



# MOBILE EDUCATION EXHIBIT (MEE)

## *Event Resource Guide*



Wreaths Across America  
4 Point Street  
Columbia Falls, Maine 04623  
[wreathsacrossamerica.org/mee](http://wreathsacrossamerica.org/mee)

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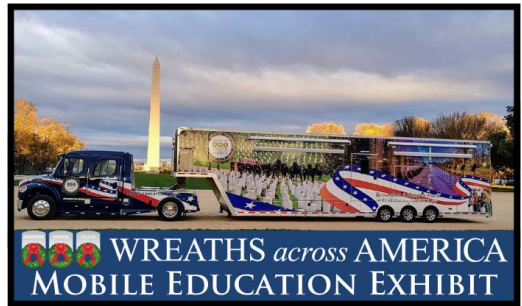
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# RESPONSIBILITIES OF HOST CHECKLIST

## Determine the GOAL for your event

- Wreath Sponsorship
- Veteran Remembrance
- Teach
- Awareness

## Complete online MEE request

- Complete MEE request [HERE](#)

If you are associated with a participating group or location include your WAA-ID

## Obtain permission for event location

- See page 8 "Footprint" for sizing
- Confirm your event time. Example: Start at 9AM End at 3PM or 10AM to 4PM

## Form a committee to help you create a successful event

## Complete Event Media Marketing Form as soon as you have found a location!

- This must be done in order to confirm your event and receive marketing assistance
- <https://learn.wreathscrossamerica.org/mee-event-marketing>
- Confirm press release you receive after confirming marketing form

## Send invitations; i.e., paper or e-vite

- A flyer will be provided to you by WAA
- Social Media Graphic [HERE](#)

Include event information in copy/caption of post

"The Wreaths Across America Mobile Education Exhibit is on the road and will be making a stop in (town/state). Please join us for a free tour on (date/time/location) to learn more about the Wreaths Across America mission!"

- Template Press Release [HERE](#)

## Ambassador Needs

- Access to restrooms
- Food and drink provisions

## We require there to be a host member present throughout entire event

## Thank you message to key volunteers, companies, organizations, etc.

## Please complete our [After Action Survey](#)

# PURPOSE

- An instrument to bring communities together to learn about the Wreaths Across America (WAA) mission to Remember the Fallen; Honor Those Who Serve; and Teach Our Children the Value of Freedom, but also to bridge the gap between active-duty service members, veterans and civilians.
- Teach about patriotism, while remembering the services and sacrifices of our military members.
- Expand the WAA mission to bring on new participating locations, along with sponsorship groups.
- Keeping the WAA mission relevant and the the forefront of the areas that are served by our volunteers.
- Sponsorship event in support of locations.
- Thank carrier partners





# ATTRIBUTES



## THEATER

- Seats up to 20 guests for visual presentations



## STORYBOARDS AND VISUALS

- Highlighting the mission, growth and programs that have grown due to the wreath laying events



## EXTERIOR VISUAL DISPLAYS

- Two exterior televisions to accommodate larger additional displays



## INTERACTIVE COMPUTERS

- Allows guests to sponsor wreaths
- Search for participating location
- Sign up to be a part of the Honor Fleet



## MERCHANDISE SALES



## WAA AMBASSADORS

- Staff conducts free tours

# SPECIFICATIONS

1,500 ft2 OF  
MOSTLY  
LEVEL, HARD  
SURFACE

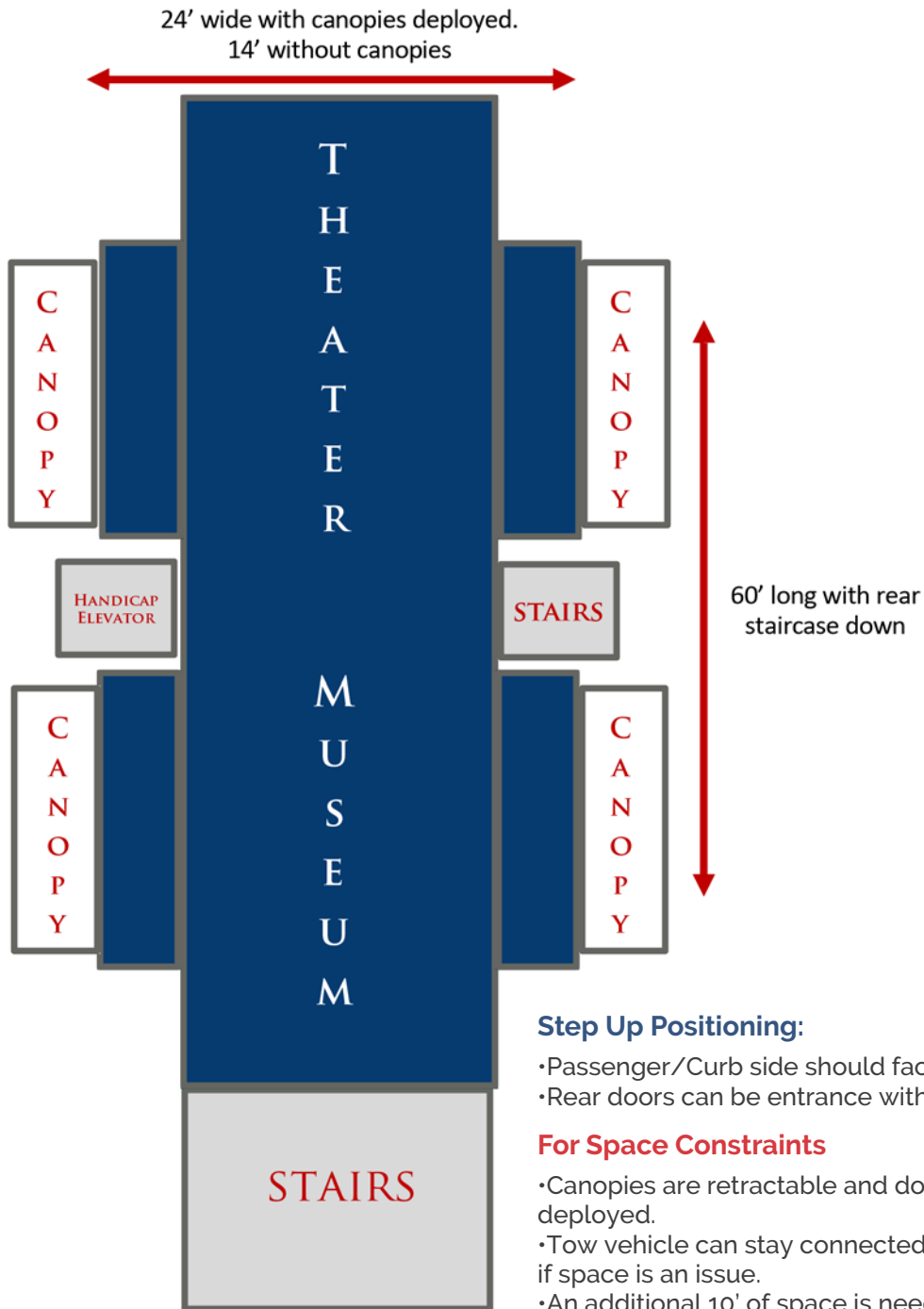
APPROVAL  
TO RUN  
GENERATOR

HANDICAPPED  
ACCESSIBLE

INDOOR EVENTS  
REQUIRE 30AMP  
HOOKUP



# FOOTPRINT



## Step Up Positioning:

- Passenger/Curb side should face public.
- Rear doors can be entrance with side door exit.

## For Space Constraints

- Canopies are retractable and do not need to be deployed.
- Tow vehicle can stay connected or disconnect if space is an issue.
- An additional 10' of space is needed for additional full cab parking.

# TYPES OF EVENTS

PRIVATE

PUBLIC

CORPORATE

## WHO TO INVITE

- Active-duty military
- Veterans
- VFW
- American Legions
- Military Organizations
- Military Support Organizations
- Schools
- Chamber of Commerce
- Local officials
- Media
- Sponsorships Groups
- Neighboring Location Coordinators

## EVENT ACTIVITIES (OUTSIDE THE BASIC TOUR)

### Make Your Own Wreath Kits

- Guests can learn the characteristics of a veteran's wreath depicted by Founder Morrill Worcester's "What is a Veteran's Wreath" poem.
  - It is the hosts responsibility to order these kits. Must be ordered **3 weeks** in advance of event. We do not carry these with us.  
Click [HERE](#) to order
  - Download "[POEM](#)"
  - View "What is a Veteran's Wreath" [VIDEO](#)
- Download "What is a Veteran's Wreath" [COLORING PAGE](#) available for children. Children can also write a message to an active duty/veteran

### Place a ceremonial wreath on the Remember\*Honor\*Teach headstone

### Welcome Home Pinning

- WAA is a partner of the Vietnam Veteran Commemoration. With this partnership the WAA ambassadors "Welcome Home" our Vietnam veteran's ceremony. This is an extremely moving ceremony and long overdue for our Vietnam Veterans.



# TYPES OF EVENTS (CONTINUED)

## PRIVATE

**GOAL:** To showcase or bring to focus the partnership between your organization/company and WAA to invited guests. This is NOT open to the public. This can be a fundraising event where wreath sponsorships are being raised for participating location(s). If you will be holding a fundraiser, please communicate with the Director of the MEE and your liaison prior to confirming an event.

## PUBLIC

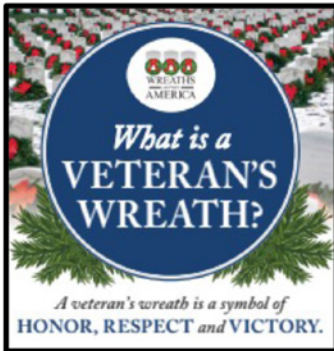
**GOAL:** To showcase or bring to focus the partnership between your organization/company and WAA to your community and guests. Opportunity to highlight your participation in the WAA mission and bring new volunteer and sponsors. This can be a fundraising event where wreath sponsorships are being raised for participating locations. If you will be holding a fundraiser, please communicate with the Director of the MEE and your liaison prior to confirming an event. Public events are best located in high traffic areas for optimal visitation.

## CORPORATE

**GOAL:** To showcase or bring to focus the partnership between your company and WAA and highlight the mission to your employees, network of contractors, community you serve and social media following. This can be a fundraising event where wreath sponsorships are being raised for participating locations. Fundraising events must be communicated with the Director of the MEE and the Director of Development and Partnerships prior to hosting the event. Corporate events may be private or open to the public.

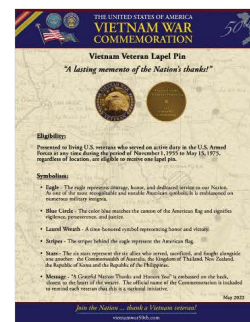
# EVENT ACTIVITIES (CONTINUED)

## MAKE YOUR OWN WREATH KIT BE SURE TO ORDER AHEAD OF TIME



## CEREMONIAL WREATH LAYING

## WELCOME HOME



# PROMOTING

Wreaths Across America has a team of communication specialists that are ready to help you promote your event. Please fill out the Mobile Education Exhibit [Event Media and Marketing Sheet](#) within 48 hours for WAA to help you promote.

## WAA Comm team will help develop:

- An event on social media
- Graphics for social media
- Utilize the [press release template](#) (pg. 12-13)
- Share stories of your involvement with WAA
- Share stories of active duty and veterans within your community. (Stories make a personal connection)
- Invite and rely on veteran organization and support organization to help spread the word about your event
- Reach out to local newspapers, radio, blogs, and television with date, time and WHY this event is important (Use the WAA Comm team is a resource in securing local media contacts)



## COMMUNICATION TEAM

Amber Caron - Public Relations Coordinator

[acaron@wreathsacrossamerica.org](mailto:acaron@wreathsacrossamerica.org)

Samantha Gatcomb - Social Media

[sgatcomb@wreathsacrossamerica.org](mailto:sgatcomb@wreathsacrossamerica.org)

**FOR IMMEDIATE RELEASE**



**The Wreaths Across America Mobile Education Exhibit National Tour  
Will Make a Stop in (your town)**

*This unique museum on wheels is free to the community and helps honor local veterans.*

**(YOUR TOWN, STATE)** — **(Date Day, 20xx)** — Wreaths Across America (WAA) in **(Your Town)** is proud to announce a local stop for the WAA [Mobile Education Exhibit](#) (MEE) national tour. The MEE started its tour at the WAA Headquarters in Maine and will be in the area **(Date)** for a scheduled event that is both free and open to the public. The event will take place at **(location name)** located at **(address)**.

"The goal of the Wreaths Across America Mobile Education Exhibit is to bring communities together and teach about the organization's mission," said Karen Worcester, executive director of Wreaths Across America. "The exhibit serves as a mobile museum, educating visitors about the service and sacrifice of our nation's heroes and serving as an official 'welcome home' station for our nation's Vietnam veterans."

The MEE achieves this goal by bringing the local community, veterans, active-duty military and their families together through interactive exhibits, short films, and shared stories. The exhibit serves as a mobile museum, educating visitors about the service and sacrifice of our nation's heroes, as well as serving as an official 'welcome home' station for our nation's Vietnam Veterans.

The public tours for the MEE are free and open to the public. Members of the media, dignitaries, veterans, and other interested groups are urged to come, ask questions, share stories, and experience this one-of-a-kind exhibit. Learn more [here](#).

Wreaths Across America is the non-profit organization best known for placing wreaths on veteran's headstones at Arlington National Cemetery. However, in 2023, the organization placed millions of sponsored veterans' wreaths at over 4,100 participating locations nationwide. Throughout the year, you can tune in to [Wreaths Across America Radio](#), anytime, to learn more about the mission and those who support it across the country, as well as the hundreds of local charitable efforts nationwide funded through wreath sponsorships.

You can sponsor a veteran's wreath anytime for \$17 at [www.wreathscrossamerica.org](http://www.wreathscrossamerica.org). Each sponsorship goes toward a live balsam wreath that will be placed on the headstone of an American hero as we endeavor to honor all veterans laid to rest at noon on Saturday, December 14, 2024, as part of National Wreaths Across America Day.

[Click here](#) to find a local participating cemetery near you to support, go to and type in your town and/or state.

###

#### **About Wreaths Across America**

Wreaths Across America is a 501(c)(3) nonprofit organization founded to continue and expand the annual wreath-laying ceremony at Arlington National Cemetery, begun by Maine businessman Morrill Worcester in 1992. The organization's year-round mission – Remember, Honor, Teach – is carried out in part each year by coordinating wreath-laying ceremonies in December at Arlington, as well as at more than 4,100 participating locations in all 50 states and overseas. For more information, please visit [www.wreathscrossamerica.org](http://www.wreathscrossamerica.org).

#### **Press Contacts:**

##### **Local**

Local Person

Local volunteer organization

local person's email address@where you need it sent .com,org,net  
(and) phone-number

##### **National Office**

Amber Caron

Director of Communications

(207) 513 - 6457

[acaron@wreathscrossamerica.org](mailto:acaron@wreathscrossamerica.org)

##### **NOTES TO MEDIA**

[Click here](#) for b-roll, produced video, pictures, approved logos, and more materials to help with the production of your news story. Interviews are available upon request



Visit [www.wreathscrossamerica.org](http://www.wreathscrossamerica.org) to learn about our mission to *Remember, Honor, Teach*, sponsor a wreath for a veteran at any participating cemetery, or sign up to volunteer.

*A veteran's wreath is a symbol of*  
**HONOR, RESPECT, and VICTORY.**



**10 BALSAM BOUQUETS**  
make up each veteran's wreath, representing the  
**10 SPECIAL QUALITIES**  
that our veterans embody.



Evergreens =  
**LONGEVITY  
& ENDURANCE**



Red Bow =  
**GREAT  
SACRIFICE**



Forest Scent =  
**PURITY &  
SIMPLICITY**

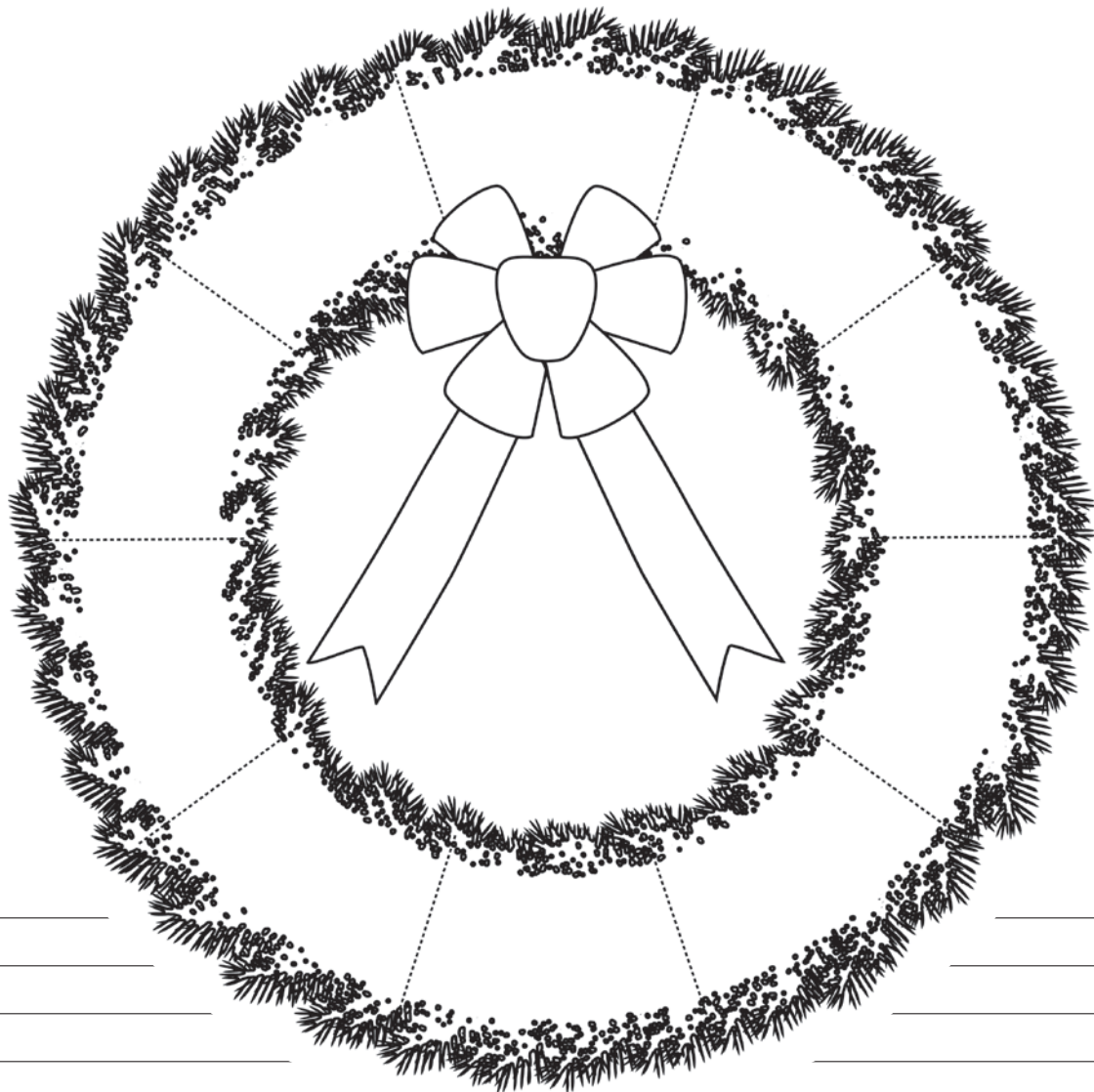


Circular Shape =  
**ETERNITY**

1. Their **BELIEF** in a greater good
2. Their **LOVE** for each other
3. Their **STRENGTH**, work ethic, & character
4. Their **HONESTY** & integrity
5. Their **HUMILITY**, selflessness, & modesty
6. Their **AMBITIONS** & aspirations
7. Their **OPTIMISM** for America
8. Their **CONCERN** for the future
9. Their **PRIDE** in their duties
10. Their **HOPES & DREAMS** that didn't always come true, but left them with no regrets

# COLOR YOUR WREATH,

and write a thank you note for a local veteran or active duty military in your community.



[www.wreathscrossamerica.org](http://www.wreathscrossamerica.org)

# AFTER ACTION SURVEY

Thank you for allowing Wreaths Across America's Mobile Education Exhibit to be apart of your event.

We hope that our message was insightful, meaningful and creates a surge of support in your community.

We would love your feedback.  
Please complete this [SURVEY](#)

REMINDER  
NATIONAL WREATHS ACROSS AMERICA DAY  
SATURDAY, DECEMBER 14, 2024