

LOCATIONS & GROUPS

EDUCATIONAL WEBINAR



WREATHS *across* AMERICA

February 2025

Thank You for an Incredible 2024!

We couldn't have done it without you. Thanks to your dedication and support, 2024 was one of our best years yet. Your hard work helped honor veterans, engage communities, and grow the mission of Wreaths Across America.

 Check out the **impact we made together** in 2024!

We're excited to share new tools and strategies to help make your outreach even more successful in 2025. Stay tuned—we'll be covering it all in this webinar!

NEARLY 3.1 MILLION VETERANS' WREATHS
PLACED BY OVER 4M VOLUNTEERS



4,909 LOCATIONS ACROSS THE
COUNTRY AND ABROAD
784 NEW LOCATIONS

7,408 SPONSORSHIP GROUPS
1,169 NEW GROUPS

OVER \$28 MILLION GIVEN BACK
SINCE 2007 TO INITIATIVES AND
PROGRAMS IN LOCAL COMMUNITIES



739 LOADS OF WREATHS
HAULED BY OVER 397
TRUCKING COMPANIES



THE MOBILE EDUCATION EXHIBIT HAD 168 EVENTS
IN 20 STATES AND SAW 17,310 VISITORS
1,644 VIETNAM VETERANS WERE WELCOMED HOME

WWW.WREATHSACROSSAMERICA.ORG

2025 Theme: Keep Moving Forward

As we reflect on the spirit of service and resilience, we are proud to announce our theme for 2025: **Keep Moving Forward**.

Throughout 2024, we learned powerful stories of those living with purpose, inspired by the attributes described in the poem "Live with Purpose," written by Morrill Worcester for Gold Star parents, Mary and Lloyd Byers.

The 2025 theme draws directly from the story of their son, Captain Joshua Byers, who, after an IED struck his Humvee in Iraq, gave his final command to his driver: "Keep Moving Forward." Though Captain Byers did not make it home, his command saved lives and became a battle cry for his unit and family—a call to action that resonates deeply with our mission and the work we do together.

This year, we honor not only the Byers family's resilience but also the countless others who continue to live with purpose and keep moving forward every day. As individuals, communities, and a nation, we will face challenges—but together, we will keep moving forward.

We look forward to sharing these stories of resilience and purpose, and we thank you for your continued commitment to remembering, honoring, and teaching.



WREATHS *across* AMERICA



KEEP MOVING FORWARD



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Save the Dates!

SAVE THE DATE

for

NATIONAL WREATHS ACROSS AMERICA DAY

DECEMBER 13, 2025



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2025 NEW CUTOFF DATES

REGION 1

DECEMBER 1ST
AT 11:59PM EST



REGION 2

DECEMBER 1ST
AT 11:59PM EST



REGION 3

NOVEMBER 28TH
AT 11:59PM EST



REGION 4

NOVEMBER 28TH
AT 11:59PM EST



REGION 5

DECEMBER 1ST
AT 11:59PM EST



WREATHS *across* AMERICA

Stay Involved Year-Round

TEACH Program



Use the free K-12 Educational Curriculum to teach the next generation.

Mobile Education Exhibit (MEE)



Travels the country to spread patriotism & love of country.

Remembrance Tree Program



Place a Dog Tag to honor your veteran loved ones.

WAA Radio and Resources for Veterans



Share these valuable resources with your community!



Introducing the \$5 Forward Plan!

What's Changing?

The old 3-for-2 Plan has been replaced with the \$5 Forward Plan to make fundraising easier and to keep the WAA mission growing!

How It Works:

- ❖ **No more calculations**— For every sponsored wreath, you get \$5 towards the next wreath.

Why the Change?

- ❖ **Simpler** – No need to track “bonus” wreaths. \$5 is automatically applied to the next wreath sponsorship for you!
- ❖ **Keep the Mission Growing** – Every sponsorship places a wreath while also helping fund important programs like TEACH, the Mobile Education Exhibit, and veterans outreach—all offered free to the community.
- ❖ **Sustains the Mission** – As WAA grows, so do operational costs, including shipping, insurance, technology, and support for volunteers nationwide. This change ensures long-term sustainability while honoring more veterans.

💡 **Example:** Instead of earning one extra wreath for every two sponsored, your group now pays it forward—receiving \$5 toward the next wreath sponsorship for each paid wreath!

Say their
names,
honor
their
sacrifice.



Keep Your WAA Account Updated



EVERY VETERAN.
EVERYWHERE.
WE REMEMBER



★ KEEP MOVING FORWARD ★

Are you a **PREVIOUS** volunteer Group Leader or Location Coordinator?

Complete your 1-click reinstatement to stay active this year.

This can be found in your email inbox.

Look through your **Registration To-Do's** to make sure the information is correct or to make updates throughout the year.

Customize your WAA page with photos showing your community supporting the mission.

Contact your **Regional Liaison Team** any time you need help!

Boost Your Fundraising with New Ideas!

Looking for fresh ways to increase wreath sponsorships?

The NEW Fundraising Idea Guide is here to help!

- ✓ Packed with creative, proven fundraising strategies.
- ✓ Easy-to-follow tips for community outreach.
- ✓ Real-life success stories from WAA fundraising groups.

Whether you're just getting started or looking for new inspiration, this guide provides practical ideas to help you reach your goals and honor more veterans.

**Get Inspired. Start Fundraising.
Honor More Veterans.**

Find it on the [Volunteer Resource Page](#) under *Marketing Materials for Events*.



What's Inside the Fundraising Idea Guide?



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Fundraising Idea Guide


Supporting the Year-long Mission to Remember, Honor and Teach


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The **Fundraising Idea Guide** is packed with resources to make your fundraising efforts more effective and successful.

Here's what you'll find:


 **Getting Started** – Learn the basics of fundraising and how to set achievable goals for your community.

 **Key Dates & Timeline** – Plan ahead with a step-by-step timeline tailored to each season—Spring, Summer, Fall, and Winter.

 **Community Outreach** – Discover the best ways to connect with local businesses, schools, and organizations, whose support is key to your success!

 **Effective Communication Tips** – Best practices to engage and inspire your supporters.

 **FAQs** – Answers to common fundraising questions.

 **Creative Fundraising Ideas** – Dozens of unique ways to increase wreath sponsorships, including how it works, how to cover the cost, plus examples and templates.

Unlock the full potential of your fundraising efforts—download the **NEW Fundraising Idea Guide** today!





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Regional Map

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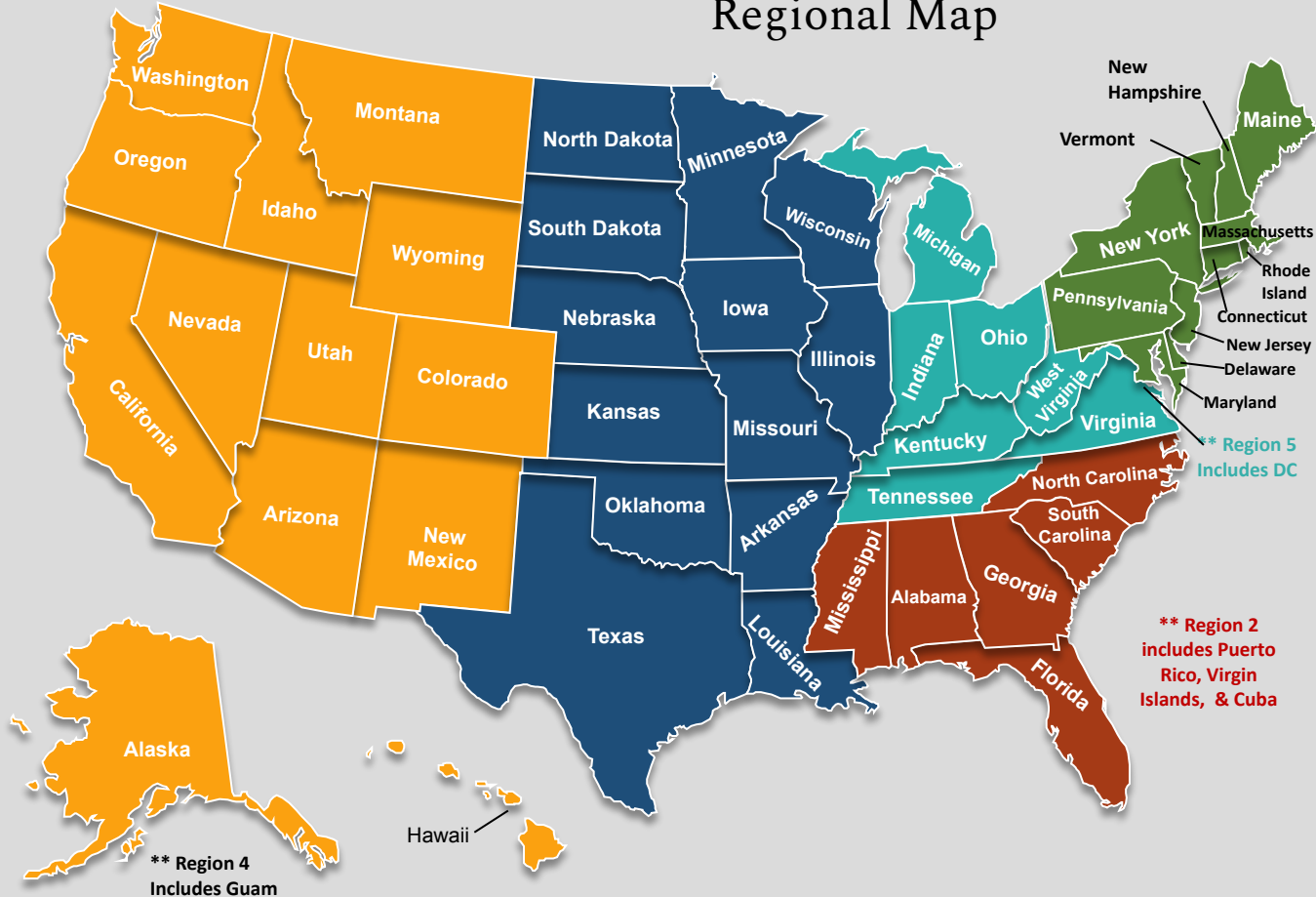
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Meet the WAA Locations & Groups Team!



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THANK YOU!



WREATHS *across* AMERICA
LOCATIONS & GROUPS TEAM