

LOCATIONS & GROUPS

EDUCATIONAL WEBINAR



WREATHS *across* AMERICA

March 2025

Meet the WAA Corporate Team!



Renee Worcester


 [Get In Touch](#)

 (207) 502-6594



Chris Stout


 [Get In Touch](#)

 (207)-598-9510

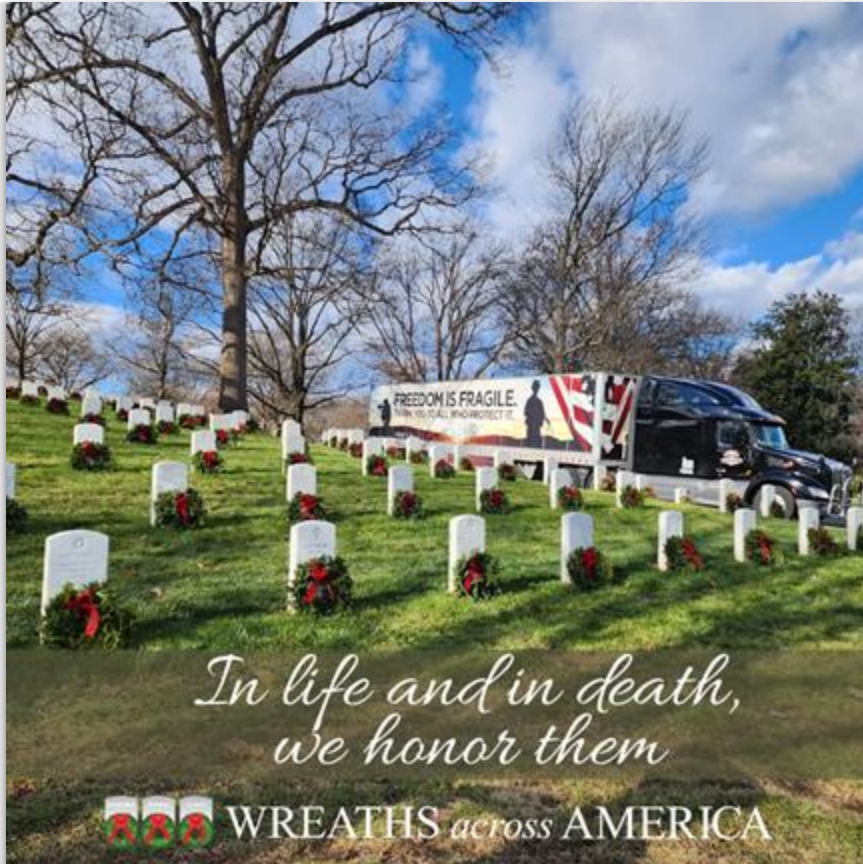


Carlo Aragoncillo

 [Get In Touch](#)

 (207) 309-1463

Ask for Local Support



Use your network to connect with local companies.

Connect with your local chamber/ rotary groups and your community non-profit networks.

Reach out to businesses for in-kind donations and grants.

Invite youth, schools and veteran service organizations to register as a Sponsorship Group.

Use Your Network

Using your network to connect with local companies:



- Your committee/ your network of volunteers
 - People you support with your day to day business
 - Your LinkedIn contacts
 - Your social media (Facebook, Instagram, TikTok)
 - Where do you do business? They could be a partner!
- Encourage employee engagement which in turn is community engagement
 - Create Partnerships to ensure longevity in sponsorships, volunteers and engagement.
 - **Connection in the community = loyal customers**

Small Business Groups/ Nonprofits

Examples of where to find your local small business partners:

- Chamber of Commerce
- Rotary Groups
- Knights of Columbus
- Lions/Lioness Clubs
- Red Hat Society
- Recreational Clubs
- Small business groups/ networking events
- Nonprofits
- Local VFWs/ American Legion/ Local Veterans Clubs
- Your local sports teams
- Your schools
- Youth organizations (scouting organizations, CAP)



.....just a few examples! Where in your community can you connect?

How can these small organizations make a big impact?

Help spread the mission!

- Get involved- engage with monthly chamber meetings
 - Ask to be featured in their newsletters/ eblast Communications
 - Work with the Corporate Dev team to create a sponsorship page for their company.
 - Ask to be listed on their website calendars
 - Share your committee's efforts on social media
 - Share your WHY and the stories of local heroes
- *Share the local impact- how can they help you get full coverage?*

How can they help you meet your fundraising goals?

- Financial contributions
- Round-Up Campaigns
- Dine to Donate
- Percentage of sales day
- Employee matching programs/ grants



Reach Out to Businesses for In-Kind Donations/ Grants

Time, Talent or Treasure?

- If they don't have a budget to donate financially- can they share products or services?
 - Recycling, trash, porta-potties, storage, transportation, clean-up, etc.
- Do they offer grants? Share them with us!
- Can they offer support from their employees through a collective effort? (Dress down days, bake sales, coin drives, etc)
- Can they send volunteers to help lay wreaths, unload trucks, or clean-up? It's a great team building experience and it's hands-on in their community!



Incoming Funds & Grant Requests: We're Here to Help!

Expecting a Grant or Business Donation?

If you've worked with a business before and know they'll be sending funds, fill out the **Grant or Employee Giving Notification Form** on the [Volunteer Resource Page](#) so we can **watch for it** and apply it correctly to your Group or Location.

How You Can Get Started

- ❖ Explore grant opportunities and reach out to companies to learn about their application process.
- ❖ If you complete an application, do not sign it.
- ❖ Submit the application to the WAA Grants Team by filling out the Grant Notification Form on the [Volunteer Resource Page](#).
- ❖ Need help? Check out our [All About Grants](#) volunteer tutorial or Email grants@wreathscrossamerica.org for guidance!

Anyone **requesting grants**, working with **corporate sponsors**, or **expecting funds mailed directly to WAA** should submit the form.



Employee Matching & 3rd Party Payers: Double the Impact!



When soliciting **Employee Matching Programs** or **3rd Party Payers** (like Benevity or Fidelity), we want to ensure your group and location receive credit for every effort!

To get started, please **notify Wreaths Across America** by completing the **Grant or Employee Giving Notification Form** on the [Volunteer Resource Page](#).

Required Information

Please include details on how the employee giving is determined:

- Volunteer or Event Hours
- Employee Payroll Deduction, Matched by Employer
- Employee Payroll Deduction, NOT Matched by Employer
- Direct Employee Donation to Wreaths Across America, Verified and Matched by Employer

How does a Corporate Partnership help THEM?

Why is a Partnership Mutually Rewarding?

- There's tangible product- every \$17 goes directly to sponsor a wreath in your community! You can literally see the impact.
 - \$5 Back Groups "do good twice" to double the impact
- Acknowledgement in local networks - it shows commitment to your company's community/ country and Veterans
 - Great way to promote your Veteran initiatives
- Opportunity for additional marketing benefits:
 - Local media coverage
 - Wear your company's branded apparel, publicly share your WHY! Honor your local heroes' stories!
 - Potential news stories about their community support
 - Local social media reach- thank you posts, pictures from events and other local engagements
 - Public acknowledgement in programs and ceremonies
- Employee engagement and team building for employees and their families!



Corporate Partnerships

A WREATH FOR
EVERY VETERAN.
THAT IS THE
ULTIMATE GOAL.

Sponsor a wreath. Honor a hero.



WREATHS *across* AMERICA

We're here to help!

- We're here for you- we can be your point of contact to invoice and partner for your big asks and help facilitate asks over \$5000
- Our corporate team is not commission-based, we're here to partner with you to help move the mission forward!
- What struggles are you facing? We can help brainstorm ways to get ahead!



Let's Brainstorm!

What questions/ struggles do you have?



WREATHS *across* AMERICA

ADDITIONAL RESOURCES FOR YOU



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 (207) 309-1463



WREATHS *across* AMERICA

Regional Map

Region 1 Liaison Team

207-578-6277

region1@wreathsacrossamerica.org

Region 2 Liaison Team

207-578-6283

region2@wreathsacrossamerica.org

Region 3 Liaison Team

207-578-6287

region3@wreathsacrossamerica.org

Region 4 Liaison Team

207-578-6284

region4@wreathsacrossamerica.org

Region 5 Liaison Team

207-578-6289

region5@wreathsacrossamerica.org



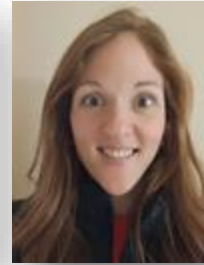
The WAA Locations & Groups Team



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 4 Liaison Team

Amber Rocha
207-578-6284

region4@wreathsacrossamerica.org



Region 5 Liaison Team

Annie Brooks
207-578-6289

region5@wreathsacrossamerica.org

THANK YOU!



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