



WREATHS *across* AMERICA

GROUP LEADERS HOW TO GET STARTED

Wreaths Across America

2024

WAA 2024 Theme: Live With Purpose

- ★ [Listen](#) to Karen Worcester, Executive Director of Wreaths Across America, talk about this year's theme.
- ★ “Over the course of the last year, and then especially on the escort to Arlington last December, I listened to people who had gone through great adversity, and they'd taken that adversity and turned it around as a call to action to spend the rest of their lives making sure that every day was meaningful and that they lived with purpose,” said Worcester. “For me, to live with purpose is a mindset.” - Karen Worcester, Executive Director of Wreaths Across America
- ★ As part of this year's theme, we will be producing a monthly video series and corresponding lesson plans starting in February that speak to the 10 bouquets that make up a [veteran's wreath](#) – these are the 10 attributes or characteristics that WAA believes define our nation's servicemembers.
- ★ Read more on the WAA blog: [2024 THEME ANNOUNCEMENT](#)



Locations & Groups: What's the Difference?

The more Sponsorship Groups supporting a Location, the broader the reach and opportunity to place a wreath for each veteran!

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.

REMEMBER - HONOR - TEACH

Tips for Getting Started in 2024!

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!



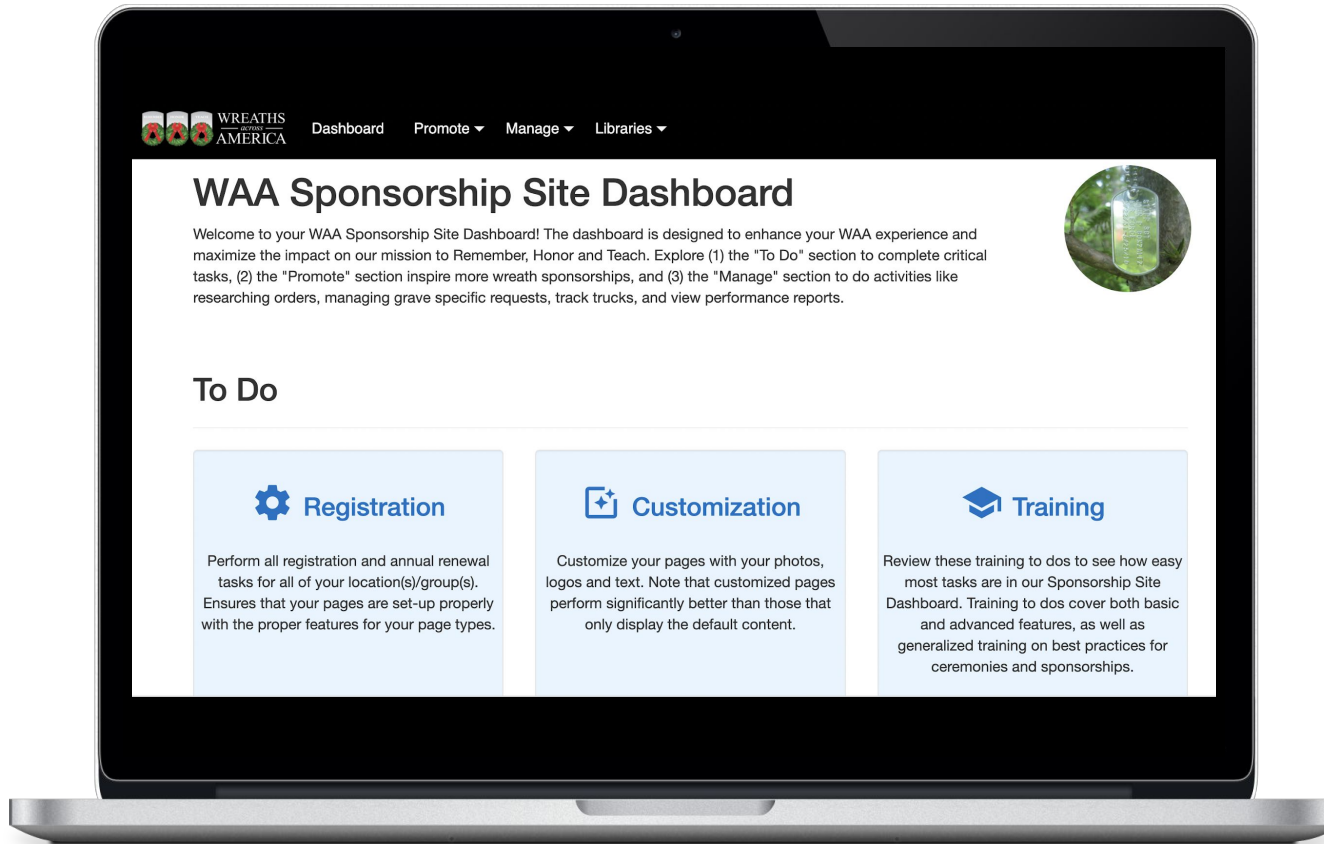
Prep for events by pre-printing your customized WAA Day Poster and a few order forms for mailed orders.

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!

Make the Most of Your Wreath-O-Meter



RESULTS

2024 SO FAR

401 Wreaths Sponsored

6.7% to Goal

5,599 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!

How Many Wreaths Do You Have?

Reach out to your Regional Liaison Team if you have questions about an order!



RESULTS
2023 SO FAR
22 Wreaths Sponsored
73.3% to Goal
8 To Go!

**Online
Orders
Process in
24-48 hours**

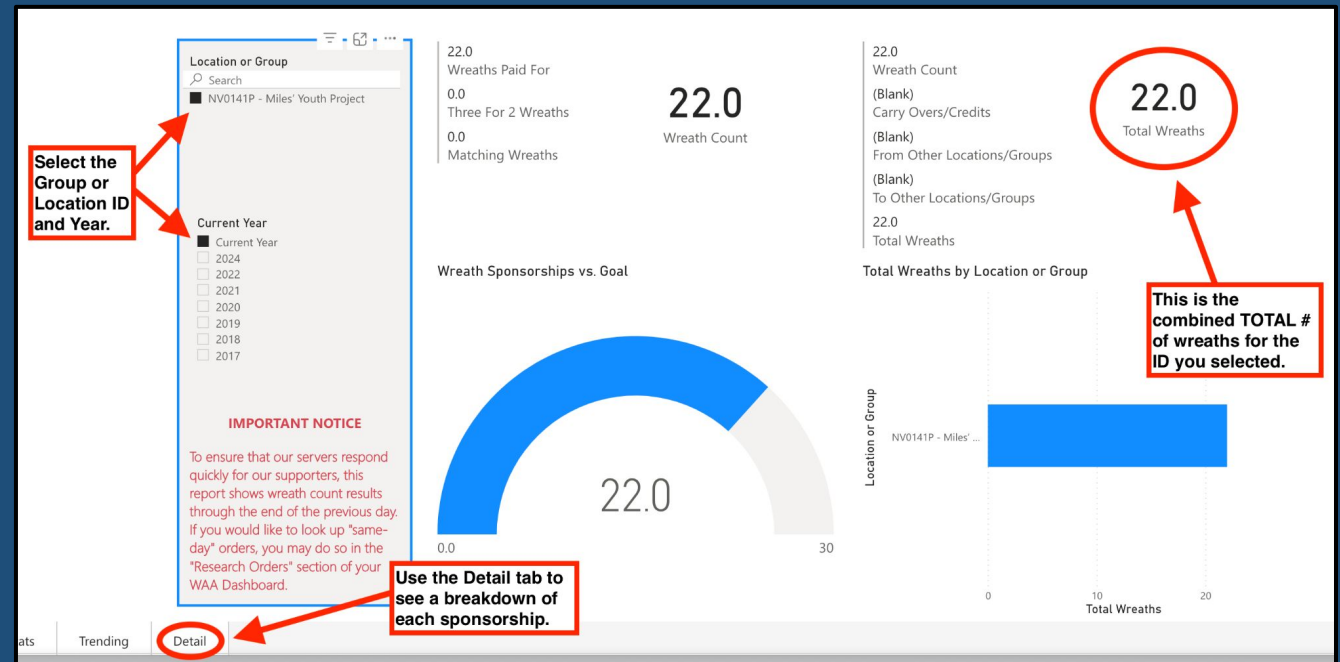
**Mailed
orders
process
in 3-4
weeks**

3 Places to View Orders

Wreath-O-Meter: Shows a live count of orders received.

Wreath Count Report: Is not live and syncs every 24 hrs during scheduled overnight system updates.

Research Orders: Shows a live count of orders received and is where you can individually thank each sponsor.



REMEMBER - HONOR - TEACH

NEW Cutoff Dates for 2024!

The November Educational Webinar goes into detail about what to expect for Cutoff this year. Mark your calendars!

WREATHS *across* AMERICA 2024 NEW CUTOFF DATES

REGION 1

DECEMBER 3RD
AT 11:59PM EST



REGION 2

DECEMBER 3RD
AT 11:59PM EST



REGION 3

DECEMBER 2ND
AT 11:59PM EST



REGION 4

NOVEMBER 29TH
AT 11:59PM EST



REGION 5

DECEMBER 3RD
AT 11:59PM EST



- ★ **While we accept sponsorships all year round, the last day that wreaths are guaranteed for delivery is the Cutoff Date.** Sponsorships received after the Cutoff Date are not guaranteed for delivery this year, but we will do our best to get them on the truck for shipment. Any wreaths that don't get delivered for placement this year will be added as a credit for the location for next year, giving them a head start for 2025!
- ★ **To give you as much time as possible to gather checks, we will email you a Cutoff Form a week before the Cutoff Date and you will fill out only if needed.** It works similarly to an IOU by letting us know you have sponsorship funds on hand, will be mailing them to us within a week of Cutoff, and want them included in the wreath shipment for the location this year.
- ★ **We always recommend making copies of the Tally Sheets and Order Forms that you mail in to help you track the processing of orders.** To submit a Cutoff Form, you will be required to upload a copy of the Tally Sheet or Order Form.
- ★ **Grave Specific Requests are not accepted on Cutoff Forms.** Mailed Grave Specific Requests must be manually added to the Grave Specific Report on your Dashboard before Cutoff.

REMEMBER - HONOR - TEACH

Volunteer Resource Page

Where Can I Find the Volunteer Resource Page?

Visit the main WAA page at www.wreathsbacrossamerica.org and go to Resources, then Volunteer Resource Page.

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, webinar recordings, and volunteer tutorials.

What If I Want to Customize A Document?

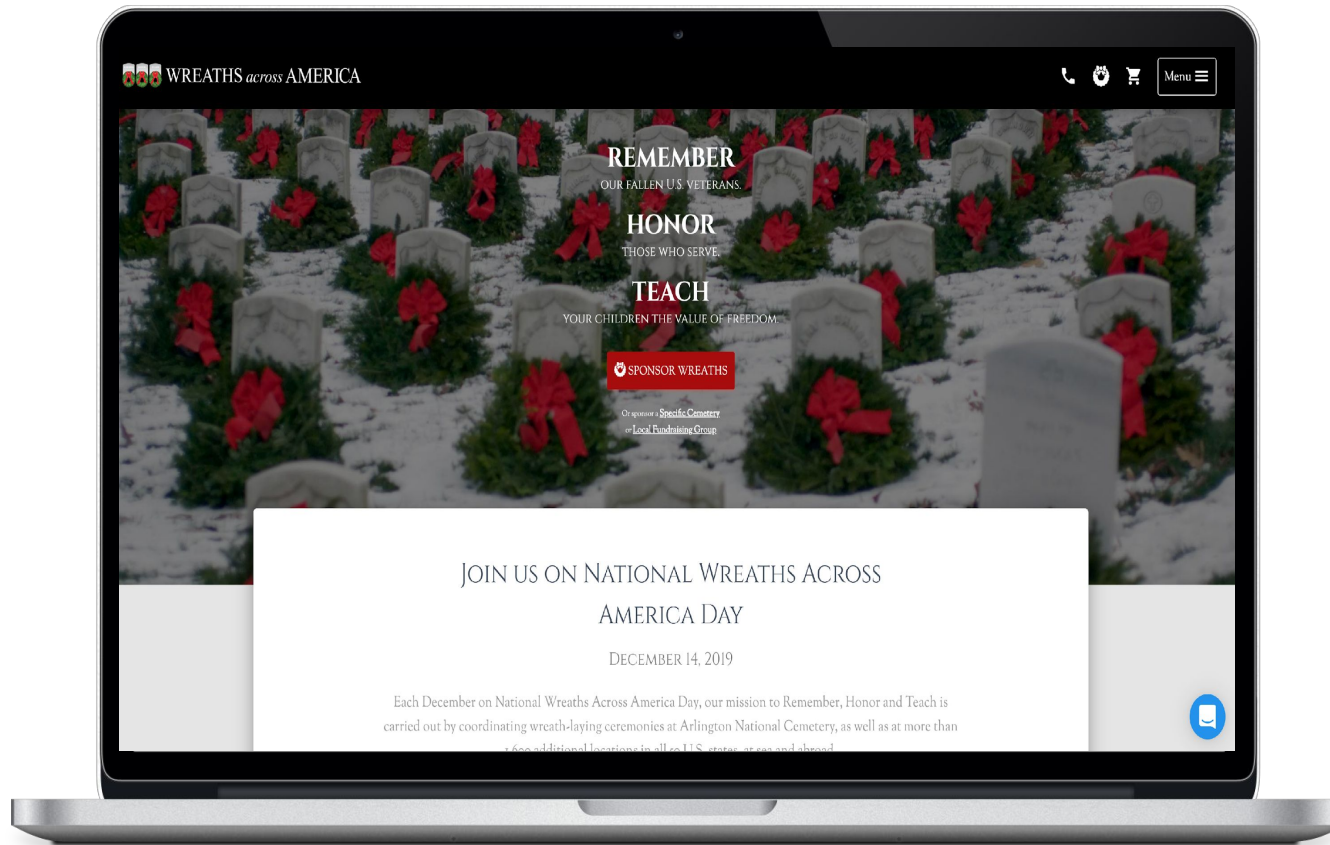
If you would like to customize an image or document, email the draft to your Regional Liaison Team prior to any printing or distribution to get approval from WAA. This is required.

Should I Use a QR Code?

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



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
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](#).

REQUIRED:

- 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
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 249
Columbia Falls, ME 04623

Call 877-385-9504 with any questions.
Thank you for your sponsorship and for 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	


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.

Each check in the envelope should be listed on the Tally Sheet.

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



WREATHS across AMERICA

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.

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		

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.

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


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

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!




Add QR Code Here

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 for joining us in our mission to Remember, Honor, and Teach!

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



WREATHS across AMERICA

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


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

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 ones grave.</p> <p><i>** Grave Specific Requests must be received at WAA-HQ no later than the Cutoff Date.</i></p> <p>NAME FOR MEMORY WALL POST</p> <p>SPONSOR EMAIL ADDRESS</p> <p>MESSAGE (optional)</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!



Add QR Code Here

Please make checks payable to:
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PO Box 249
Columbia Falls, ME 04623

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

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 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

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.wreathsasscrossamerica.org/radio, or by using the iHeart Radio app, TuneIn or Simple Radio apps, or download it at the App Store or Google!

Region 1 Liaison Team

Terra Delong & Emily Carney

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region1@wreathsacrossamerica.org

Region 2 Liaison Team

Miesa Bland & Janelle Eveld

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Amber Rocha & David Koskelowski

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Region 5 Liaison Team

Tiffany Lynch & Annie Brooks

207-578-6289

region5@wreathsacrossamerica.org



WREATHS *across* AMERICA

Regional Map



Meet the Locations and Groups Team



Julie Bright
Director of Locations & Groups



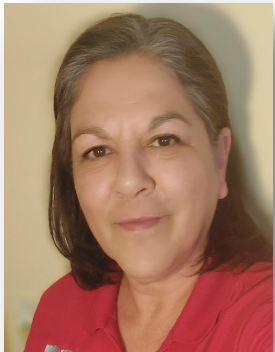
Meagan Erickson
Asst. Director of Locations & Groups



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Region 5 Liaison Team
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WREATHS *across* AMERICA

THANK YOU!

Wreaths Across America