1 and Campaign 3 purpose, audiences, statewide awareness, referral, donor, and partner goals.

Prepared as a strategic client-facing PDF for Bravo Zulu House Minnesota.