



WREATHS *across* AMERICA

# GROUP LEADERS HOW TO GET STARTED

Wreaths Across America

2023

# WAA 2022 Theme: Serve and Succeed

- ★ The inspiration for this year's theme came while discussing the significance of 2022's theme, which was "Find a Way to Serve," and the need to continue to stress the importance of service and the positive ways it can impact lives. Wreaths Across America plans to focus on the storylines of veterans and military families who have found success through their own service, while also highlighting local volunteers across the country and the success that comes from serving their communities.
- ★ *"There are many ways to serve your community and country, and just as many definitions of success," said Karen Worcester, executive director, Wreaths Across America. "We hope through focusing on those stories of success we will help change the dialogue around what it means to serve your country."*



# Locations & Groups: What's the Difference?

*The more Sponsorship Groups supporting a Location, the broader the reach and opportunity to fully cover!*

**Locations are where the veterans' wreaths are placed during a WAA wreath laying ceremony.**

**Groups collect sponsorships for veteran wreaths.**

**Unite your community by inviting other organizations to register as a sponsorship group!**



**3-for-2:** A 3rd wreath will be sent to the location at no charge for every 2 wreaths sponsored through a group on this plan. This is a great way for your group to help maximize the number of wreaths placed on veteran graves.



**\$5 Back:** Your Sponsorship Group will receive \$5 back for every paid wreath sponsorship. This is a great way for your group to give back to your local community.



**No Plan:** This plan helps cover the Wreaths Across America overhead. This is a great way for your Sponsorship Group to support the behind-the-scenes work at headquarters.

*Every participating location should have at least one registered Sponsorship Group supporting it!*

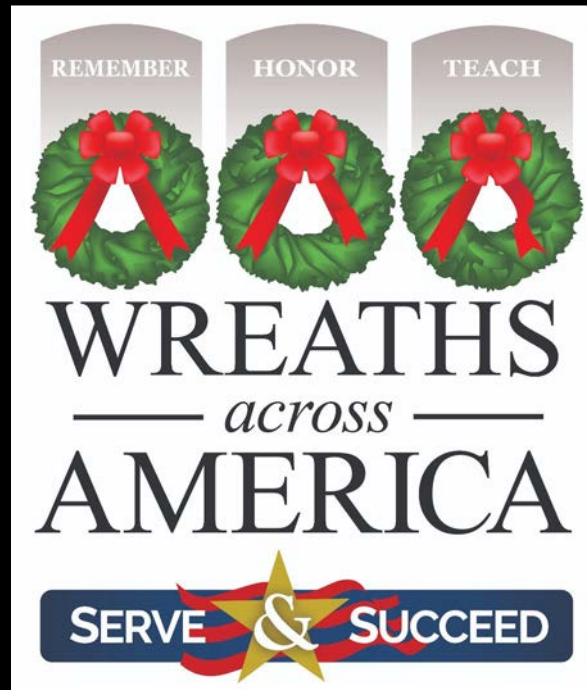
# Tips for Getting Started in 2023!

Log in to the Dashboard and learn how to make the most of it!  
*Use the Dashboard Tutorial to get started.*

Set a Sponsorship Goal that feels achievable for your group.

Bookmark the [Volunteer Resource Page](#) on your internet browser and become familiar with those resources.

Use the Marketing Materials and Fundraising Idea Guide to decide what will engage your community the most, then put some events on the calendar!



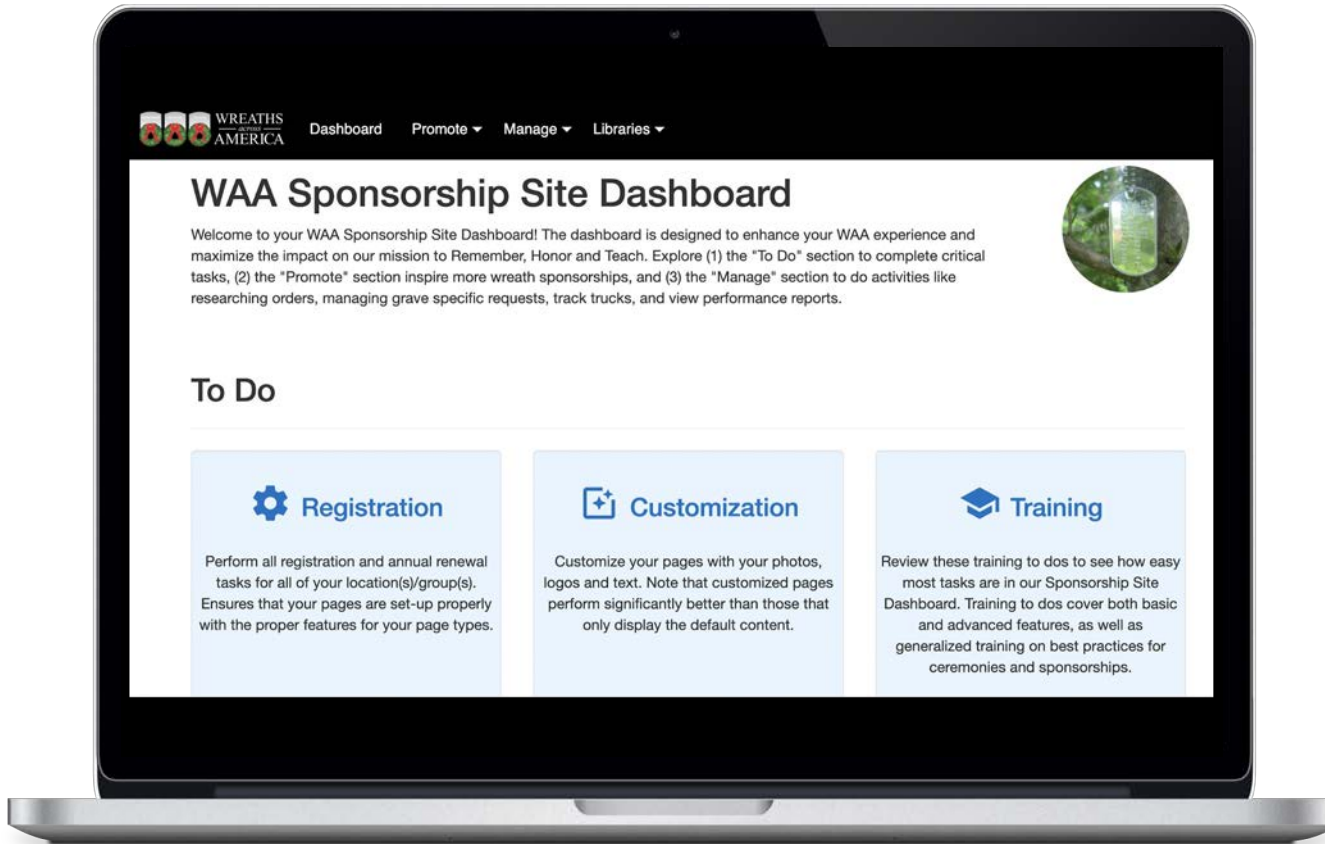
Prep for events by pre-printing your customized WAA Day Poster and a few order forms for mailed orders.

Post on social media about **WHY** the mission is important to you! *Always share the direct link to your group page.*

Join the private Facebook group for registered Group Leaders. It's a great way to connect with other volunteers!

Reach out to the volunteer Location Coordinators at the location your group supports to see how you can help.

# Why a Dashboard?



1

The WAA Dashboard is where you will manage your group(s) and/or location(s).

2

**Customize how your WAA page looks:** personalize with photos, create a page alert, add a news article!

3

**Message** your supporters and invite them to sponsor wreaths, attend your fundraising events, and let them know what to expect on wreath day.

4

View the **Wreath Count Report** to see the total number of wreaths sponsored for your group(s) and/or location(s)!

5

Keep track of **Grave Specific Requests** and see who has volunteered to help on wreath day.

6

**Thank sponsors for their generosity!**

# Making the Most of Your Wreath-O-Meter



## RESULTS

2023 SO FAR

32 Wreaths Sponsored

32.0% to Goal

68 To Go!



**Your Wreath-O-Meter turns green when wreaths are sponsored through your group!**

**Your Sponsorship Goal is linked to your Wreath-O-Meter.**

**Motivate your community to get involved by adjusting your Sponsorship Goal!**

# Volunteer Resource Page

## Where Can I Find the Volunteer Resource Page?

Go to [learn.wreathsacrossamerica.org/location-group-resources](https://learn.wreathsacrossamerica.org/location-group-resources) or visit the main WAA page at [www.wreathsacrossamerica.org](https://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 the WAA group page that you would like to support so they get credit for the orders.



Join Us in Our Mission

Remember ★ Honor ★ Teach

★ **December 16, 2023** ★

**National Wreaths Across America Day**

Help the (Insert your group name here) honor local heroes!

Sponsor a wreath today to be placed on a veteran's grave this December at the (Insert your location name here).

Just scan the QR code to your right with your smart phone camera to make a donation online or visit [www.wreathsacrossamerica.org/INSERTGROUPID](https://www.wreathsacrossamerica.org/INSERTGROUPID)

**WREATHS across AMERICA**  
[www.wreathsacrossamerica.org](https://www.wreathsacrossamerica.org)

#ServeAndSucceed

# WAA Marketing Materials

Find a wide variety of **media and marketing materials** on the Volunteer Resource Page!



The **Fundraising Idea Guide** is where you will find a long list of successful fundraisers, with a breakdown of how each event works and how to cover the cost!



Use **Marketing Materials** that **TEACH** about WAA when you invite other organizations to get involved.



Plan ahead for your fundraising efforts by using the **Marketing Materials for EVENTS!**



Fundraise any day of the week, all year round by using the **Marketing Materials for SOCIAL MEDIA.**



Unite your community and get them excited for National Wreaths Across America Day by sharing the **Press Releases for Local NEWS & RADIO!**



Help us help you by only using the approved forms on the Volunteer Resource Page. Your Regional Liaison Team is happy to help you with customizations!

# Social Media Tips

## Create a Facebook Page for your WAA Group to encourage your community to get involved!

- ★ **DO** share stories about heroes being honored or celebrated.
- ★ **DO** share stories about communities coming together to celebrate veteran's birthdays. There's no shortage of these stories!
- ★ **DO** share "Thank You" messages to heroes.
- ★ **DON'T** share notices about deaths or sickness.
- ★ **DON'T** share articles that are political or religious. Even if it's good news, this creates a platform for people to share disagreements.



WREATHS *across* AMERICA  
SOCIAL MEDIA SUPPORT

READY TO GET STARTED ON SOCIAL MEDIA?  
REACH OUT TO OUR RESIDENT  
SOCIAL MEDIA PRO, SAMANTHA CLARK!

Contact Information

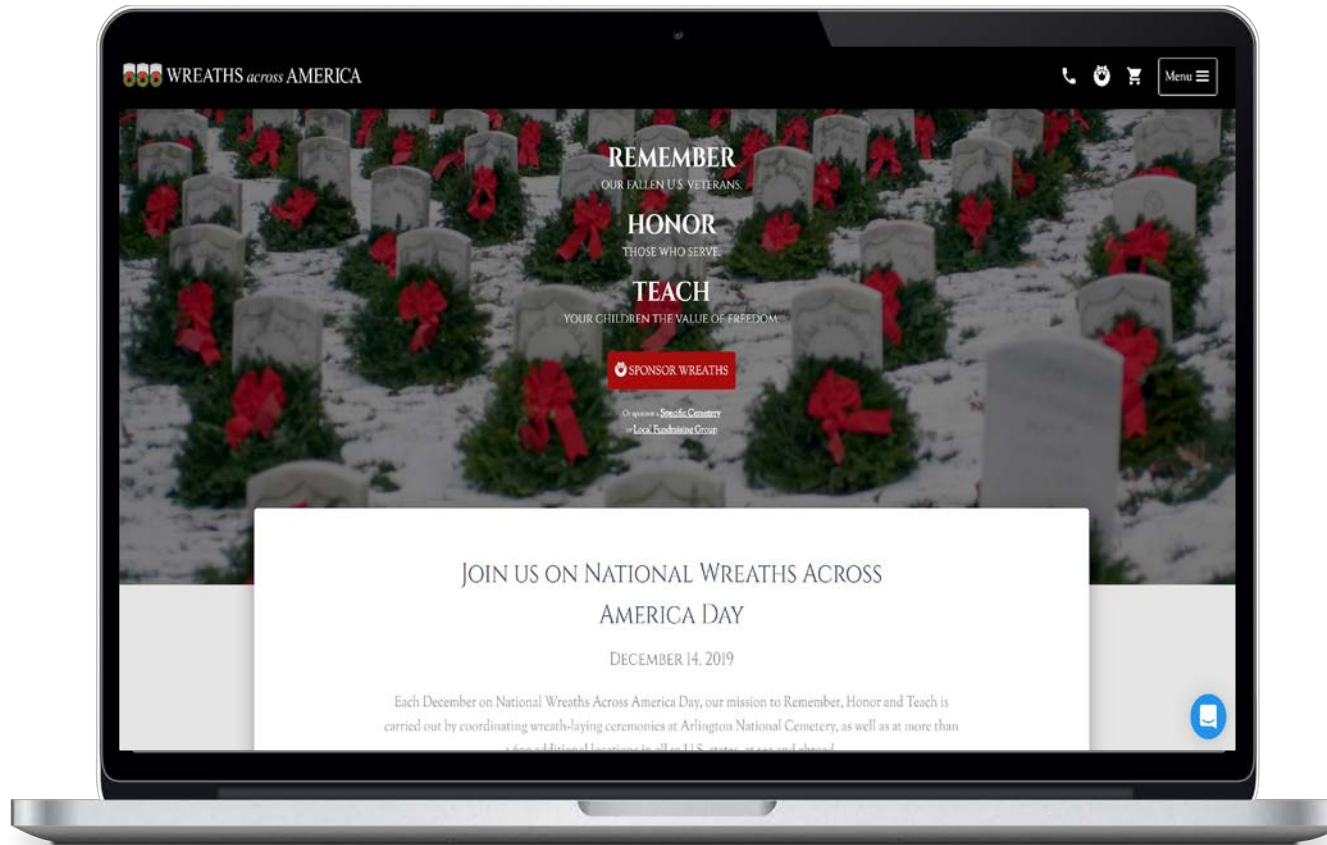
207-221-5169

[sclark@wreathsasscrossamerica.org](mailto:sclark@wreathsasscrossamerica.org)



Social media content can include images, articles, links to the specific WAA website for your group, videos, fundraisers, new WAA campaigns and more!

# Stay WAA Connected!



1

We encourage all of our volunteers to connect with us online to share photos, stories, fundraising ideas and more!

2

The **Official WAA Facebook page** can be found at [www.facebook.com/WAAHQ](http://www.facebook.com/WAAHQ).

3

Registered Group Leaders are invited to join our **private Facebook group**. Check your Registration Confirmation Email for details!

4

**Instagram:** Follow us at @wreathsacross  
**Twitter:** Follow us @WreathsAcross

5

**YouTube:** Subscribe to our WreathsAcrossAmerica channel for videos from past events, interviews and more.

6

**LinkedIn:** Connect professionally with WAA by following our company page for organizational updates and information.

# Ways to Help the Location Coordinators!

**The volunteer  
Location  
Coordinators need  
help planning for  
wreath day!**

**Contact them to see  
how your  
Sponsorship Group  
can help.**

Help with  
clean up!

Setting up  
chairs and  
audio.

Lining up  
speakers,  
vocalists, Honor  
Guard, or  
Ceremonial  
Wreath  
Presenters.

Passing out  
programs and  
welcoming  
attendees!

Placing grave  
specific wreaths  
for those who  
are not able to  
attend.

Crowd control -  
blocking off  
parking  
and directing  
traffic.

Distributing  
wreaths to  
all who  
wish to  
participate.

Overseeing  
wreath  
placements  
throughout the  
cemetery.

# How to Get Credit for Sponsored Wreaths?

*Your group will only receive credit for donations made through your group.*

Once each order is fully processed, you can view the details of it on the Dashboard Reports.

Sponsors have 60 days to make a change to their order.

## There are 3 ways to sponsor veteran wreaths!



**Online:** For your group to get credit for online orders, sponsors must go to your group page and click the red button under your group name that says 'Sponsor Wreaths'. Sponsors can securely pay with a credit/debit card, GooglePay, or Paypal! Orders process in 24-48 hours.



**Mail:** Your Sponsorship Group will get credit for wreath sponsorships mailed with a check and the approved order forms that have your Group ID and the Location ID printed on them. This is a great option for sponsors who want to write a check! Orders process in 3-4 weeks.



**Phone:** Sponsors who need extra assistance placing their order can call WAA at 877-385-9504. For your group and location to get credit, they must provide your Group ID and the Location ID. Orders process in 24-48 hours.

*Your Group ID, Location ID, and the direct link to your WAA group page are in your Confirmation email.*

# How to Mail an Order?

*For your group and location to receive credit, all forms must have your Group ID and Location ID printed clearly in the required sections.*

## STEP 1:

The NEW Order Forms must be included with all mailed orders!

They can be found on the [Volunteer Resource Page](#) under Order & Notification Forms.

## STEP 2:

Print off the NEW Wreath Sponsorship Order Form AND the Tally Sheet.

You will need both!

## STEP 3:

Complete the Wreath Sponsorship Order Form for EACH check.

Complete the Tally Sheet for the entire batch of checks in the envelope.

Once processed, receipts sent via email to those who provide an email address!

## Mail Checks To:

Wreaths Across America  
PO Box 249  
Columbia Falls, ME 04623

*Checks must be made payable to Wreaths Across America.*

Orders with incorrect or incomplete forms, and/or with illegible information will experience delayed processing times.

# When to Use a Tally Sheet?

All forms submitted must be the approved forms found on the [Volunteer Resource Page](#).

## NEW REQUIREMENT:

Each envelope of checks must include a Tally Sheet.

Make copies of all Tally Sheets prior to mailing.

Do NOT make copies of sponsor checks.

  
**WREATHS across AMERICA**  
2023 Wreath Sponsorships Tally Sheet

DATE MAILED		MAILED-BY NAME	
EMAIL ADDRESS		PHONE #	
TOTAL # CHECKS		TOTAL \$ AMOUNT	

*Please make checks payable to:*  
**Wreaths Across America**  
PO Box 213  
Columbia Falls, ME 04623

Call 877-385-9504 with any questions.  
Thank you for your sponsorship and joining us in our mission to Remember, Honor and Teach!

A Tally Sheet should be included in the envelope with each batch of checks and Sponsorship Order Forms. For checks split between multiple groups and/or locations, list the IDs and dollar amounts for each.

*Keep a copy of the Tally Sheet for your records, do not make copies of Sponsor checks.*

CHECK #		CHECK DATE		SPONSOR NAME FOR DISPLAY <i>(if different than name on check)</i>	
GROUP ID(s)				EMAIL ADDRESS	
LOCATION ID(s)				PHONE #	
DOLLAR AMOUNTS(s)				MAILING ADDRESS	

CHECK #		CHECK DATE		SPONSOR NAME FOR DISPLAY <i>(if different than name on check)</i>	
GROUP ID(s)				EMAIL ADDRESS	
LOCATION ID(s)				PHONE #	
DOLLAR AMOUNTS(s)				MAILING ADDRESS	

CHECK #		CHECK DATE		SPONSOR NAME FOR DISPLAY <i>(if different than name on check)</i>	
GROUP ID(s)				EMAIL ADDRESS	
LOCATION ID(s)				PHONE #	
DOLLAR AMOUNTS(s)				MAILING ADDRESS	

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LOCATION ID(s)				PHONE #	
DOLLAR AMOUNTS(s)				MAILING ADDRESS	

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LOCATION ID(s)				PHONE #	
DOLLAR AMOUNTS(s)				MAILING ADDRESS	

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DOLLAR AMOUNTS(s)				MAILING ADDRESS	

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GROUP ID(s)				EMAIL ADDRESS	
LOCATION ID(s)				PHONE #	
DOLLAR AMOUNTS(s)				MAILING ADDRESS	

If you need help completing a Tally Sheet, your Regional Liaison Team is happy to help!


Orders with incorrect or incomplete forms, and/or with illegible information will experience delayed processing times.


# When to Use a Wreath Sponsorship Form?

All forms submitted must be the approved forms found on the [Volunteer Resource Page](#).

At a minimum, each check in the envelope should be listed on the Tally Sheet.

In addition, if the sponsor has special requests, a Wreath Sponsorship Order Form must also be included.

  
**WREATHS across AMERICA**  
2023 Wreath Sponsorship Order Form



Sponsored wreaths are placed on grave markers at state and national veterans' cemeteries, as well as at local and community cemeteries each December for National Wreaths Across America Day.

Your donation will ensure the placement of a veteran's wreath for one or more veterans laid to rest at the participating location of your choice.

*All sponsored veteran wreaths are shipped directly to the location selected by the sponsor on this form. Wreaths are not shipped to individual wreath sponsors.*

Please make checks payable to:  
**Wreaths Across America**  
PO Box 249  
Columbia Falls, ME 04623

Call 877-385-9504 with any questions.  
Thank you for your sponsorship and joining us in our mission to Remember, Honor and Teach!

SPONSORSHIP TYPE	PRICE	QUANTITY	TOTAL
Individual = 1 Wreath	\$17.00		
Family = 4 Wreaths	\$68.00		
Small Business = 50 Wreaths	\$170.00		
Corporate = 100 Wreaths	\$1,700.00		

For quicker processing and the convenience of paying with a credit card, debit card, Google Pay, or PayPal, veteran wreaths may be sponsored online by scanning the QR Code above or by visiting: [\(\(Insert direct link to group page and update the QR code\)\)](#)

You should be the only one to enter your credit card information at checkout on the Wreaths Across America website. For your security, do not share this information with anyone else who offers to place an order for you. To verify the validity of the QR Code, always check that [wreathscrossamerica.org](#) is part of the web address when sponsoring wreaths online.

If you prefer to pay with a check, please complete this form and mail it along with your check to Wreaths Across America at the address listed in the box above.


To split your donation between multiple groups and/or locations, please list the IDs and dollar amounts for each.


CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY <i>If different than name on check.</i>
GROUP ID(s)		EMAIL ADDRESS
LOCATION ID(s)		PHONE #
DOLLAR AMOUNTS(s)		MAILING ADDRESS

**SPECIAL REQUESTS**  
*Please note in memory/honor of requests do not place a wreath on a specific loved one's grave.*

IN MEMORY OF REQUEST	IN HONOR OF REQUEST
<p>The "In Memory Of" Name will be listed on the Wreaths Across America online Remember Wall, along with your personal message.</p> <p>NAME FOR MEMORY WALL POST</p> <p>SPONSOR EMAIL ADDRESS</p> <p>MESSAGE (optional)</p>	<p>An email will be sent to your chosen recipient from Wreaths Across America letting them know of your donation of sponsored veteran wreaths in their honor.</p> <p>RECIPIENT NAME</p> <p>RECIPIENT EMAIL ADDRESS</p> <p>MESSAGE (optional)</p>

Thank you for supporting our mission to REMEMBER, HONOR, and TEACH!

  
**WREATHS across AMERICA**  
2023 Wreath Sponsorship Grave Specific Order Form



Sponsored wreaths are placed on grave markers at state and national veterans' cemeteries, as well as at local and community cemeteries each December for National Wreaths Across America Day.

Your donation will ensure the placement of a veteran's wreath for one or more veterans laid to rest at the participating location of your choice.

*All sponsored veteran wreaths are shipped directly to the location selected by the sponsor on this form. Wreaths are not shipped to individual wreath sponsors.*

Please make checks payable to:  
**Wreaths Across America**  
PO Box 249  
Columbia Falls, ME 04623

Call 877-385-9504 with any questions.  
Thank you for your sponsorship and joining us in our mission to Remember, Honor and Teach!

SPONSORSHIP TYPE	PRICE	QUANTITY	TOTAL
Individual = 1 Wreath	\$17.00		
Family = 4 Wreaths	\$68.00		
Small Business = 50 Wreaths	\$170.00		
Corporate = 100 Wreaths	\$1,700.00		

For quicker processing and the convenience of paying with a credit card, debit card, Google Pay, or PayPal, veteran wreaths may be sponsored online by scanning the QR Code above or by visiting: [\(\(Insert direct link to group page and update the QR code\)\)](#)

You should be the only one to enter your credit card information at checkout on the Wreaths Across America website. For your security, do not share this information with anyone else who offers to place an order for you. To verify the validity of the QR Code, always check that [wreathscrossamerica.org](#) is part of the web address when sponsoring wreaths online.

If you prefer to pay with a check, please complete this form and mail it along with your check to Wreaths Across America at the address listed in the box above.

To split your donation between multiple groups and/or locations, please list the IDs and dollar amounts for each.

CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY <i>If different than name on check.</i>
GROUP ID(s)		EMAIL ADDRESS
LOCATION ID(s)		PHONE #
DOLLAR AMOUNTS(s)		MAILING ADDRESS

**SPECIAL REQUESTS**  
*Please note in memory/honor of requests do not place a wreath on a specific loved one's grave.*

GRAVE SPECIFIC REQUEST	IN MEMORY OF REQUEST	IN HONOR OF REQUEST
<p>You will receive an email from WAA requesting the Grave Specific information. You must respond to that email if you would like a wreath placed on your loved one's grave.</p> <p><i>**Grave Specific Requests must be received at WAA-HQ by November 28th to be placed in 2023.**</i></p> <p>VETERAN NAME</p> <p>SPONSOR EMAIL ADDRESS</p> <p>MESSAGE (optional)</p> <p>SPONSOR PHONE #</p>	<p>The "In Memory Of" Name will be listed on the Wreaths Across America online Remember Wall, along with your personal message.</p> <p>NAME FOR MEMORY WALL POST</p> <p>SPONSOR EMAIL ADDRESS</p> <p>MESSAGE (optional)</p>	<p>An email will be sent to your chosen recipient from Wreaths Across America letting them know of your donation of sponsored veteran wreaths in their honor.</p> <p>RECIPIENT NAME</p> <p>RECIPIENT EMAIL ADDRESS</p> <p>MESSAGE (optional)</p>

Thank you for supporting our mission to REMEMBER, HONOR, and TEACH!

If the sponsor is requesting a Grave Specific wreath, the Wreath Sponsorship Grave Specific Order Form must also be included with the Tally Sheet.

Orders with incorrect or incomplete forms, and/or with illegible information will experience delayed processing times.

# What Are Grave Specific Requests?



**Grave Specific Requests are accepted at select participating locations** nationwide and allow sponsors to place a wreath at their specific loved one's grave.



Sponsors may place the Grave Specific Wreath themselves or request to have a volunteer place it for them.



**Grave Specific Requests are now accepted online AND through the mail!** For online orders, sponsors would place an online order and select the Grave Specific option.



**All mailed Grave Specific Requests must be on the approved Wreaths Sponsorship Grave Specific Form, after verifying on the location page that they are able to accept Grave Specific Requests.** The sponsor will receive an email requesting more information and they must reply to ensure fulfillment of their Grave Specific Request.




**Alternatively, you can gather a list of Grave Specific Requests** and send in the wreath sponsorships accompanied by an approved Wreath Sponsorship Order Form and Tally Sheet, then manually enter them to the Grave Specific Report on your Dashboard prior to the Cutoff Date.




**“We are not here to ‘decorate graves.’ We are here to remember not their deaths, but their lives.”**

*- Karen Worcester, Executive Director of Wreaths Across America*

# Grave Specific Requests MAILED



**WREATHS across AMERICA**  
2023 Wreath Sponsorship Grave Specific Order Form



Sponsored wreaths are placed on grave markers at state and national veterans' cemeteries, as well as at local and community cemeteries each December for National Wreaths Across America Day.

Your donation will ensure the placement of a veteran's wreath for one or more veterans laid to rest at the participating location of your choice.

*All sponsored veteran wreaths are shipped directly to the location selected by the sponsor on this form. Wreaths are not shipped to individual wreath sponsors.*

Please make checks payable to:  
**Wreaths Across America**  
PO Box 249  
Columbia Falls, ME 04623

Call 877-385-9504 with any questions.  
Thank you for your sponsorship and joining us in our mission to Remember, Honor and Teach!

SPONSORSHIP TYPE	PRICE	QUANTITY	TOTAL
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*You should be the only one to enter your credit card information at checkout on the Wreaths Across America website. For your security, do not share this information with anyone else who offers to place an order for you. To verify the validity of the QR Code, always check that wreathscrossamerica.org is part of the web address when sponsoring wreaths online.*

If you prefer to pay with a check, please complete this form and mail it along with your check to Wreaths Across America at the address listed in the box above.

*To split your donation between multiple groups and/or locations, please list the IDs and dollar amounts for each.*

CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY <i>If different than name on check.</i>
GROUP ID(s)		EMAIL ADDRESS
LOCATION ID(s)		PHONE #
DOLLAR AMOUNTS(s)		MAILING ADDRESS

**SPECIAL REQUESTS**  
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GRAVE SPECIFIC REQUEST	IN MEMORY OF REQUEST	IN HONOR OF REQUEST
You will receive an email from WAA requesting the Grave Specific information. You must respond to that email if you would like a wreath placed on your loved ones grave.  <i>**Grave Specific Requests must be received at WAA-HQ by November 20th to be placed in 2023.**</i>	The "In Memory Of" Name will be listed on the Wreaths Across America online Remember Wall, along with your personal message.	An email will be sent to your chosen recipient from Wreaths Across America letting them know of your donation of sponsored veteran wreaths in their honor.
VETERAN NAME	NAME FOR MEMORY WALL POST	RECIPIENT NAME
SPONSOR EMAIL ADDRESS	SPONSOR EMAIL ADDRESS	RECIPIENT EMAIL ADDRESS
SPONSOR PHONE #	MESSAGE (optional)	MESSAGE (optional)

**Thank you for supporting our mission to REMEMBER, HONOR, and TEACH!**

**Grave Specific Requests are now accepted through the mail with the approved Wreath Sponsorship Grave Specific Form!**

**REMEMBER:** You must first check the location page to make sure they are able to accept Grave Specific Requests.

**REQUIRED:** Completed form with sponsor email address and phone number.

**The sponsor will receive an email from WAA requesting more information and must respond to ensure placement of their Grave Specific Request.**

**After WAA receives a response from the sponsor, their Grave Specific Request will be added to the Grave Specific Report on the Dashboard.**

*Orders with incorrect or incomplete forms, and/or with illegible information will experience delayed processing times.*

# Listen to Wreaths Across America Radio!



**Wreaths Across America Radio is a 24/7 Internet stream.**

Its unique format of informational and inspiring content about members of the U.S. armed forces, their families, military veterans, and volunteers throughout the country and overseas who support the mission to Remember, Honor, and Teach.

Along with the informational and inspiring content Wreaths Across America Radio plays a variety of music with the roots firmly planted in patriotism with a country music thread running through the core of the stream.

**Wreaths Across America Radio has a live morning show every weekday morning from 6am to 10am eastern, along with a variety of special programs that support the mission.**

**You can listen anywhere at [www.wreathsassamerica.org/radio](http://www.wreathsassamerica.org/radio), or by using the iHeart Radio app, TuneIn or Simple Radio apps, or download it at the App Store or Google!**

# WREATHS *across* AMERICA

# Meet the Locations and Groups Team



## Region 1 Liaison Team

Terra Delong & Emily Carney  
207-578-6277

[region1@wreathsacrossamerica.org](mailto:region1@wreathsacrossamerica.org)



## Region 2 Liaison Team

Miesa Bland & New Liaison Coming Soon!  
207-578-6283

[region2@wreathsacrossamerica.org](mailto:region2@wreathsacrossamerica.org)



## Region 3 Liaison Team

Stephanie Molina & New Liaison Coming Soon!  
207-578-6287

[region3@wreathsacrossamerica.org](mailto:region3@wreathsacrossamerica.org)



**Julie Bright**  
Director of Locations & Groups



## Region 4 Liaison Team

Amber Rocha & New Liaison Coming Soon!  
207-578-6284

[region4@wreathsacrossamerica.org](mailto:region4@wreathsacrossamerica.org)



## Region 5 Liaison Team

Tiffany Lynch & New Liaison Coming Soon!  
207-578-6289

[region5@wreathsacrossamerica.org](mailto:region5@wreathsacrossamerica.org)



**Richelle Bergeson**  
Finance Liaison



**Meagan Erickson**  
Assistant Director of Locations & Groups



WREATHS *across* AMERICA

THANK YOU!

Wreaths Across America