



WREATHS *across* AMERICA

LOCATIONS & GROUPS WEBINAR SERIES

Wreaths Across America

September 2023

WAA Communication Policy

**It's quick and
easy to
message
supporters on
the Dashboard!**

WAA does not
share sponsor
or volunteer
contact
information.

**Protecting Sponsor and Volunteer Information helps
ensure their continued participation year after year.**



Communication with sponsors must be initiated through the WAA Dashboard.



If a sponsor or volunteer freely gives you their contact information, then consent is assumed and you may communicate with them off the WAA Dashboard.



You may not solicit sponsors for order corrections, to recruit them for other groups/locations, or to solicit funds for other organizations than Wreaths Across America.

REMEMBER - HONOR - TEACH



Wreaths Across America: Messaging Supporters

Wreaths Across America offers several different ways to help you clearly and consistently communicate with your local supporters of the Wreaths Across America mission:

- ★ Group Leaders, Sponsors, and Volunteers can contact the **Location Coordinators** to offer their help with planning or to ask questions.
- ★ Location Coordinators can easily connect with their supporting **Sponsorship Groups** to involve them.
- ★ Group Leaders and Location Coordinators can thank their **Sponsors** for their support and give updates to **Volunteers** who are registered to help!
- ★ Group Leaders and Location Coordinators can reach out to **Grave Specific Sponsors** to get additional information or to let them know a wreath was placed and send them a picture. *Join us next month for instructions on how!*



Messaging Location Coordinators

The screenshot shows the Wreaths Across America website. At the top, there's a navigation bar with links: Overview, News, Remember, Groups, Photos, and a Radio icon. Below this, the main content area is titled 'LOCATION INFORMATION'. It includes details for the NVSVMB - Southern Nevada Veterans Memorial Cemetery, located at 1900 Veterans Memorial Dr., Boulder City, NV 89005, United States. It also lists statistics: Veteran Graves: 35,000, Coverage Goal: 35,000, and Wreaths So Far: 1,559. A ceremony date is listed as December 16, 2023 at 09:00 am. The Location Coordinator is listed as Michael Lipka, Chris Naylor, Tiffany Bradley. At the bottom, there's a 'Contact Location' button with a phone icon. A 'CONTACT' form is overlaid on the right side of the page. The form has fields for 'Your Name', 'Your Email', 'Department' (with a dropdown menu showing 'General Inquiry'), 'Notes or questions', and a checkbox for 'Please have this Coordinator call me.' A red 'SEND' button is at the bottom of the form. Two red arrows point from text boxes to the form: one from the bottom of the location page and another from a text box that says 'This form will pop up. Fill it out, then click Send.' Another text box says 'The Location Coordinators will receive an email with your inquiry and respond in a timely manner.'

Scroll to the bottom of the location page to view their Location Information.

Click the Contact Location icon to reach out to the Location Coordinators.

This form will pop up. Fill it out, then click Send.

The Location Coordinators will receive an email with your inquiry and respond in a timely manner.

WAA Location Coordinators are volunteers and do their best to communicate their wreath laying ceremony plans through their location page details, with page alerts, and through the messaging system.

Please take the time to read through their page first, then contact them if you still have questions, and allow them time to get back to you.

Remember, many Location Coordinators are just like you and work full time jobs and have family and other responsibilities outside of their volunteer time for WAA.

REMEMBER - HONOR - TEACH

Messaging Sponsorship Groups

An opportunity to serve!

Many Sponsorship Groups want to help with the wreath laying ceremony at the location they support. Their involvement in the Wreaths Across America mission gives them an opportunity to serve their community and local veterans.

Location Coordinators can give them an opportunity to serve by involving them in planning and logistics such as parking and traffic control, ceremony set-up and presentation, wreath disbursement, grave specific placements, and clean up.

Location Coordinators can use the Messaging Module on their Dashboard to contact their Sponsorship Groups.

Share important details about the wreath-laying ceremony at your location!

Ask for help with Wreath Day planning and logistics at your location!

REMEMBER - HONOR - TEACH

Messaging Sponsors

**Remember the fallen, Honor those who serve, and Teach the next generation the value of freedom.
It's the mission of Wreaths Across America. It's WHY our sponsors support us each year.**

Taking the time to thank your Sponsors for their support goes a long way and inspires them to get involved in all of the different programs offered through the Wreaths Across America mission!

How to message Sponsors?

Use the Messaging Module to:

- ★ Let Sponsors know the details for Wreath Day and invite them to attend and participate.
- ★ Message previous Sponsors to remind them to sponsor if they haven't already.

Use Research Orders to:

- ★ Thank individual Sponsors for their support using the WAA thank you template.
- ★ Send a personal message to individual Sponsors.

REMEMBER - HONOR - TEACH



How To: Message in Research Orders

Research Orders

Research order history involving all of your Sponsorship Sites. Search by donor name, email, check number, order date, or any other search terms needed to find records. Export to word, excel, and other formats.

Research Orders

ADVANCED SEARCH
Research Orders

Match all conditions with specified filters

Order No	contains	text
Wreath Year	equals	2023
Transaction Type	equals	text
Store Receipt No	contains	text
Line No	contains	text
Order Date	between	date and date
Donor Name	contains	text
Donor Email	contains	text
Donor Phone	contains	text
Location Name	equals	text
Group Name	equals	text
Group Member	equals	text
Payment Type	equals	text

SHOW LESS CANCEL RESET SEARCH

Search by Wreath Year

Search however you would like!

Search by Donor Name or Email to see all of their orders together.

Click Search to generate your results.

Research Orders is an excellent way to see the specific details of each order that supports your Group or Location.

Find specific orders using the Advanced Search options to filter the report.

Messaging is only available for those with an email address on file with WAA.

REMEMBER - HONOR - TEACH

Messaging in Research Orders

Click the 3 dots in the top right corner of any order to message individual Sponsors.

- ☐ **Send Thank You:** This is a WAA template and can be edited.
- ☐ **Send Message:** This acts similar to a blank email and can be customized however you would like.

The Message Status lets you know if we have an email address on file for the Sponsor. Once an email is sent, it will update to show the status of the last message. *Keep in mind messages can only be sent to those who provided us with an email address.*

RESEARCH ORDERS (34) DOWNLOAD

Matched: Wreath Year equals "2023".

Order No 2106216	Donor Phone n/a	Wreaths Paid For 2.0
Wreath Year 2023	Location Name NYLINC - Long Island National Cemetery	Three For2 Wreaths 1.0
Transaction Type Finance	Group Name NV0116 - 702 Xventures	Matching Wreaths 0.0
Store Receipt No n/a	Plan 3 Wreaths for 2	Total Wreaths 3.0
Line No 5534863	Group Member n/a	Sale Amount \$30.00
Order Date 1/30/2023 12:00 AM	Product Sponsor A Wreath	Message Status Email Not Avail
Donor Name	Payment Type Mail/Check	
Secure Email n/a	Check Number 8835	

Click the 3 dots in the top right corner of any order to send the Sponsor the templated thank you message or to send a personalized message.

- Send Thank You
- Send Message

Messages will only be sent to Sponsors who provided WAA with an email address.

REMEMBER - HONOR - TEACH

Messaging Volunteers

Volunteers want to help!

Communicating with registered volunteers will help your event run more smoothly on National Wreaths Across America Day.

Volunteers want to know WHERE to be, WHEN to be there, WHAT is involved as a volunteer, and any other pertinent information about the event at your location.

Registered Volunteers may not realize they can make a sponsorship as well as help place wreaths. Messaging them is a great way to help them understand that the wreaths are all community funded through sponsorships and to ask for their support.

How to Contact Volunteers?

Use the Messaging Module to:

- ★ Invite Volunteers to help ensure a wreath for every veteran and sponsor if they haven't already.
- ★ Send a message to previous Volunteers to encourage their participation on National Wreaths Across America Day or to ask for help.

Use Event Scheduling to:

- ★ Leading up to wreath day, message all Volunteers using the WAA templated reminder messages that are customizable.
- ★ Contact individual Volunteers with important information about their event registration through event participants.

REMEMBER - HONOR - TEACH

How to: Message in Event Scheduling

For Location Coordinators ONLY:

Select any of the WAA messaging templates found under Event Scheduling.

- ☐ **Resend Registration:** Use this if you want to resend registration info.
- ☐ **Send Reminder:** Send this a week or two prior to the event to share important information.
- ☐ **Send General Message:** Use this to share specific information for your wreath day plans.

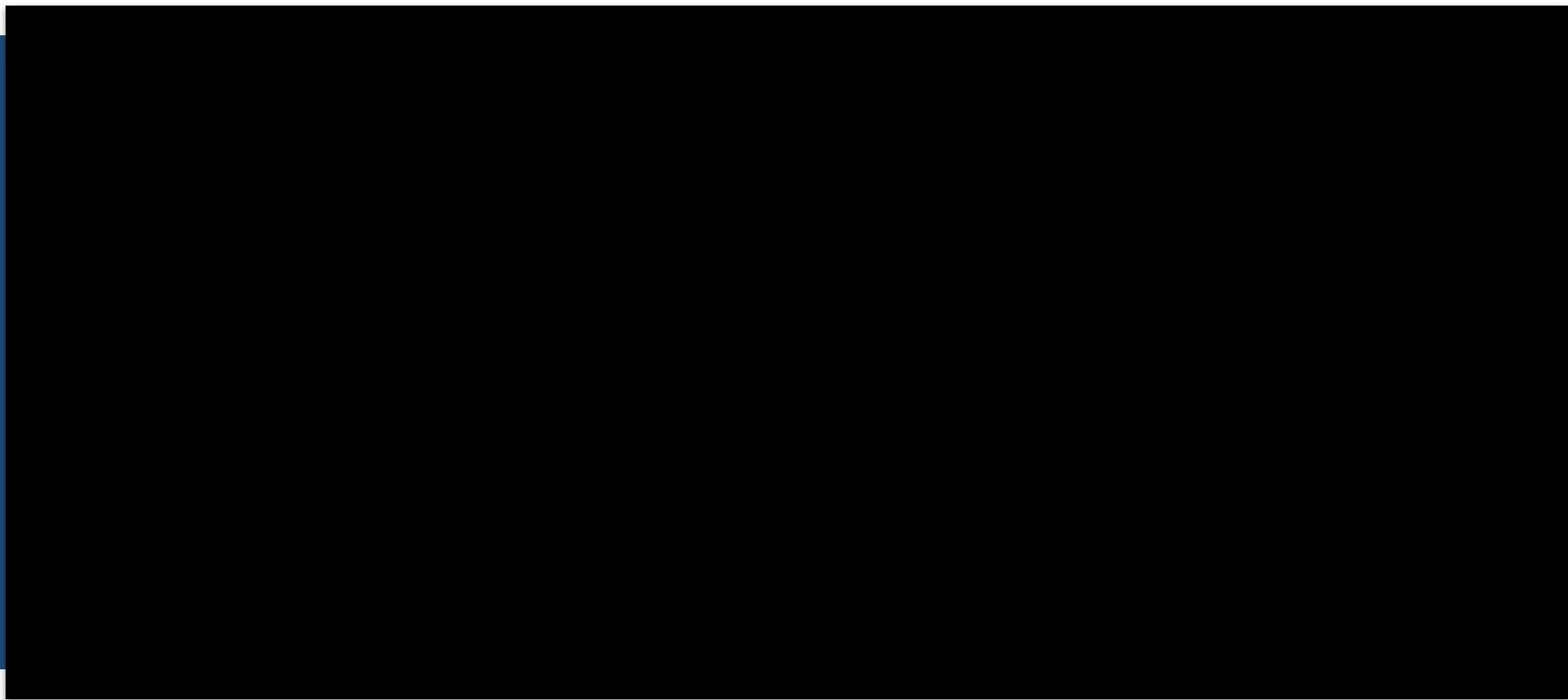
Each message can be customized.

- ☐ **No, Use System Default:** this will not send the default message only.
- ☐ **Yes, For All My Events:** this will save your message for all events.
- ☐ **Yes, For This Event Only:** this will save the message only for the event you are currently in.

REMEMBER - HONOR - TEACH

How To: Message in Event Scheduling

Click the video below or click [HERE](#) to watch the step-by-step instructions.

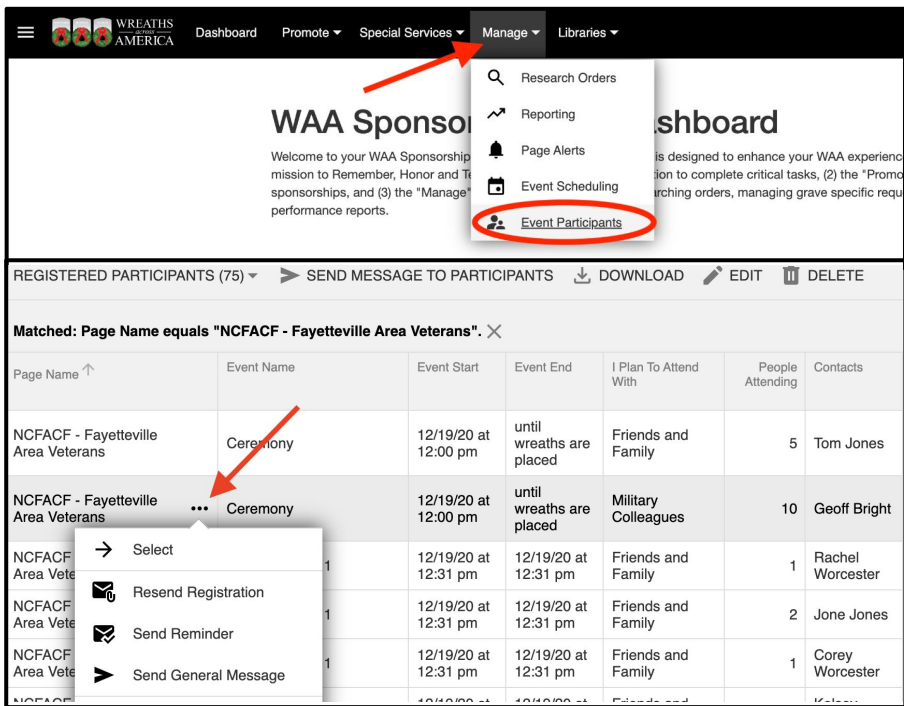


REMEMBER - HONOR - TEACH



WREATHS *across* AMERICA

How To: Message in Event Participants



The screenshot shows the Wreaths Across America dashboard. The 'Manage' menu is open, highlighting 'Event Participants'. Below, a table lists registered participants for the 'NCFACF - Fayetteville Area Veterans' ceremony. A red arrow points to the three-dot menu icon next to the first participant, which has opened a dropdown menu with options: 'Select', 'Resend Registration', 'Send Reminder', and 'Send General Message'.

Page Name	Event Name	Event Start	Event End	I Plan To Attend With	People Attending	Contacts
NCFACF - Fayetteville Area Veterans	Ceremony	12/19/20 at 12:00 pm	until wreaths are placed	Friends and Family	5	Tom Jones
NCFACF - Fayetteville Area Veterans	Ceremony	12/19/20 at 12:00 pm	until wreaths are placed	Military Colleagues	10	Geoff Bright
NCFACF - Fayetteville Area Veterans		12/19/20 at 12:31 pm	12/19/20 at 12:31 pm	Friends and Family	1	Rachel Worcester
NCFACF - Fayetteville Area Veterans		12/19/20 at 12:31 pm	12/19/20 at 12:31 pm	Friends and Family	2	Jone Jones
NCFACF - Fayetteville Area Veterans		12/19/20 at 12:31 pm	12/19/20 at 12:31 pm	Friends and Family	1	Corey Worcester

For Location Coordinators ONLY:

The Event Participants Report is only available for Location Coordinators because they are responsible for planning the logistics of the wreath laying ceremony.

This report can be sorted however you like!

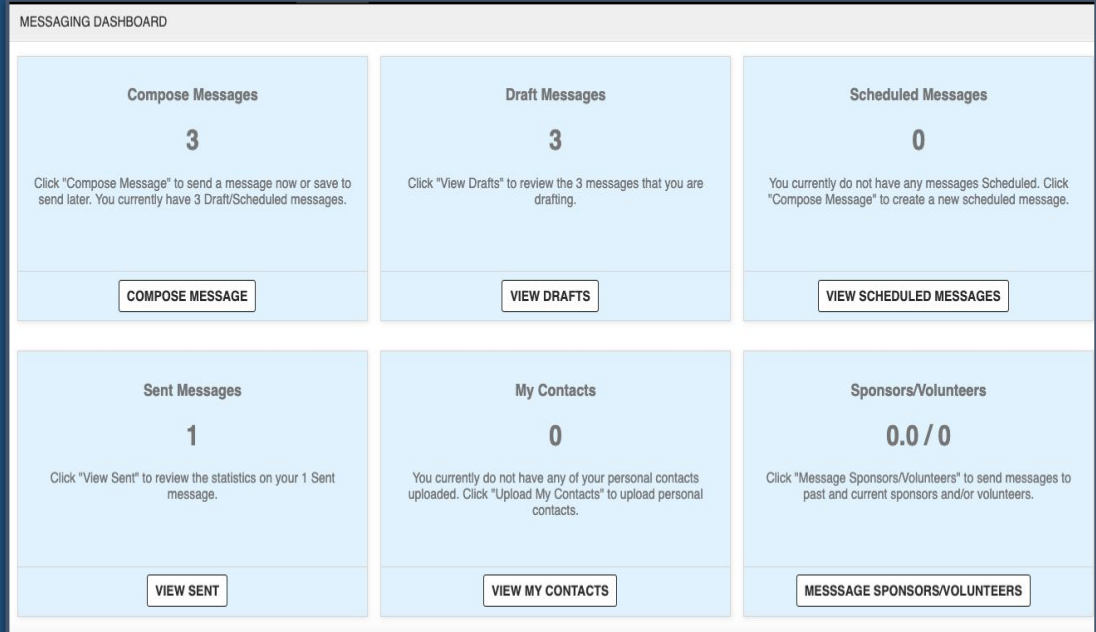
- ❑ Click any column header to select filter options.
- ❑ Message individual volunteers by clicking the 3 dots next to their name, then selecting a message template.
- ❑ If you want to message multiple volunteers the use the Event Scheduling feature.

REMEMBER - HONOR - TEACH

The NEW Messaging Dashboard!

There are 6 new sections in the messaging module!

- ❑ **Compose Messages:** Write a message to send or save it as a draft for later.
- ❑ **Draft Messages:** View all your saved drafts.
- ❑ **Scheduled Messages:** View messages that you have scheduled to send at a later date.
- ❑ **Sent Messages:** View all the messages you have sent.
- ❑ **My Contacts:** Upload your own contacts to message for support.
- ❑ **Sponsors/Volunteers:** Write a message to past and or current year sponsors and volunteers.




REMEMBER - HONOR - TEACH



How To: The Messaging Dashboard

Click the video below or click [HERE](#) to watch the step-by-step instructions.

 WREATHS
across
AMERICA


Dashboard

Promote ▼ Special Services ▼ Manage ▼ Libraries ▼


F ...

WAA Sponsorship Site Dashboard

Welcome to your WAA Sponsorship Site Dashboard! The dashboard is designed to enhance your WAA experience and maximize the impact on our mission to Remember, Honor and Teach. Explore (1) the "To Do" section to complete critical tasks, (2) the "Promote" section inspire more wreath sponsorships, and (3) the "Manage" section to do activities like researching orders, managing grave specific requests, track trucks, and view performance reports.




To Do

 **Registration**


Perform all registration and annual renewal tasks for all of your location(s)/group(s). Ensures that your pages are set-up properly with the proper features for your page types.

[Registration To Dos](#)

 **Customization**


Customize your pages with your photos, logos and text. Note that customized pages perform significantly better than those that only display the default content.

[Customization To Dos](#)

 **Supplies**

Optionally purchase supplies, gear, and media to enhance your fundraising success on the Location and Group Supply and Media page. Items are discounted and only available to approved locations and groups.

[Purchase Supplies](#)

 **Reporting**

Review your Sponsorship Site reporting, including wreath count analysis, year-over-year comparisons, page views, unique visitors, conversion to wreath sponsorships, and other key metrics.

[View Reports](#)

REMEMBER - HONOR - TEACH

Meet the Locations and Groups Team



Julie Bright
Director of Locations & Groups



Meagan Erickson
Asst. Director of Locations & Groups



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



Region 2 Liaison Team
Miesa Bland & Janelle Eveld
207-578-6283
region2@wreathsacrossamerica.org



Richelle Bergeson
Finance Liaison



Region 3 Liaison Team
Stephanie Molina & Ana Diaz
207-578-6287
region3@wreathsacrossamerica.org



Region 4 Liaison Team
Amber Rocha & David Koskelowski
207-578-6284
region4@wreathsacrossamerica.org



Region 5 Liaison Team
Tiffany Lynch & Annie Brooks
207-578-6289
region5@wreathsacrossamerica.org

Region 1 Liaison Team

Terra Delong & Emily Carney

207-578-6277

region1@wreathsacrossamerica.org

Region 2 Liaison Team

Miesa Bland & Janelle Eveld

207-578-6283

region2@wreathsacrossamerica.org

Region 3 Liaison Team

Stephanie Molina & Ana Diaz

207-578-6287

region3@wreathsacrossamerica.org

Region 4 Liaison Team

Amber Rocha & David Koskelowski

207-578-6284

region4@wreathsacrossamerica.org

Region 5 Liaison Team

Tiffany Lynch & Annie Brooks

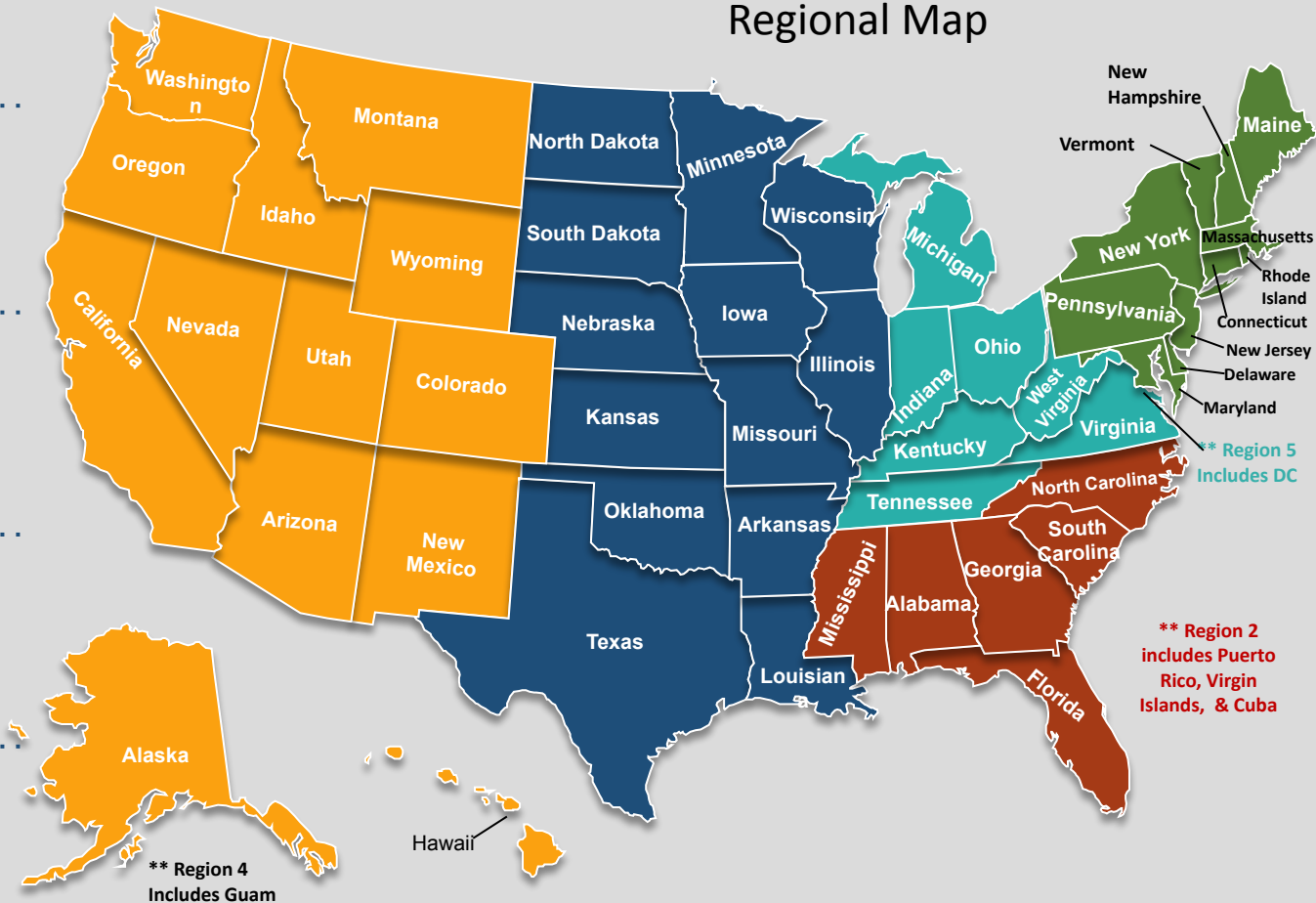
207-578-6289

region5@wreathsacrossamerica.org



WREATHS *across* AMERICA

Regional Map





WREATHS *across* AMERICA

THANK YOU!

Wreaths Across America
Locations & Groups Team