



WREATHS *across* AMERICA

LOCATIONS & GROUPS EDUCATIONAL WEBINAR

Wreaths Across America

March 2024

Promote your efforts for WAA throughout the year!

Engage your community year-round by sharing events, stories and HQ-content:

- **Use Social Media:** Share content from WAA-official channels and always include a short link to your own Pages where people can learn more and sponsor wreaths directly.
- **Establish Relationships with Local Media Outlets:** Share regular news about your participation in WAA events, providing a local angle and opportunities for others to get involved.
- **Get Involved with Other Community Programs:** Support like-minded groups through volunteerism, sharing their events, and attending them.

WAA Resources

Local Media & Community Programs

Wreaths Across America Radio

Social Media



WAA Resources to Build Awareness

Volunteer Resource Page

WAA templated marketing materials, press releases and media graphics will improve engagement.

WAA pictures, B-roll, audio clips, logos, and more will assist local media in sharing their stories.

Media Resource Page



Work with Local Media

Work with the local press to “earn media” or publicity.

- Earned media results from sharing or pitching your story/news to media channels (reporters, producers, journalists, editors, etc.).
- Media channels include print, broadcast, and digital on computers/smartphones.

You can work with your local media by:

- Informing the local media outlets/reporters about the mission and how volunteers can get involved locally.
- You can use relevant news pegs to insert your work for the mission to add to another more prominent topic. For March, some relevant topics include Women’s History Month, Medal of Honor Day 3/25, and Vietnam War Veterans Day 3/29. April is the month of the military child and May is Military Appreciation Month!
- Encourage other community members to learn more about the organization by promoting local events.



For more local media support,
contact Sean Sullivan at
ssullivan@wreathsasscrossamerica.org

Tools to Engage Local Media



Press releases provide a full picture of the story/news you want to share, including WHY this should matter to their audience.

A media advisory can be used to share event details – this provides a more concise WHO, WHAT, WHERE and WHEN for reporters to come and learn more.

Public Service Announcement (PSA):
This serves as a succinct announcement about a public event. It should be short in length and provide a clear call to action, such as a website to learn more.

Explore the [Media Resource Page](#) to determine which tools would resonate most with your local audience.



Wreaths Across America Radio



Wreaths Across America Radio, “A Voice For America’s Veterans”

Wreaths Across America Radio is a 24/7 internet radio station designed to support the mission of Wreaths Across America. It has a 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, Teach.

This is **YOUR** station, and we want to feature **YOU!** Tell us why you support the mission, promote your special events or fundraising efforts, or share a cool local story related to Wreaths Across America.

Email us at: waaradio@wreathscrossamerica.org.

Wreaths Radio has a live morning show every weekday from 6 am to 10 am ET, various programs produced by and/or relating to veterans, and so much more!

Listen anywhere at www.wreathscrossamerica.org/radio, or by using the iHeart Radio, Audacy, or TuneIn apps, download for FREE at the App Store or Google play!

Expand Your Reach with Social Media



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@wreathscrossamerica.org



Facebook: <https://www.facebook.com/WAAHQ>

Instagram: <https://www.instagram.com/wreathscross/>

Twitter: <https://twitter.com/WreathsAcross>

LinkedIn: <https://www.linkedin.com/company/wreaths-across-america/>

YouTube: <https://www.youtube.com/WreathsAcrossAmerica>

TikTok: <https://www.tiktok.com/@wreathscross>



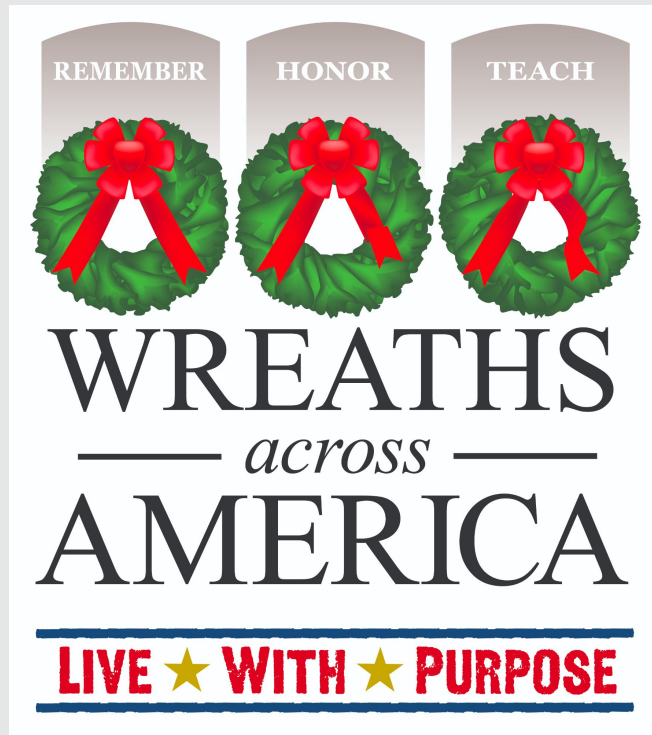
Social Media Tips

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 veterans' birthdays. There's no shortage of these stories!
- **DO** share "Thank You" messages to heroes and local supporters.
- **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 post opinions or disagree.

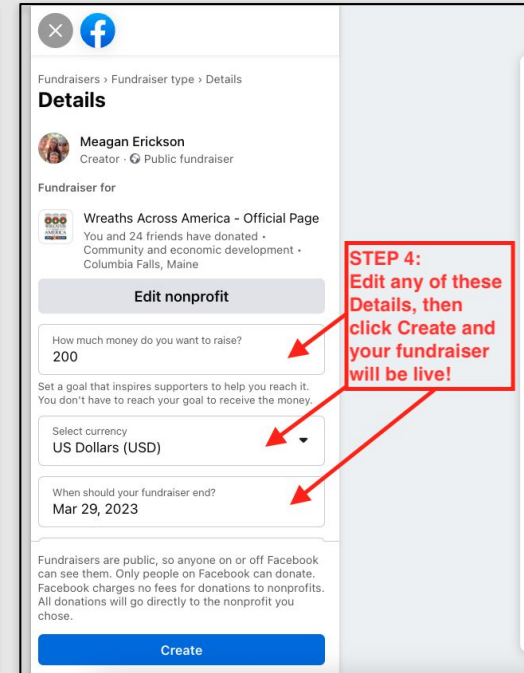
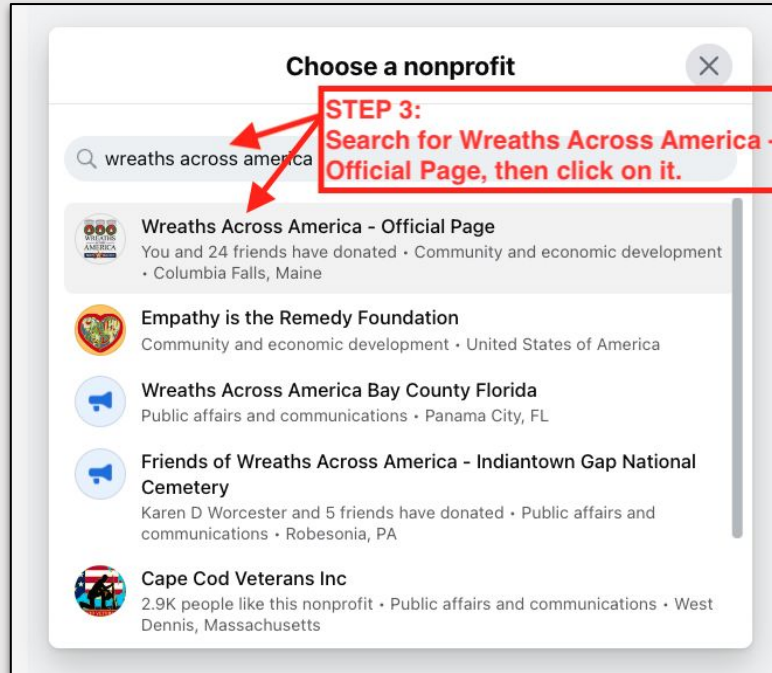
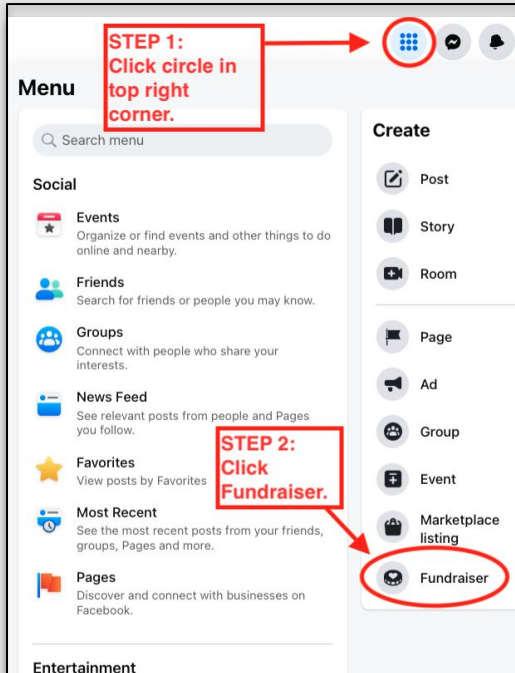
Social media content should always be in line with the WAA mission to REMEMBER, HONOR and TEACH.

Use the **Monthly Messaging Guide** to share content with WAA branded graphics! Find it on the [Volunteer Resource Page](#) under Marketing Materials for Social Media and on the private Facebook groups.



Facebook Fundraiser Setup

After completing your fundraiser and raising all donations, take an 'after' photo of the results. Then, fill out the Facebook Fundraiser Notification Form to ensure your group and location receive credit for your efforts!



After your fundraiser closes, funds are transferred from your fundraiser to Network for Good, then to Wreaths Across America. It may take a couple of months for the funds to reach Wreaths Across America, as disbursements from Meta are processed monthly.

Stay in the Know!

Newsletters and Website Blog

- ❖ *Mission Matters*
- ❖ *Teaching Times with Wreaths Across America*
- ❖ *Moving the Mission*
- ❖ *Location Connection*
- ❖ Blog Articles

MISSION MATTERS

MONTHLY NEWSLETTER



TEACHING TIMES

with  WREATHS across AMERICA



LOCATION CONNECTION

NEWSLETTER

Meet the Locations and Groups Team



Julie Bright
Director of Locations & Groups



Meagan Erickson
Asst. Director of Locations & Groups



Region 1 Liaison Team
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Region 2 Liaison Team
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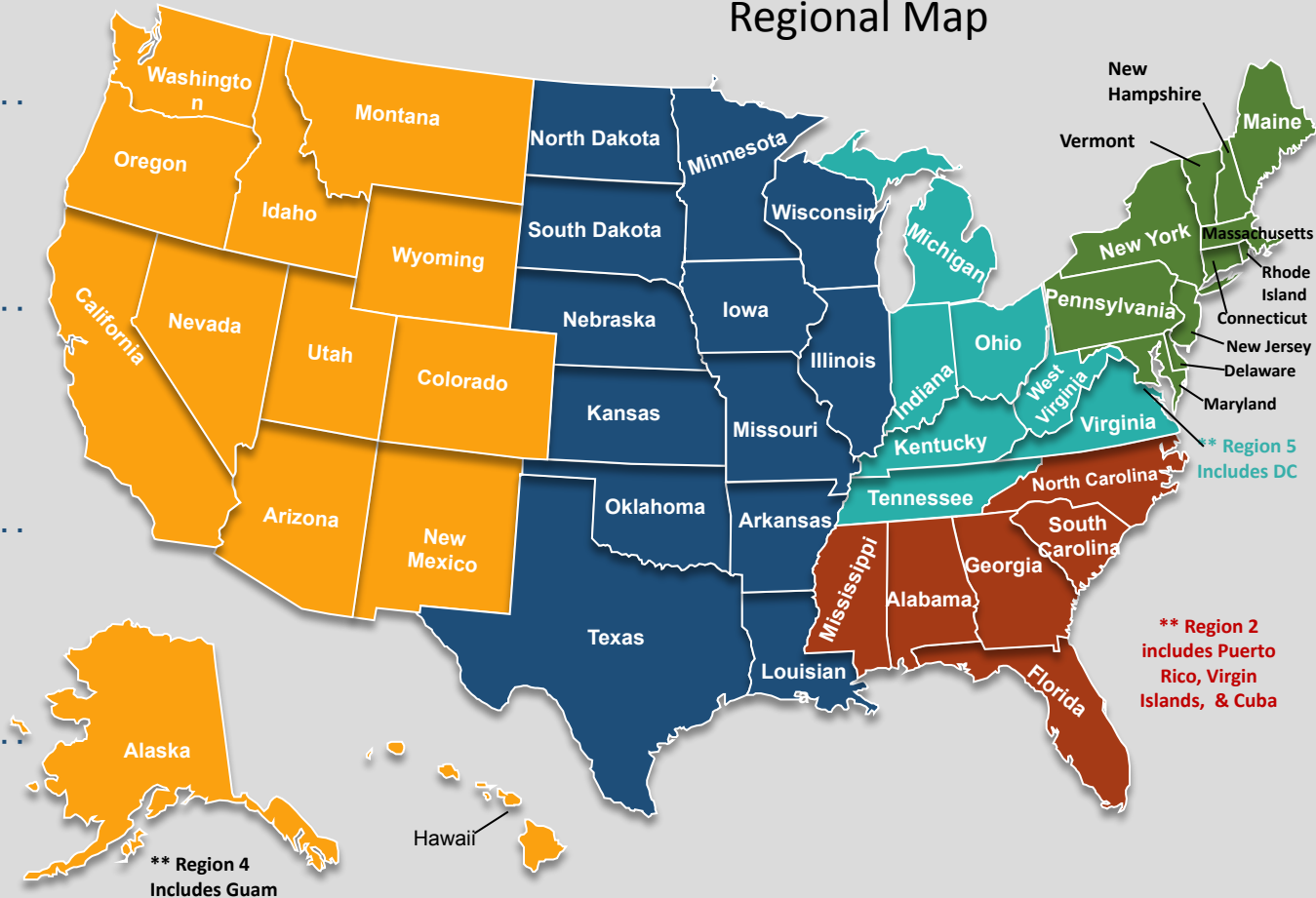
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WREATHS *across* AMERICA

Regional Map





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THANK YOU!

Wreaths Across America
Locations & Groups Team