STATE HOUSE COORDINATORS
Ceremony Planning Guide

Wreaths Across America
2023
Be sure to get any required permits and permissions as early as possible.

Invite the Governor and Lt. Governor as well as any other VIPs. Give them plenty of notice so they can attend.

Type up a Proclamation and send it in by October 1st so it’s ready to go in time for your ceremony.

Plan ahead by requesting the ceremony location (room, outdoor stairs, rotunda) as soon as you can. These can get taken up by other events wanting the same day/time.

Plan your State House Ceremony, get participants lined up, and arrange for any equipment you may need.

Spread the word and invite your community to attend by creating a Facebook event and contacting your local media!

Watch for an email from your Regional Liaison Team with the State House Wreath shipping info and tracking.

Arrive early on the day of the event to set up so that you can start on time. Be sure to thank everyone who helped!
State House Ceremony Planning Checklist

Use the **State House Ceremony Script**, which can be found on the [Volunteer Resource Page](#) in the Planning section.

Plan the details of the ceremony and **line up program participants to help** as Emcee, Chaplain (Invocation & Benediction), Color Guard, National Anthem, Pledge of Allegiance, Reading the Proclamation, Wreath Presentation, and Closing Remarks.

Arrive early on the day of the event and have everything ready to go on time. **What should you set up?** State House Wreath with Flags on a Wreath Stand, Chairs, Programs for Attendees, and Podium/Speaker System.
Volunteer Resource Page

Where Can I Find the Volunteer Resource Page?
Go to learn.wreathsacrossamerica.org/location-group-resources or visit the main WAA page at www.wreathsacrossamerica.org and go to Location/Group Resources (Under the Menu).

What Is The Volunteer Resource Page?
It is your go-to spot for all of the WAA approved (and updated!) order forms, documents, marketing materials, logos, press releases, and volunteer tutorials.

What If I Want to Customize A Document?
If you would like to customize an image or document, email the draft to your Regional Liaison Team prior to any printing or distribution to get approval from WAA. This is required.

Should I Use a QR Code?
Yes! Be sure to link it to your WAA State House page to make it easy for supporters to get info about your event.
Media Contact Checklist

Your local media wants “feel good stories” to share with your community! Inviting them to cover your event is a great way to share the mission and gather more support in the coming years.

Develop a list of media contacts. Find out how they like to receive information (email, online, fax, or mail).

- Prepare a media advisory to invite press to the event and customize a pre-event press release, using the Wreaths Across America templates on the Volunteer Resource Page.
- Collect bios of public figures who plan to attend to include in your press kits.
- Follow up via phone or email with journalists to whom you sent the media advisory to remind them of the event.
- If you expect TV coverage, arrange for special parking for satellite trucks.

WREATHS across AMERICA
Public Relations

Need help spreading the word about your location and events? Reach out to Sean Sullivan, our PR Expert!

Contact Information
207-230-4599
ssullivan@wreathsacrossamerica.org

Facebook
Instagram
Twitter
Meet the Locations and Groups Team

**Region 1 Liaison Team**
Terra Delong & Emily Carney  
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region1@wreathsacrossamerica.org

**Region 2 Liaison Team**
Miesa Bland & New Liaison Coming Soon!  
207-578-6283  
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**Region 3 Liaison Team**
Stephanie Molina & New Liaison Coming Soon!  
207-578-6287  
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**Region 4 Liaison Team**
Amber Rocha & New Liaison Coming Soon!  
207-578-6284  
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**Region 5 Liaison Team**
Tiffany Lynch & New Liaison Coming Soon!  
207-578-6289  
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**Richelle Bergeson**  
Finance Liaison

**Julie Bright**  
Director of Locations & Groups

**Meagan Erickson**  
Assistant Director of Locations & Groups
THANK YOU!

Wreaths Across America