GROUP LEADERS
HOW TO GET STARTED

Wreaths Across America
2023
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?

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

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.
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.
- Prep for events by pre-printing your customized WAA Day Poster and a few order forms for mailed orders.
- Set a Sponsorship Goal that feels achievable for your group.
- Post on social media about WHY the mission is important to you! Always share the direct link to your group page.
- Bookmark the Volunteer Resource Page on your internet browser and become familiar with those resources.
- Join the private Facebook group for registered Group Leaders. It’s a great way to connect with other volunteers!
- Use the Marketing Materials and Fundraising Idea Guide to decide what will engage your community the most, then put some events on the calendar!
- 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

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!

RESULTS
2023 SO FAR
32 Wreaths Sponsored
32.0% to Goal
68 To Go!
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 the WAA group page that you would like to support so they get credit for the orders.
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!
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.

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

**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@wreathsacrossamerica.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.

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

5. Twitter: Follow us @WreathsAcross

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

7. LinkedIn: Connect professionally with WAA by following our company page for organizational updates and information.
Placing grave specific wreaths for those who are not able to attend.

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.

Help with clean up!

Setting up chairs and audio.

Contact them to see how your Sponsorship Group can help.

Ways to Help the Location Coordinators!

The volunteer Location Coordinators need help planning for wreath day!

Help with clean up!
How to Get Credit for Sponsored Wreaths?

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

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.

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.

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.

Mail Checks To:
Wreaths Across America
PO Box 249
Columbia Falls, ME 04623

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

Checks must be made payable to Wreaths Across America.

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

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

If you need help completing a Tally Sheet, your Regional Liaison Team is happy to help!
When to Use a Wreath Sponsorship Form?

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.

All forms submitted must be the approved forms found on the Volunteer Resource Page.

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

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.wreathsacrossamerica.org/radio, or by using the iHeart Radio app, Tuneln or Simple Radio apps, or download it at the App Store or Google!
Meet the Locations and Groups Team

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

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

Region 3 Liaison Team
Stephanie Molina & New Liaison Coming Soon!
207-578-6287
region3@wreathsacrossamerica.org

Region 4 Liaison Team
Amber Rocha & New Liaison Coming Soon!
207-578-6284
region4@wreathsacrossamerica.org

Region 5 Liaison Team
Tiffany Lynch & New Liaison Coming Soon!
207-578-6289
region5@wreathsacrossamerica.org

Richelle Bergeson
Finance Liaison

Julie Bright
Director of Locations & Groups

Meagan Erickson
Assistant Director of Locations & Groups
THANK YOU!

Wreaths Across America