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 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

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
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.

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

Share important details about the wreath-laying ceremony at your location!
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.
How To: Message in Research Orders

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.*

REMEMBER - HONOR - TEACH
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.
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.
How To: Message in Event Scheduling

Click the video below or click HERE to watch the step-by-step instructions.

REMEMBER - HONOR - TEACH
How To: Message in Event Participants

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.
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.

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.

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.

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

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.

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
THANK YOU!

Wreaths Across America
Locations & Groups Team