

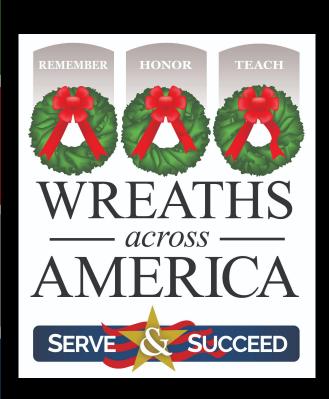
Tips for Getting Started in 2023!

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.

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 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 <u>Volunteer Resource Page</u> 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 <u>learn.wreathsacrossamerica.org/location-group-resources</u> or visit the main WAA page at <u>www.wreathsacrossamerica.org</u> 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.



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







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.

Region 1 Liaison Team

Terra Delong & Emily Carney 207-578-6277

region1@wreathsacrossamerica.org

Region 2 Liaison Team

Miesa Bland 207-578-6283

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Region 4 Liaison Team

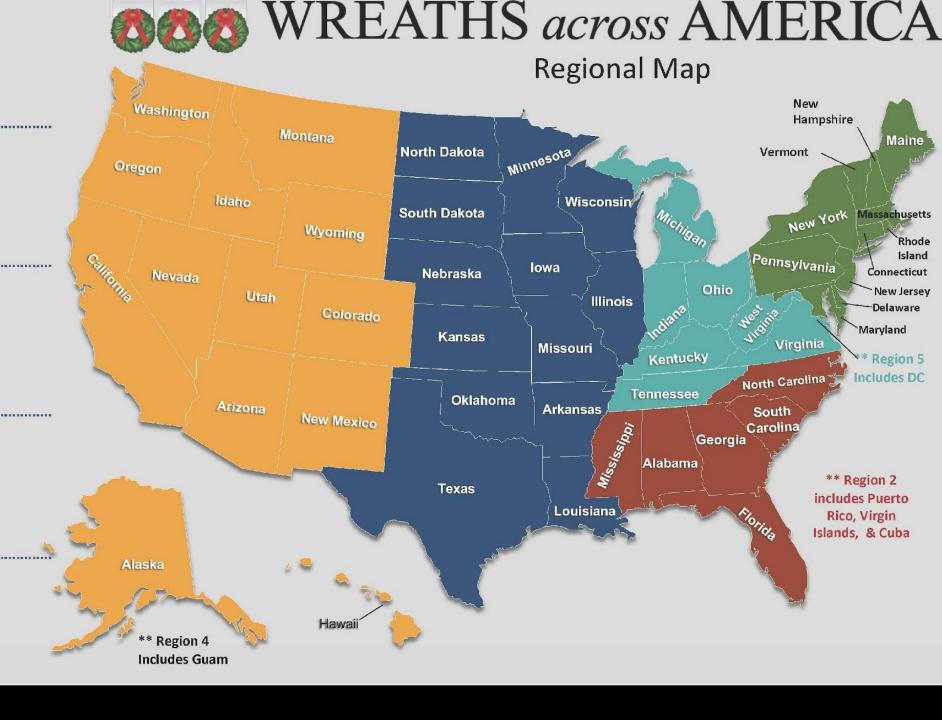
Amber Rocha 207-578-6284

region4@wreathsacrossamerica.org

Region 5 Liaison Team

Tiffany Lynch & Emily Carney 207-578-6289

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Meet the Locations and Groups Team





Region 1 Liaison Team
Terra Delong & Emily Carney
207-578-6277
region1@wreathsacrossamerica.org



IMAGE COMING SOON

Region 2 Liaison Team
Miesa Bland & New Liaison Coming Soon!
207-578-6283
region2@wreathsacrossamerica.org



IMAGE COMING SOON

Region 3 Liaison Team
Stephanie Molina & New Liaison Coming Soon!
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Julie Bright
Director of Locations &
Groups



IMAGE COMING SOON

Region 4 Liaison Team

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Tiffany Lynch & New Liaison Coming Soon! 207-578-6289 region5@wreathsacrossamerica.org



Richelle Bergeson Finance Liaison



Meagan Erickson
Assistant Director of
Locations & Groups

