

“Victory or Death” Letter Plaque Process

1. Identify the County Chair (Alamo Letter Society Rep)
 - a. Responsibilities:
 - i. Present the statewide mission to Commissioners Court, Judge or one of the Commissioners
 - ii. Serve as a direct point of contact
 - iii. Raise \$5,000 donation (Individual or County)
 - iv. Help organize the dedication
2. Donation to Alamo Letter Society
3. Confirm language for the last line on the plaque
 - a. Include name of Donor and County Chair
 - b. Max 70 characters
4. Send the Last Line language to The Southwell Company (foundry) for a proof
5. Send proof to County Chair for approval
6. Put “Victory or Death” letter plaque into production (8 weeks)
7. When the plaque is complete:
 - a. Introduce the County Chair to Veronica Morena at The Southwell Company
 - b. Coordinate delivery or pick up in Corpus Christi or Houston
 - i. The Southwell Company FedEx Freight, \$275
 - ii. Pick up in Corpus Christi or Houston, no charge \$0
8. County Chair notifies Alamo Letter Society team of the dedication Date/Time/Location