



*'Taking Care of Those Who Took Care of Us'™*

# **BUP Manual**

**'Don't Make Them Ask'™**

**First Edition**

2015



# **Bereavement Uniform Program**

*'Taking Care of Those Who took Care of Us'<sup>™</sup>*

## **Table of Contents**

1. BUP Executive Summary
2. BUP introduction – Purpose and Intent
3. BUP 'Factions' and Gladstone quote
4. BUP Step Two – 'Don't Make Them Ask'
5. BUP Tool Box
6. BUP Faces / Voices Flyer
7. BUP 'Get Paid to Link' Facilitator Form
8. BUP Testimonials
9. BUP 'What's Next'



# Bereavement Uniform Program

*"Taking Care of Those Who took Care of Us"™*

**Executive Summary;** The Bereavement Uniform Program (BUP) is a cooperative effort between the Lighthouse Uniform Company, Fire Associations, Fire Depts. and individual firefighters.

**The intent of the Bereavement Uniform Program:** ensure every firefighter, active or retired, is afforded the opportunity to answer their 'last call' in a Class A Dress Uniform.

**The hope of the Bereavement Uniform Program:** change the social awareness and collective consciousness of the Fire Service regarding who gets buried in a dress uniform.

**The mission of the Bereavement Uniform Program is twofold:**

1. Create and maintain a sufficient 'pipeline' of donated uniforms
2. Make available a Class A Dress Uniform for burial purposes to any family requesting one in a low profile and appropriate way, at no cost to the family.

**The Bereavement Uniform Program has two targets:**

1. 'Donating' departments and individuals (those with surplus dress uniforms)
2. 'Recipient' department and families

**The Bereavement Uniform Program plan:**

1. Solicit departments and individuals to 'check their closets' and send to the Lighthouse 'surplus' and no longer used dress uniforms which will be refurbished, reconfigured to rank as necessary and made available, PRN.
2. Identify 'faction's and individuals within the Fire Service community and enlist them to be 'messengers' in facilitating BUP awareness within the recipient communities.
3. Install web landing page links from individual department websites (both donating and recipient entities) to the Bereavement Program to maintain awareness of the program, facilitate easy access and anonymity as desired.

**The goal of the Bereavement Uniform Program:** strengthen the connection between generations and raise the level and manner in which America's Fire Service *'takes care of those who took care of us'*.



# Bereavement Uniform Program

*'Taking Care of Those Who took Care of Us'™*

Four years ago, the Lighthouse Uniform Company dropped the LODD requirement from its Fallen Fire Fighter Dress Uniform Program and began making a dress uniform for burial purposes available to any family wanting one, **at no cost to the family**. This new program is being called the Bereavement Uniform Program (BUP).

The BUP is truly a collective effort and the concept is pretty simple; donating departments and individual firefighters send to the Lighthouse their surplus or no longer fitting dress uniforms. The Lighthouse cleans, refurbishes, reconfigures to requested rank and gets them out in whatever time frame is called for, **at no cost to the family**. The only cost is for freight which is the responsibility of the affiliated dept.

To insure easy, timely access and a level of anonymity, a stand-alone Bereavement Uniform Program website has been built. The program has been tested. It works, it is up and running and available to all.

- 1. Important Note: Clarity of 'message' is critical to the acceptance of the BUP.**
- 2. Important Note: The 'messengers' need to be credible**
- 3. Important Note: The 'message' needs to be 'hand delivered'**

**The message:** *The Bereavement Uniform Program is not charity in any way shape or form. It is an 'earned' recognition of service and a benefit that "comes with the job". It is a 'thank you' from the Lighthouse to the Fire Service. It is a 'thank you' from the Fire Service to itself and it is an extraordinary opportunity for America's Firefighting Community to do something very special for those that call it 'family'.*

If this idea resonates with you, please step up, the program can use your help. Email me at [steve@lighthouseuniform.com](mailto:steve@lighthouseuniform.com). I will take it from there. Steve Cohen



# Bereavement Uniform Program

*"Taking Care of Those Who took Care of Us"™*

*"Show me the manner in which a nation or community cares for its dead and I will measure with mathematical exactness, the tender sympathies of its people, their respect for the law of the land and their loyalty to high ideals". W.E. Gladstone*

Engraved on the Brayton Fire Training Center Guest Trainers Memorial Wall.

The above quote reflects a primary precept in defining 'community'. It captures the essence and the 'driver' behind the Bereavement Uniform Program's power and almost universal acceptance within the Fire Service 'family'.

It is not very often that a program like the Bereavement Uniform Program (BUP) presents itself. It is a collective effort in the truest sense and *every* 'faction' (donators, recipient depts., communicators, connectors and 'family at home') has a specific role and specific responsibility.

1. The **donating depts.** are tasked with insuring an adequate supply of surplus dress uniforms. A BUP 'Be Remembered' Wall of Fame has been built to memorialize the donators.
2. The **recipient depts.** primary responsibility is to 'link up' and to make sure all their retired members have the opportunity to utilize the BUP, without having to ask. 'Be Remembered' Challenge Coins are available as a thank you and incent to facilitate linking.
3. The **communicators** and **connectors** are the linchpins in the success of the BUP. **The original 'target' of the BUP, the smaller and volunteer departments and their retired folks represent the 'recipients' faction and interestingly, they also represent the program's 'hardest sell'.**
4. The **'family at home'** has only one responsibility; letting the department know they would like to utilize the BUP.

**The ultimate value of the program will be determined in large part by whether or not the communicators and connectors are able to present, engage and connect the BUP to their department websites, mindsets and hearts.**



## Bereavement Uniform Program

THE NEXT STEP – DELIVERING THE MESSAGE

# 'Don't Make Them Ask' <sup>(TM)</sup>

**A**s it turns out, one of the unique strengths of the Bereavement Uniform Program is that on the micro level every 'faction' within the fire service community has a defined and necessary role and every individual has a role to play...

**... but on the macro level, the BUP turned out to be a two-step process.**

**Step one;** determine whether the Fire Service was interested in something like the BUP and whether they would support it (donate their surplus uniforms).

The answer was a resounding yes. The outpouring of generosity from the 'haves' was truly extraordinary. Enough uniforms were donated to move forward.

**Step two;** acceptance and utilization by the program's intended audience, the smaller and volunteer departments and their retired folks is proving to be a far more difficult task and what we discovered; the Lighthouse is not the appropriate messenger.

**The next step, delivering the message needs to be personal because it is personal. It is also spiritual and it is social. There needs to be clarity of message, the message needs to be delivered by credible messengers and it needs to be 'hand delivered'...**

The BUP tag line, *'Taking care of those who took care of us'* resonated with the 'givers' and worked for step one, but it isn't working for the 'receivers' and to try to capture the essence behind step two, we've come up a new tag line, *'Don't make them ask'...* **and the role of the messengers is to internalize that message and make sure there is understanding that the BUP is an 'earned recognition of service and is a benefit that 'comes with the job'.**

The **ultimate success of the BUP** will come when people realize there is an even higher, more nuanced level of righteousness available within the Bereavement Uniform Program than what's on its face... and the truth is not everyone gets it. Those that do will be the 'messengers'.



# Bereavement Uniform Program

*'Taking Care of Those Who took Care of Us'™*

## BUP Tool Box

Staying in both donating and recipient department's line of sight, is critical to the awareness, participation and long term value of the Bereavement Uniform Program and a stand-alone website and a number of 'tools' have been developed.

1. BUP website; <http://bereavement.lighthouseuniform.com>
2. BUP 'Be Remembered' Wall of Fame where donations are memorialized  
<http://bereavement.lighthouseuniform.com/wall-of-fame>

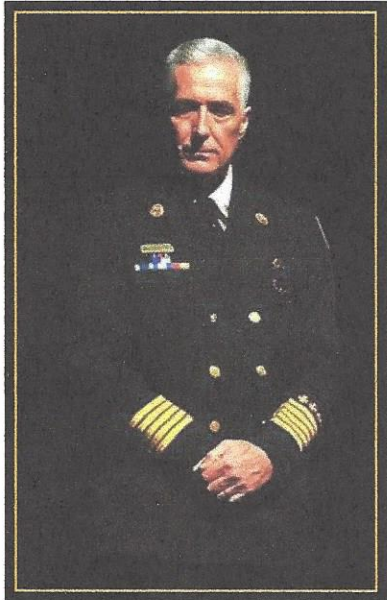
**Linking up is the cornerstone of the whole BUP effort and was deemed so important that the Washington State Fire Chiefs staff stepped up and created the hyperlink and coding and the Lighthouse is willing to 'pay' you to facilitate 'linking.**

3. BUP hyperlink and coding;  

```
<p><a href="http://bereavement.lighthouseuniform.com/">lighthouse-fire-dept-class-a-bereavement-uniform-program</a></p>
```
4. BUP 'Be Remembered' Challenge Coins; the COIN of the REALM, an Austin Weishel creation, destined to be a valuable collector's item.



5. BUP Faces / Voices flyers; put a local 'face' and thoughts on program introduction.



*"I am proud to have participated in the Bereavement Uniform Program and hope that other firefighters who've been blessed as I have with good fortune and good opportunities would help those less fortunate among us to have a proper dress uniform for their funerals."*

*- Chief Bobby Halton, Retired,  
Editor, Fire Engineering Magazine*

Lighthouse Uniform Company  
1532 15th Avenue West, Seattle, WA 98119  
www.lighthouseuniform.com | 800-426-5225

# THE BEREAVEMENT UNIFORM PROGRAM

*Taking care of those who took care of us.™*

**Anyone who ever lived as a firefighter deserves to rest for eternity as a firefighter. The Bereavement Uniform Program (BUP) was created to make that happen.**

The BUP is a joint effort between the Lighthouse Uniform Company and America's firefighting community, with the shared goal of ensuring every firefighter is honored for their service with a dress uniform for their funeral at no cost to the family.

Departments and individuals donate surplus Class A uniforms. The Lighthouse cleans, refurbishes and makes them ready and available at no cost or obligation upon request from families and departments who would otherwise have no means to honor their fallen in such a traditional way. It does not matter if the death was in the line of duty or years after ending service, every firefighter can receive this ultimate honor.

Not very often has a "for the good of the order" program come down the fire service pike that touches the heart and captures the imagination like the BUP.

The Bereavement Uniform Program is a collective effort in its purest form. Help us spread the word by linking the BUP program's web address to your department or association website. As a thank you to those facilitating their department's linking to the BUP program website, we'll send a beautiful BUP "Be Remembered" Challenge Coin, "on the house," (one per department).

*Renowned FF sculptor Austin Weishel graciously donated his design for this Be Remembered Challenge Coin.*



*"Truly one of the most important ways to honor our departed members' courage, sacrifice and devotion to our departments and the fire service."*

*- Chief Troy Shoemaker, Nebraska Fire Chiefs President*

For more information about the Bereavement Uniform Program or to arrange for a BUP uniform, visit <http://bereavement.lighthouseuniform.com> or call Lighthouse at 800-426-5225.





# Bereavement Uniform Program

*'Taking Care of Those Who took Care of Us'™*

## 'Get Paid to Link' Facilitator Form

'Linking up' has been determined to be the most critical component to the long term viability of the Bereavement Uniform Program. It provides a visual reminder, easy access, a level of anonymity and 'linking up' helps keep the program at the top of Internet searches...

... and to thank those responsible for getting their department 'linked up', the Lighthouse is giving a 'Be Remembered' Challenge Coin, on the house (one per department) to the person deemed 'facilitator'.

To receive your complimentary 'Be Remembered' Challenge Coin all fields must be filled out. PLEASE PRINT!!!

Dept. \_\_\_\_\_ State \_\_\_\_\_

Facilitator contact name \_\_\_\_\_ phone \_\_\_\_\_

Facilitator email address \_\_\_\_\_

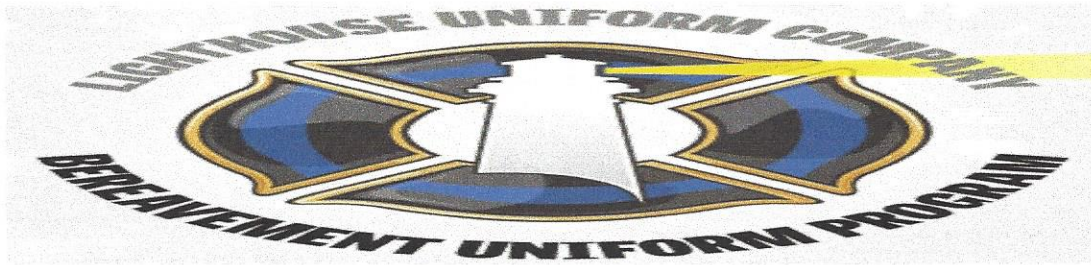
IT Contact name (if different) \_\_\_\_\_

IT Contact email address \_\_\_\_\_

URL of BUP / web link \_\_\_\_\_

**Please scan and email or fax to:**

Lighthouse Uniform Company's  
Bereavement Uniform Program  
Attn: Steve Cohen, Pres.  
[steve@lighthouseuniform.com](mailto:steve@lighthouseuniform.com)  
fax 206-282-5662



What people are saying about the  
**Bereavement Uniform Program**

*"Truly one of the most important ways to honor our departed member's courage, sacrifice and devotion to our departments and the fire service". **Chief Troy Shoemaker, PP NSVFCA.***

*I heard about your Bereavement Uniform Program through an email from a friend. My family has been a firefighter one for many years. I lost my grandfather, father, husband and uncle over the years that all had a firefighter funeral. It meant a lot to see the recognition they so deserved. Enclosed you will find a Class 'A' uniform for a 'firefighter funeral'. Keep up the good work". **Cynthia Downes, grand-daughter, daughter, wife***

*"...this is a great opportunity to do something meaningful with our old uniforms and to take care of those that have taken care of us in the past." **Mount Airy VFC President Tom Walters***

*"The California Fire Chiefs Association is proud to be associated with this program and would encourage all agencies and associations to provide information about, and access to it. All those that have served so gallantly and selflessly in their communities across America deserve the dignity, respect and recognition when their time comes to be honored".  
**Eric Dutton, Executive Director, California Fire Chief Association***

*"Charlie, I did receive the uniform today soon after lunch. Once again, thank you. I called Neil's son to let him know that it was here and our fire department patch was being sewn on and he broke down in tears, on the phone. He said that was one thing that his dad always wanted, a Class "A" uniform. Know he has one eternally **thanks to you** and the Lighthouse. Thanks again and God Speed. **Your Brother, Jeff Murdock, Chief, Cambridge Springs VFD***

The purpose of sharing a few of the BUP testimonials; making the Bereavement Uniform Program real and personal and to point out that it truly is a collective effort and you have an opportunity and maybe a communal obligation to be the **'you' being referred to** in Chief Murdock's note. Call today to find out how. 800-426-5225.