XXXX WREATHS across AMERICA

FUNDRAISING IDEA GUIDE

WAA Marketing Materials

The Volunteer Resource Page is where you will find everything you need as a volunteer! It contains your Regional Liaison Team contact information and the Locations and Groups Handbook, as well as all approved (and updated!) files and forms, volunteer tutorials, and media/marketing materials.



Use Marketing Materials that TEACH about WAA when you invite other organizations to get involved.

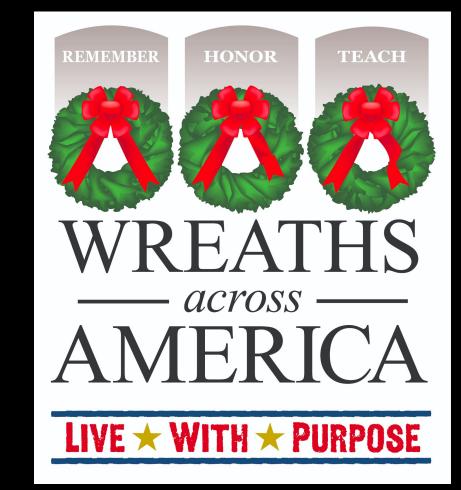
Plan ahead for your fundraising efforts by using the **Marketing Materials for EVENTS!**



Fundraise any day of the week, all year round by using the **Marketing Materials for SOCIAL MEDIA.**



Unite your community and get them excited for National Wreaths Across America Day by sharing the **Press Releases** for Local NEWS & RADIO!



All customized materials must be approved prior to printing and/or distribution. Be sure to email the proof to your Regional Liaison Team beforehand.

Customized Resources

Remember ★ Honor ★ Teach



★ December 14, 2024 ★ National Wreaths Across America Day



Help <<Group Name>> honor local heroes!

Sponsor a wreath today to be placed on a veteran's grave this December at <<Location Name>>.

Scan the QR code to make a donation online or visit <<WAA Shortlink>>



All registered Sponsorship Groups and Locations will receive customized resources with their confirmation email this year!



The custom QR code will link directly to your WAA group or location page, making it easy for supporters to sponsor wreaths online through your Sponsorship Group or Location!



Print the WAA Day Poster as a flyer to pass out at fundraising events! Add the Order Form to the backside of the flyer, making it easy for supporters to sponsor wreaths online or through the mail.

#LiveWithPurpose

LET THEM PLAY!

Organize a golf, bocce ball, cornhole, pickleball, bowling or billiards tournament. Local sporting goods stores may donate giveaways and you could include a silent auction or raffle to add to the event.



How it works?

Collect an entry fee for those participating in the event. That event fee can be a wreath sponsorship or a different amount that you collect and then send into Wreaths Across America, where it is turned into wreath sponsorships.

How to cover the cost?



If you are a \$5 back group, you can use your payback funds to cover the cost of the event. Another option is you can have the entry fee cover part of the cost. An example for this would be advertising: "For every \$25 entry fee, we (your group name) will sponsor a \$17 veterans' wreath to be placed at (your location) on National Wreaths Across America Day this year."



FEED THEM!

Organize a Spaghetti Dinner, Taco Dinner, Fish Fry, BBQ Plates, Boiled Dinner, or for a fun spin, turn it into a cook off!



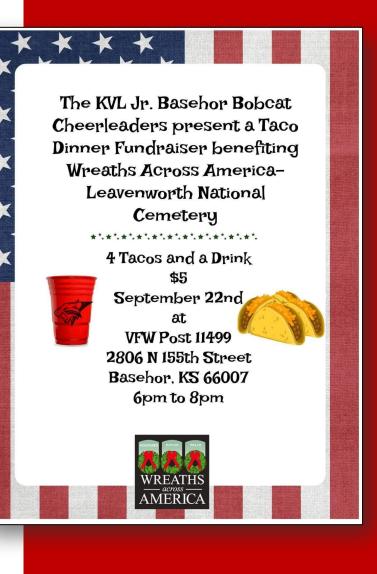
How it works?

Set a price and get the word out. Print flyers to share around town, create an event on Facebook and get people to invite their family and friends by sharing the event on their social media pages, contact your local media and let them know about the upcoming event. At the event, you will collect the funds and then turn the profit into Wreaths Across America wreath sponsorships.



How to cover the cost?

Ask local companies to donate the ingredients or items like plates and silverware. If you are a \$5 back group, you can use those funds to cover the cost of the event. Another option is you can have the entry fee cover part of the cost.



RESTAURANT NIGHT!

Partner with a local restaurant to host a night where a percentage of their proceeds go to Wreaths Across America.



How it works?

Check with local restaurants to see if they will host a Fundraiser Night for your group. During that night they will take a percentage of their sales to donate to Wreaths Across America. This is a great opportunity to do a big check presentation and to show your community that your local restaurant supports veterans!



How to cover the cost?

The only cost is getting the word out! Print flyers, share on Facebook, and let your local media know.





Please join us on Wednesday, March 20th between the hours of 4:00PM-10:00PM to support *The Robert T Sweeney Fallen Hero's Memorial* benefiting Wreaths Across America



10% Donation Night

Support this cause by presenting this invitation to the listed Texas Roadhouse[®] location and Texas Roadhouse[®] will donate 10% of your total food purchases to the fundraiser!

> *Dine-in or Take-out* Present this flyer in hand or via your mobile device

> > (508) 427-6244 124 Westgate Dr. Brockton, MA

MOTORCYCLE RUN!

Partner up with a local motorcycle club to hold a poker run or benefit ride to raise money for Wreaths Across America!



How it works?

A poker run is when riders visit 5-7 checkpoints where they draw cards and the person with the highest hand at the end wins a prize. With a benefit ride, the riders can either donate or sponsor a wreath to ride. You can create more draw to the event by having a raffle at the last stop and having local vendors there as well! Share your event on Facebook, with the local media, and print flyers.



How to cover the cost?

Get raffle items and printing of the flyers at a local print shop donated so that all your profits go towards wreaths!



INCLUDE YOUR PETS!

Have a Bark In The Park event where you can host a Pet Parade. At the park you can have a booth set up to help spread the word event more!



How it works?

Give supporters a chance to show off their furry friend! Participants can dress their pets up in cute outfits as part of the parade, making this fundraising idea a great fit for Halloween. Your group could charge for tickets to this event as your fundraising revenue source. After the parade, you might award small prizes to different pets for the best outfit, the most talented pet, or the cutest pet.



How to cover the cost?

Check with the local park to see if you can host this event at no cost. Get any ticket or flyer printing donated by local printers for a low-cost fun event!



CASH CALENDAR!

Calendar fundraisers are always popular, but this is a fun twist where each month you can draw a winner to win some cash!



How it works?

A cash calendar fundraiser offers a way to increase the net profit without requiring much in the way of additional work. A calendar fundraiser is ordinarily priced around \$10 with an upper range of \$15 for custom calendars with your group's submitted pictures. A cash calendar fundraiser bumps that price up to \$20 with the extra funds going toward the cash prize raffle. Depending on total sales, there can be a single prize drawing or a series of drawings with even larger prizes. Alternatively, you could use the WAA Cash Calendar Template online for a completely free way to raise funds!



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the event. Another option is you can have the calendar fee cover part of the cost.



CAR WASH!

Suds up and host a car wash to raise money for Wreaths Across America veteran wreaths!



How it works?

Check with local businesses to see if they will host your groups Car Wash in their parking lot. Set a price and get the word out. Print flyers to share around town, create an event on Facebook and get people to invite their family and friends by sharing the event on their social media pages, contact your local media and let them know about the upcoming event. At the car wash, you will collect the funds and then turn the profit in to Wreaths Across America for wreath sponsorships.



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the event. You could also try to get car wash supplies donated so that all your profits go towards wreaths!



POINT-OF-SALE WREATHS!

Help local businesses show their support for veterans and for the mission of Wreaths Across America by giving them a Point-of-Sale bundle of wreaths for patrons to sponsor a wreath or donate a dollar amount as part of their purchase.



How it works?

The WAA Point-of-Sale Wreaths are FREE (plus shipping) and can ordered through the <u>WAA Online</u> <u>Store</u>! There are 100 wreaths per bundle, with three levels of giving with active UPCs: \$1.00, \$5.00, \$17.00. When the business has finished selling their wreaths, they will present a donation check to your group for the total amount collected. You could use the check-presentation as a PR opportunity and invite the local media, which in turn could help them generate more business!



How to cover the cost?

The only cost is getting the word out! Print flyers, share on Facebook, and let your local media know about the businesses supporting your efforts.



BAKE SALE!

Hold a bake sale at your school or local park! You could do this as a lemonade stand too.



How it works?

Set a price and get the word out. Print flyers to share around town, create an event on Facebook and get people to invite their family and friends by sharing the event on their social media pages, contact your local media and let them know about the upcoming event. At the bake sale or lemonade stand, you will collect the funds and then turn the profit in to Wreaths Across America for wreath sponsorships.



How to cover the cost?

Ask local companies to donate the ingredients, baked goods, or cups and plates. If you are a \$5 back group, you can use those funds to cover the cost of the event. Another option is you can have the funds that you collect cover part of the cost.



FLAG A FRIEND!

The Flag-A-Friend fundraiser can be a fun way to show your love for our country and raise money for wreaths!



How it works?

The idea is that an individual pays to have someone's yard flagged with American Flags, then that person can pay to have them removed or they can pay to flag someone else. You can use the Flag A Friend templates on the <u>Volunteer Resource</u> <u>Page</u>, then watch your community fill with flags and inspire supporters to sponsor veteran Wreaths!



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the flags. You could also try to get flags donated so that all your profits go towards wreaths! Check with your American Legion or VFW's to see if they have flags, they may be willing to donate - you do not need a lot.

Flag A Friend	
My friend loves America! I am sure they would love to wake up and find the American Flag flying in their front yard. To arrange a visit, simply choose one of the options below	:
 Call (insert phone number) Mail the form to (insert address) Drop this form off to (insert group or contact name) at the above address. 	
Name of Friend:	
Address:	-
City:	
Your Name and Contact Number:	
Would you like to be notified the night before the flags will appear? YES or NO	
Would you like us to leave a note from you? YES or NO	
Please find my enclosed donation (or online donation receipt) to ensure my friend does not miss out on this unique opportunity.	
Replace this image with a QR code for your group page here	
Amount: for colline donations.	
You can donate by scanning the QR code above or by visiting (insert your groups WAA shortlink) to support our group by sponsoring wreaths online and pay with a credit/debit card, GooglePay, or Paypal.	
You can also donate by making checks payable to: Wreaths Across America and filling out the enclosed wreath sponsorship order form. If you put your donation in the enclose plastic bag, we will pick it up and mail it to Wreaths Across America for you! Or you can mail it yourself to the address listed in the top right hand corner on the wreath sponsorship order form.	
All donations are tax deductible. All proceeds go to support the Wreaths Across America program. This program strives to place a wreath on every veteran's grave as a part of National Wreaths Across America Day!	a
See the pictures from your flag request on Facebook! Like (insert your Facebook page name) to see where the flags are and to keep up on all of our activities. You can also learn more about Wreaths Across America, sponsor additional veteran wreaths, and signup to volunteer to help place wreaths on Dec 16, 2023 by visiting (insert your group WAA shortlink) or by scanning the QR Code above.	s



ASK FOR \$1!

Ask your supporters to donate \$1 per person in their family, then use those funds to sponsor wreaths!



How it works?

Depending on the size of your community, you may be able to successfully raise enough funds to place a wreath for every veteran at your local cemetery by simply asking for your supporters to donate \$1 per person in their family. Another spin off this fundraiser is to see if a business will do a "Dress Down for \$1 Day" and allow employees to dress down by donating \$1, to help you fund wreath sponsorships!



How to cover the cost?

The only cost is getting the word out! Print flyers, share on Facebook, and let your local media know about the businesses supporting your efforts.



ADOPT A VETERAN!

Post a picture a veteran's headstone on social media or share their name and grave information and ask supporters to "adopt" them.



How it works?

You can post pictures of the veteran's headstone on social media requesting supporters adopt them. They could research the veteran to learn who they are and to ensure that a wreath is sponsored for their grave, making it a wonderful way to TEACH about why we do what we do! You could also have a wreath or tree with tags of the veterans at your cemetery to be "adopted" to display at your fundraising booth. When someone adopts a veteran, they ensure that they get a wreath sponsored for their headstone and even better if they can attend the wreath laying and place it themselves.



How to cover the cost?

Ask a local printer to donate the printing of the tags. That's it, everything is just sharing the information!



WREATH-O-METER STATS!

Share your Wreath-O-Meter progress to motivate your community to help you meet your goal!



How it works?

The Wreath-O-Meter on your WAA page turns green as wreaths are sponsored through your group or location. The Sponsorship Goal for your group or location is linked to the Wreath-O-Meter on your WAA page, so adjusting your goal can be a great way to motivate your community to get involved and sponsor veteran wreaths! Share your Wreath-O-Meter progress on social media so your supporters can help you meet your goal. *Be sure to always share the direct link to your group's WAA page so that you get credit for orders.*



How to cover the cost?

There is no cost to this fundraiser, making it a simple option for quick and effective outreach!



RESULTS 2024 SO FAR 162 Wreaths Sponsored 8.1% to Goal 1,838 To Go!

FACEBOOK FUNDRAISER!

Hold a Facebook Fundraiser for your birthday or other event. Complete the Facebook Fundraiser Notification Form so that your Group and Location receive credit!



How it works?

On Facebook, go to Fundraiser, then select your charity (which will be Wreaths Across America). You will then create a fundraiser page that can share to ask people to give to. Once the fundraiser has ended, you will notify us by filling out the Facebook Fundraiser Notification Form, which is found on the Volunteer Resource Page. *Make sure you take a screenshot when the fundraiser ends - you will need it for the form.*



How to cover the cost?

The only cost is getting the word out by sharing on Facebook! After the fundraiser has ended, Facebook sends the money to Wreaths Across America and it will be disbursed within a month of completion to your group or location.



Brenda Betts Kaesler

Please join our mission to REMEMBER our fallen veterans - HONOR those who serve and TEACH the next generation the value of freedom.



Brenda's birthday fundraiser for Wreaths Across America - Official Page

\$883 raised of \$3,000



You, Lorna Betts Brooks and 18 others donated.

SHARE YOUR WHY!

Use a script that shares WHY your group is part of the mission of WAA to Remember, Honor, and Teach.



How it works?

Have members of your group create videos to share on social media, inviting supporters to sponsor veterans wreaths. Use our Video Script Template (found on the <u>Volunteer Resource Page</u>) that shares WHY your group is part of the mission of WAA to Remember, Honor, and Teach. Inspire your supporters by sharing stories of veterans in your local community and how you are working to make sure their service and sacrifice is remembered! **Be sure to always share the direct link to your group's WAA page so that you get credit for orders.**



How to cover the cost?

There is no cost to this fundraiser, making it a simple option for quick and effective outreach! Supporters would sponsor wreaths from the direct link to your group page (so that you get credit), making it easy to obtain wreath sponsorships.



FLAG TREE!

Invite supporters to sponsor a wreath, then write their name on a flag to hang on the tree!



How it works?

Reach out to a local business to see if they will let you set up a table outside. Create a Flag Tree, using a small artificial (or live) tree and pre-print cards with a picture of a flag on them. Display a WAA Day Poster with a custom QR code that links to your group page and invites supporters to sponsor veteran wreaths for your local cemetery. When someone scans your QR code and sponsors a wreath, ask them write their name on a flag, then hang it on the tree.



How to cover the cost?

Ask a local printer to donate the printing of the flag cards and a hardware store or florist to donate the tree, making this a low-cost fundraiser! If you are a \$5 back group, you can use those funds to cover the cost of the supplies.



SHARE WAA VIDEOS!

Use the WAA marketing videos to inspire your community and share with them WHY we do what we do!



How it works?

WAA videos can be shared on social media, along with the direct link to your group page, to inspire your community to get involved and to TEACH them about why we do what we do! The <u>WAA YouTube</u> <u>Channel</u> is an excellent place to find short marketing videos. You can also find the links to these videos on the <u>Volunteer Resource Page</u>! **Be** *sure to always share the direct link to your group's WAA page so that you get credit for orders.*



How to cover the cost?

There is no cost to this fundraiser, making it a simple option for quick and effective outreach! Supporters would sponsor wreaths from the direct link to your group page (so that you get credit), making it easy to obtain wreath sponsorships.



YOU'VE BEEN DUCKED!

Attach informational cards to rubber duckies then share them with your community for a fun way to invite them to support the mission and raise money for wreaths!



How it works?

Create small business sized cards, using the You've Been Ducked Template on the Volunteer Resource Page. Customize it with the direct link to your group page and add your QR code. Order patriot/service branch rubber duckies online, print the business cards, and attach them to the ducks with a rubberband. Now for the fun part - secretly leaving them for others in your community without getting caught! Get creative with your "ducking" and this fundraiser can quickly gather attention and support for wreath sponsorships.



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the ducks and printing business cards. You could also try to get them donated so that all your profits go towards wreaths!





You've been "ducked"

by (Group/Location Name)

NATIONAL WREATHS ACROSS AMERICA DAY

Saturday December 14, 2024



Help (Group/Location Name) honor local heroes! Scan the QR Code or visit our website to sponsor veterans' wreaths to be placed this December at (Location Name)

WWW.WREATHSACROSSAMERICA.ORG/(ADDCODE)

AQUA DUCK RACES!

Invite supporters to join your Duck Race down a local river or stream by paying an entry fee, then after covering your costs, send the rest to Wreaths Across America for wreath sponsorships!



How it works?

Get permission to float ducks down your local river or stream for a race, then invite supporters to adopt a duck (or flock!) and cheer on the ducks as they race to the finish line. Give a prize to the winning Lucky Duck, plus prizes for 2nd and 3rd place finishers. Arrange to have the Fire Department gather the ducks at the finish line with nets to ensure no ducks are left behind. Duck Adoption Pricing: \$5 Single Duck, \$25 Quack Pack (6), \$50 Quacker's Dozen (12), \$100 Flock of Ducks (28). Use a Sharpie to add a number to the bottom of each duck then email Adoption Certificates to the proud new "duck parents" so you can easily match up the winners with the Lucky Ducks. You could improvise and do boats or other floatable items!



How to cover the cost?

Ask local businesses to sponsor the rubber duckies and prizes in exchange for putting their logo on the Adoption Certificate and allowing them to set up a table/booth at the event, making this a low-cost fundraiser! If you are a \$5 back group, you can use those funds to cover the cost of the supplies.



Bring out the FUN in Fundraising!

Here is a list of some other FUN Fundraising ideas! If you have questions on how any of these work, please reach out to your Regional Liaisons, as they are happy to help!

- **ROCK OUT:** Host a themed dance party with live music and food. Your community will love coming out and supporting a good cause!
- Dog Walking Alliance: In a dog walking alliance, members offer up their services as a dog walker when other members will be out of town or away from their home. To become a member, your group could charge a one-time or recurring donation. Then, you'll connect different members with one another when they need the service.
- **Polar Plunge:** Participants pay a participation fee.
- **Garage Sale:** Supporters will donate their gently used items to the sale.
- **Battle of the Bands:** Host a battle of the bands between local musical acts. Consider reaching out to local schools and universities as well and ask if there are any up-and-coming performers! This event is a great way to both allow young people in your community to express their creative sides as well as get them involved in giving back through your group. Charge tickets to the events or an entrance fee for participants. Then, at the event, you can also fundraise by selling concessions or holding a raffle.
- Drive-In Movie or Movie in the Park: You'll sell tickets to this event beforehand and sell popcorn or other snacks to attendees before the movie starts. Since so many people already have a streaming service subscription, finding the right movie for the event will be a breeze. You can even hold themed nights if you decide to host these regularly.
- Paint and Pour Canvas Art Lesson in the Park: Host an "art studio" at a local park and teach attendees how to paint a painting. Participants pay a participation fee.
- Host a Paddle Race on a Lake: Participants pay a participation fee
- Geocaching Treasure Hunt: This is a fun activity where individuals go searching for secret items with GPS coordinates hidden in them. Once they find the GPS coordinates, they'll set out to find the next item. Eventually, they'll reach the grand prize and win the treasure hunt! Consider selling tickets to a geocaching event. With their ticket, explorers will get the coordinates to the first item.

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.

★ DO always share your direct link to your Wreaths Across America page so that your group or location receives proper credit.

★ DON'T share articles that are political or religious. Even if it's good news, this creates a platform for people to share disagreements.

Be sure to always share the direct link to your group's WAA page so that you get credit for orders.

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



Check the <u>Volunteer Resource Page</u> (under Marketing Material for Social Media) to find a wide variety of resources to help you get started on social media and to prep posts!

Link for Online Orders?

The direct link to your WAA page is: <u>www.wreathsacrossamerica.org/</u> plus your Group ID or Location ID.

Example: <u>www.wreathsacrossamerica.org/NV0116</u>



Share the direct link to your group page. The only way your group will get credit for online orders is if they are placed on your group page. *Groups will not get credit for orders placed on a location page.*



Payments can be made online using a credit/debit card, Google Pay, or PayPal. Online orders can be seen on your reports within 24-48 hours.



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:

JILF 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 are 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.

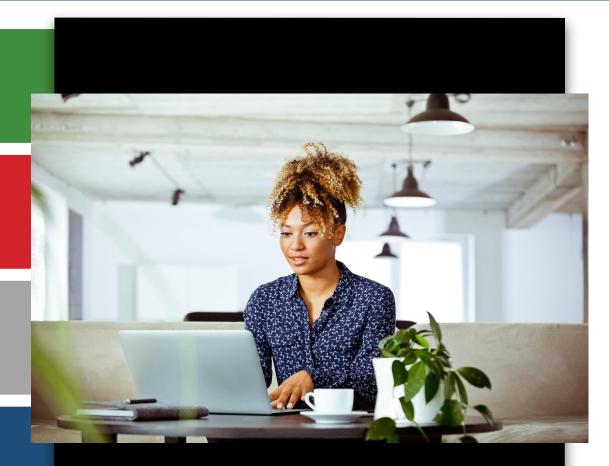
Order Tracking and Corrections

After online and mailed orders have fully processed, view their details on the Wreath Count Report. Find the Dashboard Tutorial on the <u>Volunteer Resource</u> <u>Page</u> under Volunteer Tutorials.

If you need help locating an order on your Wreath Count Report, contact your Regional Liaison Team. They will need the sponsors name, check # or online order #, dollar amount, and date of the order.

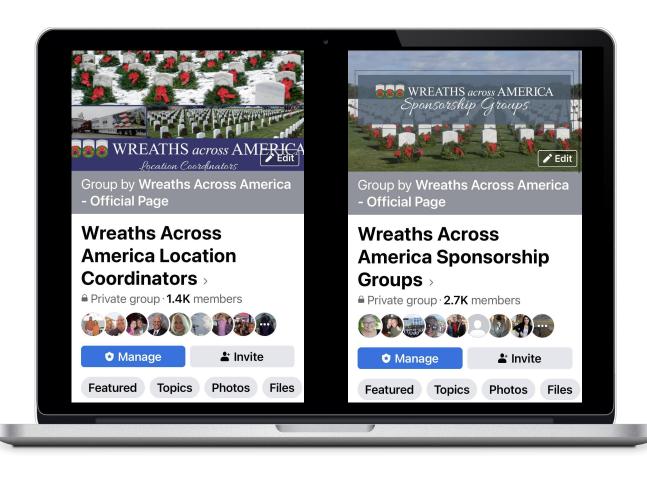
Wreath sponsorships can only be corrected by the sponsor and must be requested within 60 days of their order processing. *Volunteers should never contact a sponsor to request a change to their order.*

If a sponsor wishes to update their order, they should click the link at the bottom of their emailed receipt or call WAA Customer Service at 877-385-9504.



Join us on Facebook!

1



We encourage all WAA volunteers to connect with us online to learn, share photos and stories, get ideas, and more!

- 2 The Official WAA Facebook page can be found at www.facebook.com/WAAHQ. This is a great place to find graphics and stories to reshare on your group and location pages!
- 3 Registered Group Leaders are invited to join our **Private FB Groups for GLs:** <u>https://www.facebook.com/groups/wa</u> <u>afundraising</u>
- 4 Registered Location Coordinators are invited to join the **Private FB Group for** LCs: <u>https://www.facebook.com/groups/wa</u> <u>alocations</u>

Share Your Stories on Wreaths Radio!



WAA Radio supports the mission 24/7!

We love sharing with our audience about the work volunteers are doing in their communities!

Between the What's Your Why feature (which includes a recorded interview with Susan and a blog post) and daily slots on the Morning Show with Michael W. Hale, we have many opportunities for Volunteers to share what they are working on and WHY the mission matters to them.

Anyone interested should email <u>waaradio@wreathsacrossamerica.org</u> or contact their Regional Liaison Team to be connected to our WAA Radio Team.

Tune in daily to hear from other volunteers and learn what people might be doing in other communities!

Listen LIVE 24/7 at: <u>www.wreathsacrossamerica.org/radio</u>

Region 1 Liaison Team

Terra Delong & Emily Carney 207-578-6277 region1@wreathsacrossamerica.org

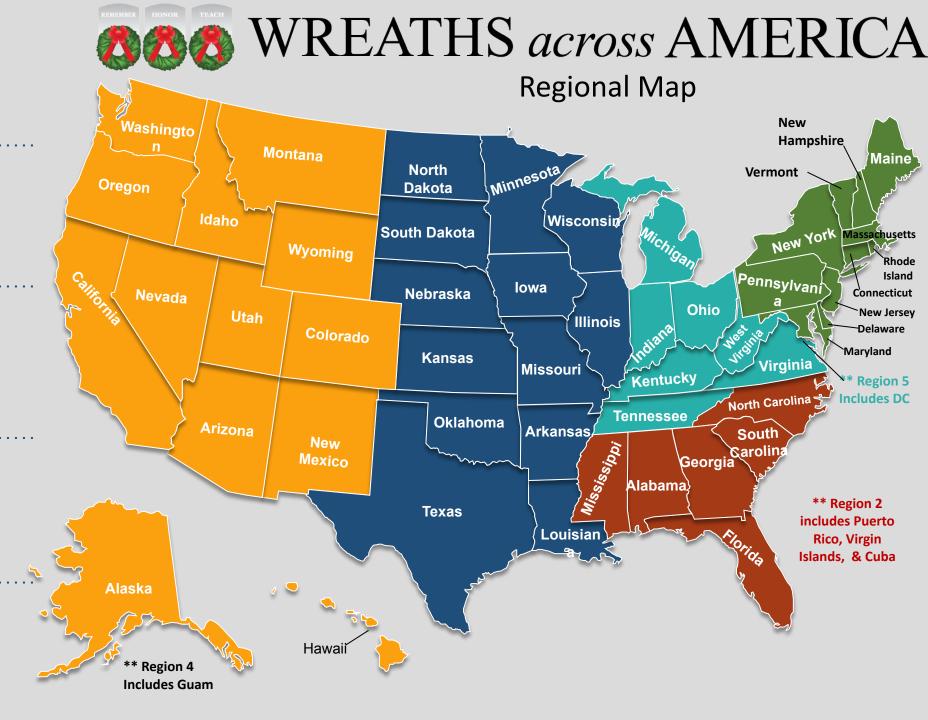
Region 2 Liaison Team Miesa Bland & Janelle Eveld 207-578-6283 region2@wreathsacrossamerica.org

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





Region 3 Liaison Team Stephanie Molina & Ana Diaz 207-578-6287 region3@wreathsacrossamerica.org









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



THANK YOU

Wreaths Across America