



Primary Audience Persona

Mark

Mark is 30, he has just gotten out of the army, after 3 deployments. He is single, and not sure what to do next. He feels hopeless and is not sure where to turn. He knows his brotherhood has had his back and now he feels alone and isolated. He is looking to connect with others who are struggling to find a way forward with peace.



Secondary Audience Persona

The Reynolds Family

The Reynolds are a family of four, Jeff has a brother who was killed in the army and wants to give back and help those who fought alongside his brother. He wants to make a difference in the lives of veterans. He is discouraged by the programs that currently exist with the VA and wants to be a part of the solution for real help for other veterans. He has a heart for Christ and the USA service men and women.