

# WAA 2023 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 <u>Volunteer Resource Page</u> 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!



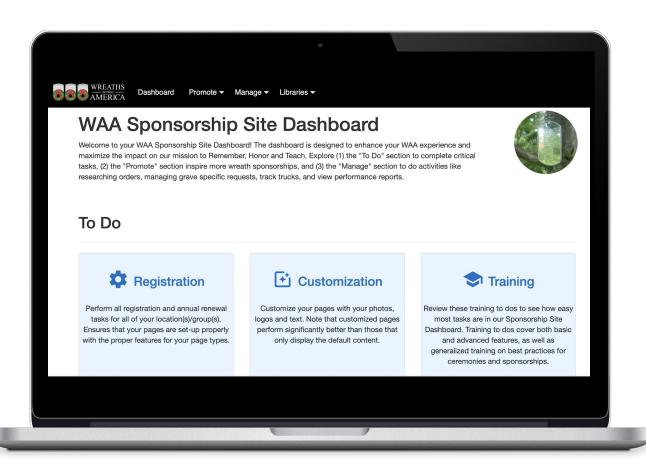
Prep for events by pre-printing your customized WAA Day Poster and a few order forms for mailed orders.

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?



- 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!
- Message your supporters and invite them to sponsor wreaths, attend your fundraising events, and let them know what to expect on wreath day.
- View the **Wreath Count Report** to see the total number of wreaths sponsored for your group(s) and/or location(s)!
- Keep track of **Grave Specific Requests** and see who has volunteered to help on wreath day.
- 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 <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?**

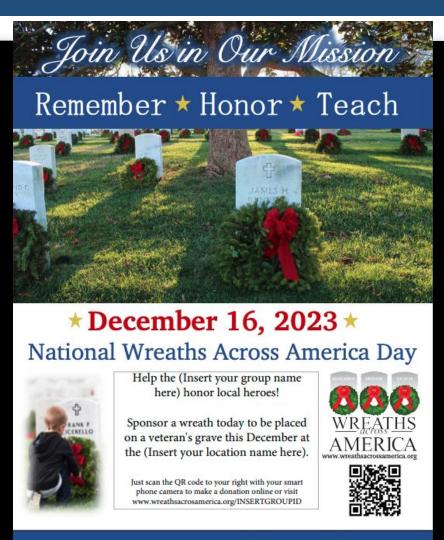
It is your go-to spot for all of the WAA approved (and updated!) order forms, documents, marketing materials, logos, press releases, and volunteer tutorials.

#### 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?

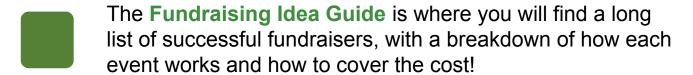
Yes! Be sure to link it to the WAA group page that you would like to support so they get credit for the orders.

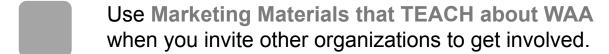


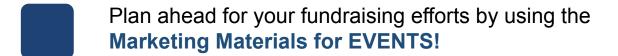
**#ServeAndSucceed** 

### **WAA Marketing Materials**

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













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@wreathsacrossamerica.org

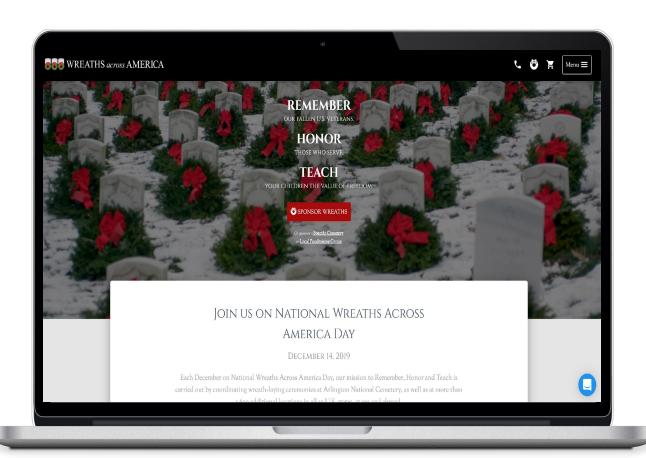






Social media content can include images, articles, links to the specific WAA website for your group, videos, fundraisers, new WAA campaigns and more!

### **Stay WAA Connected!**



- We encourage all of our volunteers to connect with us online to share photos, stories, fundraising ideas and more!
- The Official WAA Facebook page can be found at www.facebook.com/WAAHQ.
- Registered Group Leaders are invited to join our **private Facebook group**. Check your Registration Confirmation Email for details!
- Instagram: Follow us at @wreathsacross
  Twitter: Follow us @WreathsAcross
- YouTube: Subscribe to our WreathsAcrossAmerica channel for videos from past events, interviews and more.
- 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!

Crowd control blocking off parking and directing

traffic.

Distributing wreaths to all who wish to participate.

Placing grave specific wreaths

for those who are not able to attend.

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 <u>Volunteer Resource</u> <u>Page</u> 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.

### 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.



DATE MALED-BY
MAKED

MARE

EMAIL
ADDRESS

TOTAL #
CHECKS

TOTAL \$
AMOUNT

ith each batch of checks and Sponsorship Order Forms. For checks split between multiple

Thank you for your sponsorship and joining us in

CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY If different their name on check.	
GROUP ID(s)		EMAIL ADDRESS	
LOCATION ID(s)	20 00	PHONE #	
DOLLAR AMOUNTS(s)		MAILING ADDRESS	
CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY If different than name on check.	
GROUP ID(s)		EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
DOLLAR AMOUNTS(s)		MAILING ADDRESS	
CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY  If different than name on check.	
GROUP ID(s)	Y Y	EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
DOLLAR AMOUNTS(x)	9	MAILING ADDRESS	
CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY If different than name on check	
GROUP ID(s)	6	EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
DOLLAR AMOUNTS(s)		MAILING ADDRESS	

CHECK#	CHECK DATE	SPONSOR NAME FOR DISPLAY If different then name on check.	
GROUP ID(s)		EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
DOLLAR AMOUNTS(x)		MAILING ADDRESS	
CHECK #	CHECK DATE	SPONSOR NAME FOR DISPLAY If different than martie on check.	
GROUP ID(s)	A D	EMAIL ADDRESS	
LOCATION ID(x)		PHONE #	
DOLLAR AMOUNTS(x)		MAILING ADDRESS	
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GROUP ID(s)		EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
DOLLAR AMOUNTS(x)		MAILING ADDRESS	
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GROUP ID(s)		EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
DOLLAR AMOUNTS(x)		MAILING ADDRESS	
CHECK#	CHECK DATE	SPONSOR NAME FOR DISPLAY If different then name on check	
GROUP ID(s)		EMAIL ADDRESS	
LOCATION ID(s)		PHONE #	
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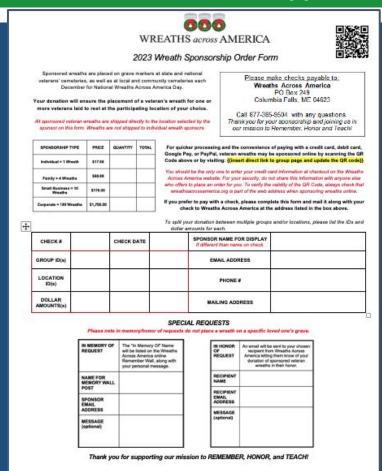
If you need
help
completing a
Tally Sheet,
your
Regional
Liaison Team
is happy to
help!

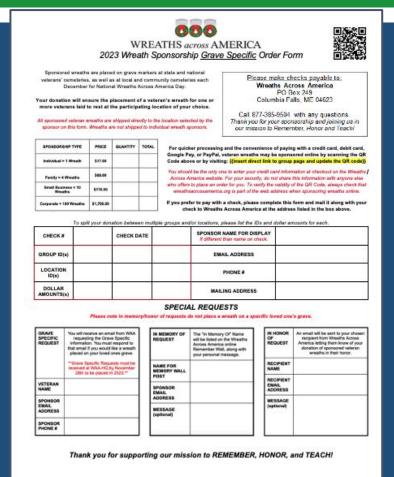
# When to Use a Wreath Sponsorship Form?

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.





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

# 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 themself 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.

SPONSORSHIP TYPE	PRICE	QUANTITY	TOTAL
Individual = 1 Wreath	\$17.00		
Family = 4 Wreaths	\$68.00		
Small Business = 10 Wreaths	\$170.00		
Corporate = 100 Wreaths	\$1,700.00		

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!

For quicker processing and the convenience of paying with a credit card, debit card, debit card, Gogle Pay, or PayPal, veteran wreaths may be sponsored online by scanning the QR Code above or by visiting: (finsert di

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 enyone else who offers to place an order for you. To verify the validity of the QR Code, always check that wreathsacrossamerica.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 you 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 If different than name on check.	
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	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.
	**Grave Specific Requests must be received at WAA-HQ by November 28th to be placed in 2023.**
VETERAN NAME	15
SPONSOR EMAIL ADDRESS	
SPONSOR PHONE #	

IN MEMORY OF REQUEST	The "In Memory Of" Name will be listed on the Wreaths Across America online Remember Wall, along with your personal message.
NAME FOR MEMORY WALL POST	
SPONSOR EMAIL ADDRESS	
MESSAGE (optional)	

IN HONOR OF REQUEST	An email will be sent to your choser recipient from Wreaths Across America letting them know of your donation of sponsored veteran wreaths in their honor.
RECIPIENT NAME	
RECIPIENT EMAIL ADDRESS	
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.

### 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!

#### **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**

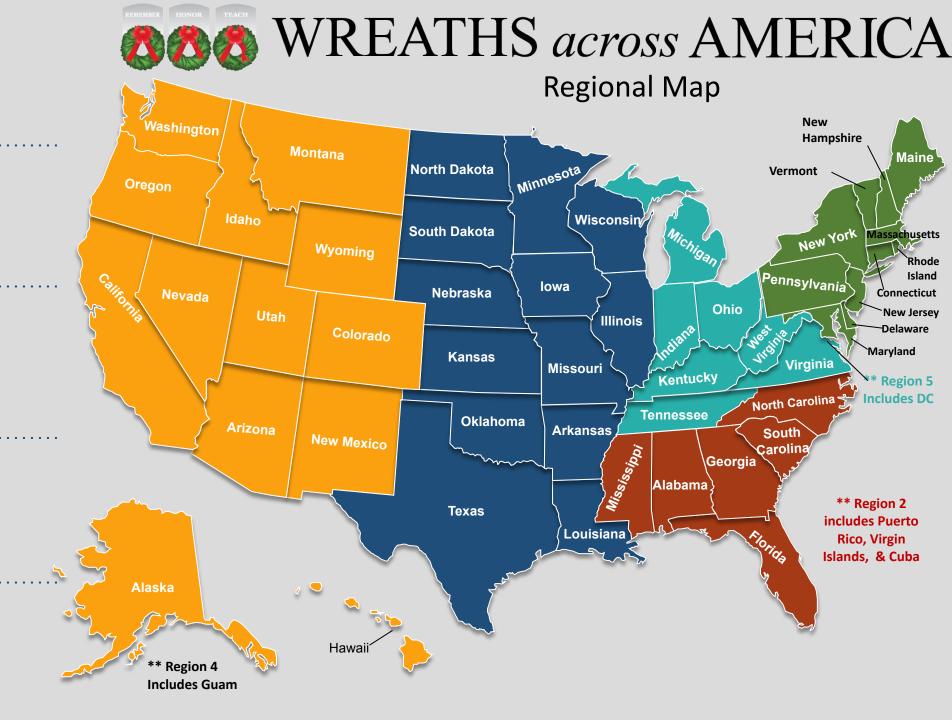
Stephanie Molina & Ana Diaz 207-578-6287 region3@wreathsacrossamerica.org

#### **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



### 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** 



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





