

WREATHS ACROSS AMERICA SPONSORSHIP GROUP PROGRAM - \$5 PAYBACK GROUPS

In 2007, Wreaths Across America expanded its annual wreath placement event to enable groups and organizations to support Arlington National Cemetery and other local, participating cemeteries across the country. The Sponsorship Group Program, specifically the Payback Group option, was established to benefit other like-minded charities, community programs and civic groups through the sale of wreath sponsorships for participating locations. **Since its inception, Wreaths Across America has given back nearly \$32 million to these organizations doing good in their community all year round!**

We invite your group or organization to join us in remembering and honoring our American heroes, through raising funds to sponsor veterans' wreaths. As a \$5 Payback Group, your organization will receive \$5-of-each-\$17 sponsorship made through your group to support your own program and important work.

Follow these Steps to Start Fundraising Today!

1. **Register as a sponsorship group online.** Scan the QR code to get started.
2. **Thoroughly read the welcome email** that you will receive after your registration is complete. Follow the links in that email to find helpful tips and tricks!
3. **Schedule a meeting with your group/club/organization** to explain the program and set a goal for your group. For example:
 - Instruct each of your members to make a list of family and friends to contact and invite to sponsor veteran wreaths to be placed on the graves of our nation's heroes.
 - Research a list of local businesses (banks, stores, contractors, restaurants, funeral homes, insurance and real estate agencies, etc.).
 - Divide the list and assign group members several businesses each. List larger businesses and major corporations for 25+ wreath sponsorships. Identify select members and group leadership to approach the top prospects.
4. **Set a start date and schedule a progress meeting** to check in with everyone. Giving a group the deadline for completion also creates a sense of urgency and action. We recommend 30-day fundraising periods at a time, however, fundraising is encouraged all year long!
5. **Submit collected funds and tally sheet** within 30 days of receiving the checks. Wreaths can also be sponsored online directly from the Wreaths Across America page that will be created for your group.
6. **You will receive \$5 back for every paid sponsorship received.** Payback checks will be issued on the 15th of each month, between February and November, making this a wonderful way to fundraise for your organization all year round.
 - 120 group members x 20 sponsorships each = 400 sponsorships
 - 400 sponsorships x \$5 per sponsorship = \$2,000. Think of all your group could do with an extra \$2,000!
7. **Invite all your members (and your community) to participate** in the annual wreath-laying event in your area.
8. **Your Regional Liaison Team is your best resource for support.** They will be in contact with you throughout the year, but don't hesitate to reach out with questions anytime!



Have more questions? Contact Wreaths Across America Headquarters to speak to a member of our team (877) 385-9504.



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