



WREATHS *across* AMERICA

STATE HOUSE COORDINATORS Ceremony Planning Guide

Wreaths Across America

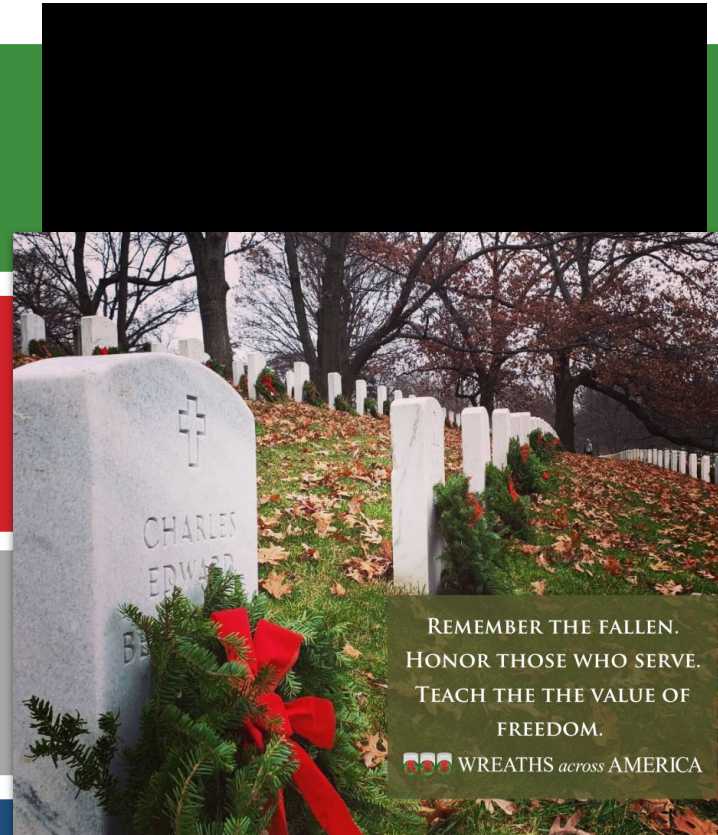
Tips for Getting Started with Planning!

Plan ahead by requesting the ceremony location (room, outdoor stairs, rotunda) as soon as you can. *These can get taken up by other events wanting the same day/time.*

Be sure to get any required permits and permissions as early as possible.

Invite the Governor and Lt. Governor as well as any other VIPs. Give them plenty of notice so they can attend.

Type up a Proclamation and send it in by October 1st so it's ready to go in time for your ceremony.



Plan your State House Ceremony, get participants lined up, and arrange for any equipment you may need.

Spread the word and invite your community to attend by creating a Facebook event and contacting your local media!

Watch for an email from your Regional Liaison Team with the State House Wreath shipping info and tracking.

Arrive early on the day of the event to set up so that you can start on time. Be sure to thank everyone who helped!

State House Ceremony Planning Checklist

- ✓ Use the **State House Ceremony Script**, which can be found on the [Volunteer Resource Page](#) in the Planning section.
- ✓ Plan the details of the ceremony and **line up program participants to help** as Emcee, Chaplain (Invocation & Benediction), Color Guard, National Anthem, Pledge of Allegiance, Reading the Proclamation, Wreath Presentation, and Closing Remarks.
- ✓ Arrive early on the day of the event and have everything ready to go on time. **What should you set up?** State House Wreath with Flags on a Wreath Stand, Chairs, Programs for Attendees, and Podium/Speaker System.



Volunteer Resource Page

Where Can I Find the Volunteer Resource Page?

Visit the main WAA page at www.wreathscrossamerica.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.



Media Contact Checklist

*Your local media wants “feel good stories” to share with your community!
Inviting them to cover your event is a great way to share the mission and gather more support in the coming years.*



WREATHS *across* AMERICA

PUBLIC RELATIONS

NEED HELP SPREADING THE WORD
ABOUT YOUR LOCATION AND EVENTS?
REACH OUT TO OUR PR TEAM!

CONTACT
PR@WREATHSACROSSAMERICA.ORG



Develop a list of media contacts.

**Find out how they like to receive information
(email, online, fax, or mail).**

- ★ **Prepare a media advisory** to invite press to the event and customize a pre-event press release, using the Wreaths Across America templates on the Volunteer Resource Page.
- ★ **Collect bios of public figures** who plan to attend to include in your press kits.
- ★ Follow up via phone or email with journalists to whom you sent the media advisory to **remind them of the event** .
- ★ If you expect TV coverage, **arrange for special parking for satellite trucks.**



THANK YOU!



WREATHS *across* AMERICA
LOCATIONS & GROUPS TEAM