

# GROUP LEADERS

## HOW TO GET STARTED



WREATHS *across* AMERICA



# Save the Dates!

SAVE THE DATE  
*for*  
NATIONAL WREATHS ACROSS AMERICA DAY

DECEMBER 13, 2025



WREATHS *across* AMERICA



WREATHS *across* AMERICA  
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!

REMEMBER. HONOR. TEACH.



*Today, I placed a Wreath on the Grave  
of an American Hero...*



WREATHS across AMERICA



WREATHS across AMERICA



# Locations & Sponsorship Groups

## How Do They Work Together?

📍 **Locations** are the heart of our mission, where wreaths are placed to honor veterans during a Wreaths Across America ceremony. Each location has a dedicated volunteer Location Coordinator who plays a key role in planning, logistics, and bringing the community together. Their hard work, alongside Sponsorship Groups, ensures every veteran receives the recognition they deserve.

👏 **Sponsorship Groups** are a driving force in raising wreath sponsorships through local fundraising events, online outreach, and connecting with businesses and organizations. Groups can support as many locations as they like, uniting their communities around the mission to Remember, Honor, and Teach.

💡 **For volunteers managing both a Group and a Location:** Always direct your supporters to your Sponsorship Group's WAA page to ensure wreaths are properly credited to your group's plan and placed at your location.

## Sponsorship Group Plan Options:

🎯 **\$5 Forward** – For every sponsored wreath, you automatically get \$5 towards another wreath.

🎯 **\$5 Back** – Earn \$5 for every sponsored wreath, helping give back to your local community.

🎯 **No Plan** – Supports WAA's mission by helping behind the scenes with operational costs, including shipping, insurance, technology, and support for volunteers nationwide.

Groups have the opportunity to change their plan once a year when they reinstate, ensuring they have the flexibility to adapt to their needs. Plus, location coordinators can register a sponsorship group, enabling them to unlock all the amazing benefits of a group plan.

**Together, Locations and Sponsorship Groups have the power to make a lasting impact in honoring our nation's veterans!**



# How to Get Credit for Sponsored Wreaths



## ONLINE ORDERS

- Encourage your supporters to visit your group or location page and click the 'Sponsor Wreaths' button. *This is the quickest way to make a meaningful difference for our veterans!*
- **Secure payment methods:** Credit/Debit Card, Google Pay, or PayPal.
- **Processing time: 24-48 hours.**



## MAILED ORDERS

- For mailed orders, sponsors should send a check made out to Wreaths Across America, along with the approved **WAA Order Form**, or you can complete a **Tally Sheet** that includes your **Group ID** and **Location ID** and mail it with their checks.
- **Processing time:**
  - February-October: 3-4 weeks
  - November-January: 8-12 weeks



## PHONE ORDERS

- Sponsors can call 877-385-9504 for assistance and provide your Group ID and Location ID.
- **Processing time: 24-48 hours.** *A simple phone call can make a big impact!*

## IMPORTANT

**For volunteers managing both a Group and a Location:** Always direct your supporters to your Sponsorship Group's WAA page to ensure wreaths are credited correctly to your group's plan and placed at your location.

Sponsors have 60 days to make changes if they accidentally place an order incorrectly.

*Sponsorship Groups get credit only for orders processed through their group's page or connected member pages.*



# How to Sponsor Online

All Online Orders must be received by 11:59pm EST on our Regional Cutoff Date to be guaranteed for delivery this year!

## Step-by-Step Instructions for Online Ordering


1. Click the red Sponsor Wreaths button.
2. Select the number of wreaths to sponsor.
3. Choose the sponsorship group to support.
4. Pick the location for wreath placement.
5. Add customizations, if desired: Grave Specific Request, Remember Wall Post, Pair Wreaths, e-Card or Mailed, In Honor/Memory Of
6. Confirm and add to cart, then checkout or add more sponsorships before completing the order.

## IMPORTANT

- ❖ Online Orders will appear on the Details tab of your Wreath Count Report within 24-48 hours of processing. They will show up on your Wreath-O-Meter and Research Orders right away!

### SPONSORSHIP

\$17



*What does it mean to sponsor a wreath?* Sponsoring a veteran's wreath is a personal gift of gratitude and remembrance for someone who served this country so that we can be free.

Your sponsorship supports the yearlong mission to remember the fallen, honor those who serve, and teach the next generation the value of freedom, while making new and existing free programs available to the masses. With each sponsorship made, a veteran's wreath will be placed to honor an American hero at participating locations this year on National Wreaths Across America Day.

With each veteran's wreath placed by a volunteer, we ask that they "say their name" to ensure that the legacy of duty, service, and sacrifice is never forgotten.

Did you know that Wreaths Across America now offers recurring sponsorships? You can choose how often you'd like to contribute, with the flexibility to pause or cancel anytime! Sign up today by completing this form: <https://tinyurl.com/n73zrb1r>

#### 1. Wreaths to Sponsor

1 WREATH

5 WREATHS

12 WREATHS

CUSTOM

Please select the number of veterans' wreaths you would like to sponsor or click **CUSTOM** to select your preferred number of *wreaths, dollars or boxes*.

NEXT >

2. Sponsorship Group to Support

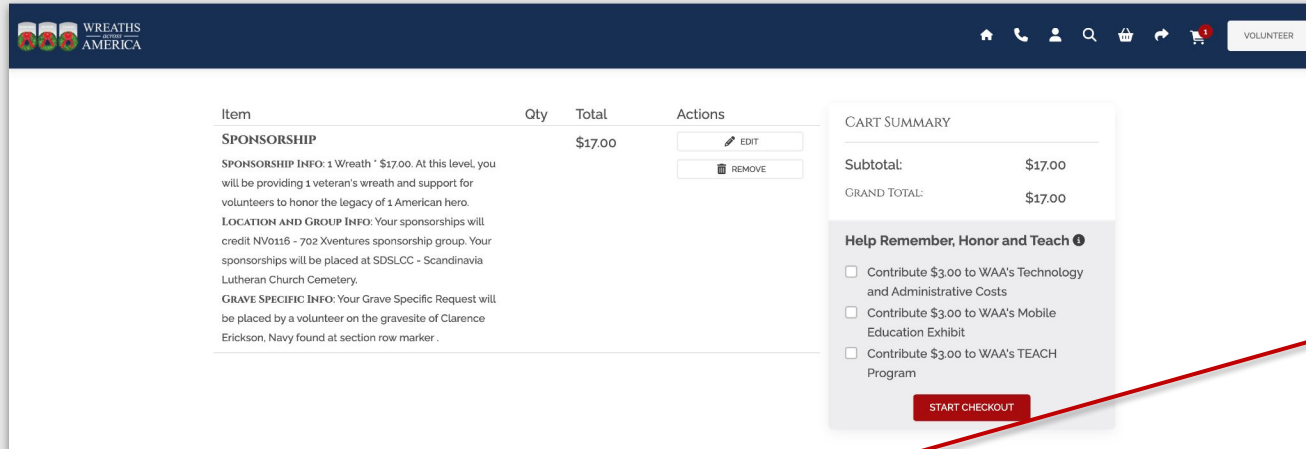
3. Location to Place Your Wreaths

4. Choose Customizations (Optional)

Confirm & Add to Cart



# Checkout is Easy!



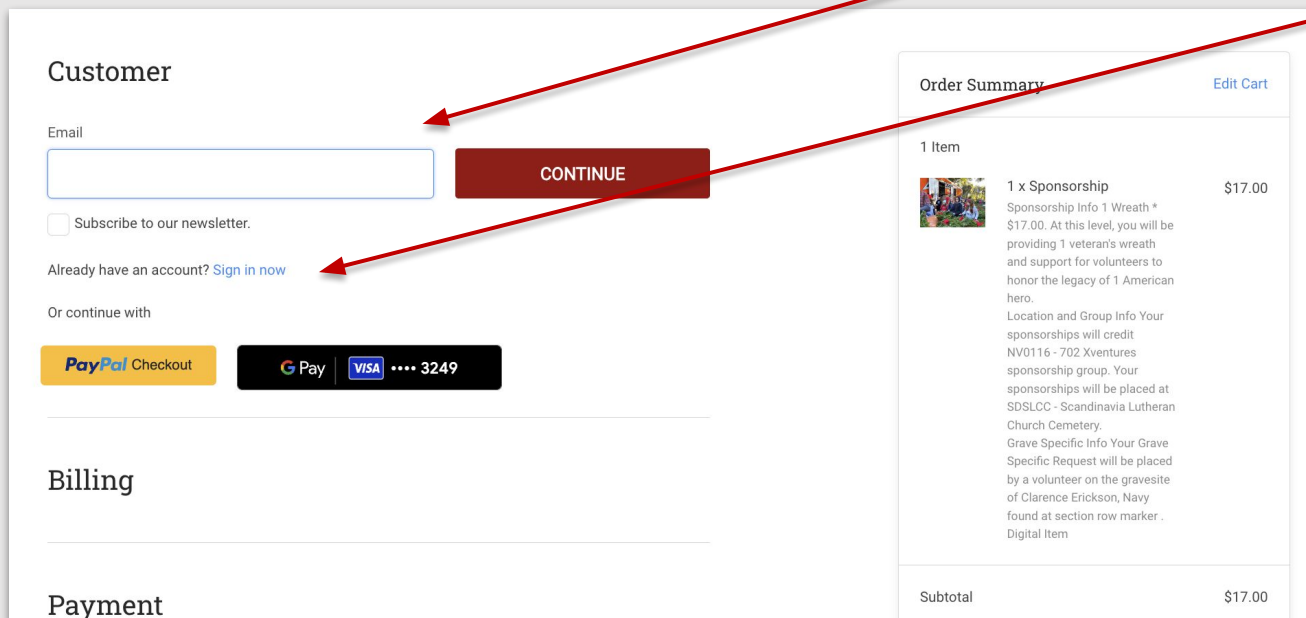
Item	Qty	Total	Actions
<b>SPONSORSHIP</b> SPONSORSHIP INFO: 1 Wreath * \$17.00. At this level, you will be providing 1 veteran's wreath and support for volunteers to honor the legacy of 1 American hero. LOCATION AND GROUP INFO: Your sponsorships will credit NV0116 - 702 Xventures sponsorship group. Your sponsorships will be placed at SDSLCC - Scandinavia Lutheran Church Cemetery. GRAVE SPECIFIC INFO: Your Grave Specific Request will be placed by a volunteer on the gravesite of Clarence Erickson, Navy found at section row marker.		\$17.00	<a href="#">EDIT</a> <a href="#">REMOVE</a>

**CART SUMMARY**  
Subtotal: \$17.00  
GRAND TOTAL: \$17.00  
**Help Remember, Honor and Teach**  
☐ Contribute \$3.00 to WAA's Technology and Administrative Costs  
☐ Contribute \$3.00 to WAA's Mobile Education Exhibit  
☐ Contribute \$3.00 to WAA's TEACH Program  
[START CHECKOUT](#)


## A Few Tips for Checkout

### → Email Address

- ◆ The sponsor must enter their own email address at checkout.
- ◆ Sponsors may consider creating an account with a login for quicker and more efficient checkout on future orders.



**Customer**  
Email  
  
[CONTINUE](#)  
☐ Subscribe to our newsletter.  
Already have an account? [Sign in now](#)  
Or continue with  
[PayPal Checkout](#) [G Pay](#) [VISA](#) \*\*\*\* 3249

**Order Summary** [Edit Cart](#)  
1 Item  
 1 x Sponsorship \$17.00  
Sponsorship Info 1 Wreath \* \$17.00. At this level, you will be providing 1 veteran's wreath and support for volunteers to honor the legacy of 1 American hero.  
Location and Group Info Your sponsorships will credit NV0116 - 702 Xventures sponsorship group. Your sponsorships will be placed at SDSLCC - Scandinavia Lutheran Church Cemetery.  
Grave Specific Info Your Grave Specific Request will be placed by a volunteer on the gravesite of Clarence Erickson, Navy found at section row marker .  
Digital Item  
Subtotal \$17.00

**Billing**  

---

**Payment**  

---

## Payment Processing

- **Payment Options:** Sponsors can pay securely with Credit/Debit Card, Google Pay, or PayPal.
- **Billing Address:** The billing address entered on your order must match the billing address associated with your payment method. This helps to prevent any processing issues and ensures a smooth transaction.

## Step-by-Step Instructions for Mailing Orders

## I. Use the Approved Order Forms

## 2. Complete the Forms

3. **Mail Checks & Tally Sheet to:** Wreaths Across America, PO Box 249, Columbia Falls, ME 04623

**Checks must be made payable to Wreaths Across America.** Any checks not made payable to us will need to be returned for endorsement. To help things run smoothly, please avoid using staples, tape, or glue on the forms. Make sure to use only the approved forms and send checks as you receive them to avoid any delays. Incomplete or incorrect forms may cause processing delays.

[illegible]



# What Are Grave Specific Requests?



**Grave Specific Requests allow sponsors to honor their veteran loved ones by ensuring a wreath is placed directly on their grave.**

This is a deeply meaningful way to honor their sacrifice, and it's at the heart of what we do—giving families the chance to remember their veterans with a wreath.

## **It's Easy to Order Grave Specific Wreaths - Online**

When ordering online, simply select the "Grave Specific" option under Customizations during the ordering process. If the location does not accept Grave Specific Requests, this option will not be available. Sponsors can choose to place the wreath themselves or request a volunteer to place it on their behalf.

## **You Can Also Order Grave Specific Wreaths - Mailed**

Complete the Grave Specific Wreath Sponsorship Form or Tally Sheet with the required information and mail it with your check. Be sure the location accepts Grave Specifics before mailing in a request!

### **Required Information**


You'll need to provide the veteran's first and last name. To help with placement, it's also helpful (but not required) to include the veteran's branch of service, military rank, date of birth, date of passing, and gravesite details (section, row, and/or marker number).


"We are not here to decorate graves. We are here to remember not their deaths, but their lives." — Karen Worcester, Executive Director of Wreaths Across America


# What Is The Dashboard?


The [WAA Dashboard](#) is your central hub for managing your group(s) and/or location(s). It's packed with tools to help you connect with your community, track your progress, and communicate effectively with your supporters.

## Here's what you can do with your WAA Dashboard:


 **Use Registration To-Do's** – Keep your group or location details and contact information up to date using the Registration To-Do's. This ensures your information stays accurate and helps keep things running smoothly. *If a section is grayed out, it means it has already been confirmed for the year, but don't worry—you can still make updates as needed!*


 **Customize Your WAA Page** – Personalize your page with photos, create a page alert to share important updates, and even add a news article to keep your supporters engaged.

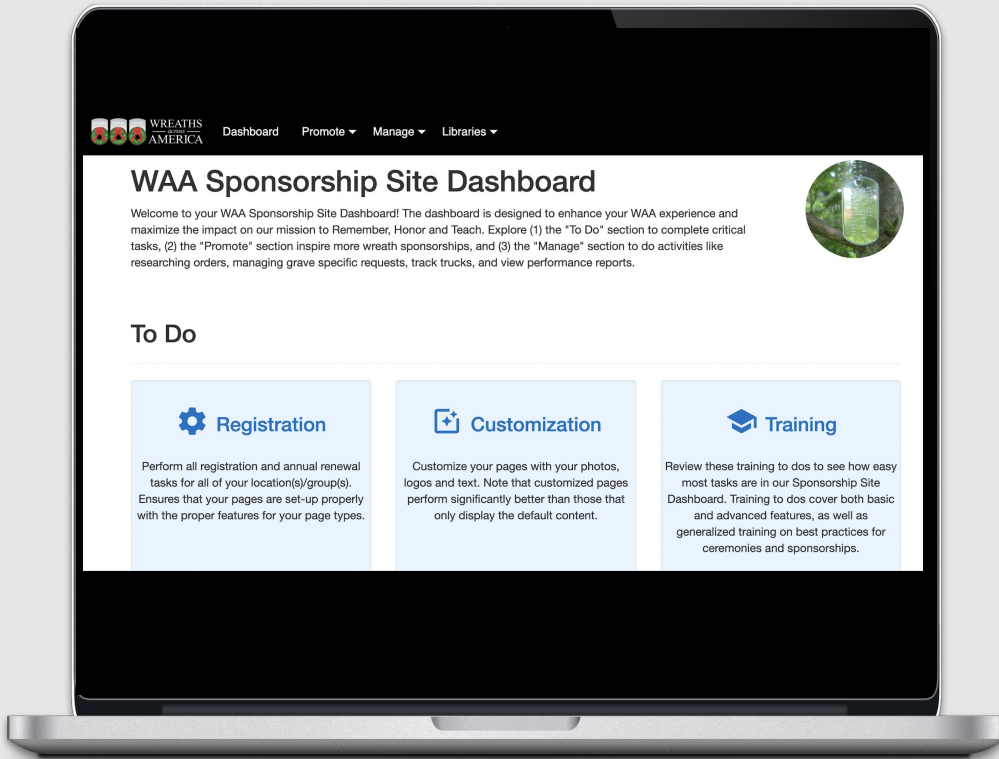
 **Manage Your Communication** – Use the dashboard to message your supporters. Invite them to sponsor wreaths, attend fundraising events, and let them know what to expect on Wreath Day.

 **Track Wreath Sponsorships** – View your Wreath Count Report to see how many wreaths have been sponsored for your group(s) and/or location(s). This helps you stay on top of your goals and ensures every veteran is honored.

 **Manage Grave Specific Requests** – Keep track of specific requests for wreath placements, making sure every detail is covered for your volunteers and sponsors.

 **Organize Your Volunteers** – See who has volunteered to help on Wreath Day. It's a great way to stay organized and ensure you have enough support for a smooth and impactful ceremony.

 **Thank Your Sponsors** – Use the dashboard to thank sponsors for their generosity and keep them informed on how their contributions are making a difference.





# Messages to Supporters & Community Outreach

## Clear, Engaging Communication = Strong Community Support!

Check out the Dashboard Tutorial on the [Volunteer Resource Page](#) for step-by-step guidance on how to send powerful messages that rally your community and keep everyone in the loop.

### Key Details to Communicate

- ❖ **Sponsor Call to Action:** Share your progress! Let your supporters know how many wreaths have been sponsored and how many more are needed. People love to see the difference they're making, so keep them updated!
- ❖ **Volunteer Assignments:** Give your volunteers everything they need to succeed—clear duties, timelines, and easy-to-follow maps. And don't forget to thank them for their time and commitment!
- ❖ **Important Event Details:** Make sure to address parking, ceremony times, and additional event highlights (like speakers, wreath distribution, and refreshments). These details will keep everyone informed and excited to participate!
- ❖ **Grave Specific Placements:** Help those honoring their loved ones by providing them with clear details about when and where to pick up wreaths. Let them know how much it means!
- ❖ **Wreath Retirement:** Make sure to send a heartfelt invitation to your community, sharing the date, time, and details for the wreath retirement ceremony. Thank your supporters for their dedication!

### Community Outreach

**Engage and Energize Your Community:** Stay connected by using the Dashboard to send impactful messages to your Sponsorship Groups, Sponsors, and Volunteers, keeping them updated and motivated. Additionally, reach out to elected officials with personalized invitations via email or mail, showing them how valuable their presence will be to your community and the success of your mission.

# Wreath-O-Meter



## RESULTS

2025 SO FAR

1,250 Wreaths Sponsored

6.9% to Goal

16,750 To Go!

## Visual Progress Tracker

The Wreath-O-Meter is a dynamic progress tracker on your WAA page that turns green as wreaths are sponsored, offering a real-time view of how close you are to reaching your goal. It encourages community engagement by visually showing progress and motivates supporters to contribute more to help achieve your goal.

## Motivational Tool

- ❖ **Initial Goal:** Set a realistic goal based on your community's potential support.
- ❖ **Lowering the Goal:** If the initial goal seems too ambitious, it's okay to adjust it to something more achievable.
- ❖ **Increasing the Goal:** If your community is rallying strong, consider raising your goal by 10%. This can challenge your supporters and drive even more contributions.

**Stay flexible, and regularly check then adjust your sponsorship goal to keep the momentum with your community!**



# How Many Wreaths Do You Have?

## 3 Places to View Orders

- ❖ **Wreath-O-Meter:** Shows a live count of orders received.
- ❖ **Wreath Count Report:** Syncs every 24 hours during scheduled overnight system updates (not live).
- ❖ **Research Orders:** Provides a live count of orders received and allows you to individually thank each sponsor.

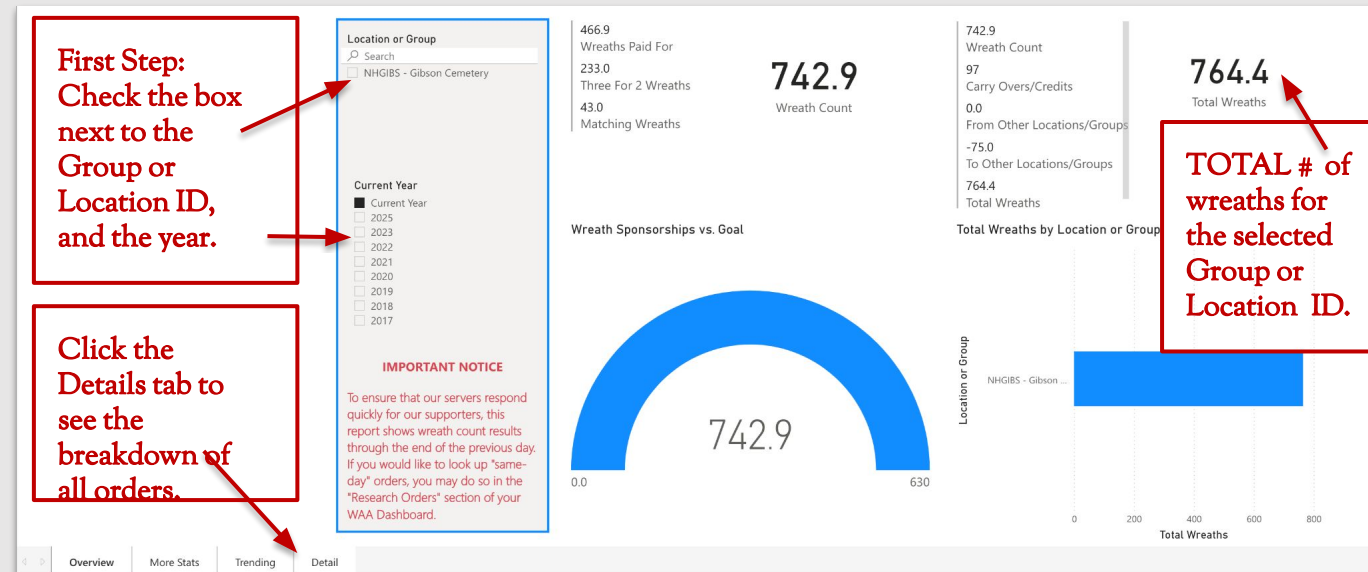
## Order Processing Times

- ❖ **Online Orders:** These process quickly and are visible on your Dashboard Reports within 24-48 hours!
  - Promotional wreaths will not appear in the shopping cart prior to checkout. They will be added to qualifying orders after processing is complete.
- ❖ **Mailed Orders:** Processed individually as received; during peak times, they may be added in bulk. Individual details might take 8-12 weeks to appear, especially from November to January.

Manage your WAA account on the Dashboard:

[manage.wreathscrossamerica.org](https://manage.wreathscrossamerica.org)

**Need Help?** Check out our Volunteer Tutorials on the [Volunteer Resource Page](#) or contact your Regional Liaison Team!



# Use the Volunteer Resource Page

## Where Can I Find the Volunteer Resource Page?

🌐 Head to the WAA Website: Visit [www.wreathscrossamerica.org](http://www.wreathscrossamerica.org), click on Resources, and select Volunteer Resource Page to get started! Or go directly to <https://www.wreathscrossamerica.org/Resources/VolunteerResourcePage>

## What Is The Volunteer Resource Page?

The Volunteer Resource Page is your one-stop shop for all things WAA, packed with the most up-to-date resources to help you succeed, including order forms, documents and templates, marketing materials, logos and press releases, webinar recordings, and volunteer tutorials—everything you need is right there!

## What If I Want to Customize a Document?

Want to make it your own? No problem! Just email your draft to your Regional Liaison Team before printing or sharing. We'll get it approved to ensure it aligns with WAA standards.

## Should I Use a QR Code?

➡ Absolutely! If making your own, be sure to link the QR code to your WAA group page so they get credit for the wreath orders. It's a simple but powerful way to get everyone connected!





# Boost Your Fundraising with New Ideas!



WREATHS *across* AMERICA


## 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!**



# Extra Support with Grants

## All About Grants

Grants are a great way to secure wreath sponsorships or help cover costs for a wreath-laying ceremony. Many businesses and organizations offer grants, and starting early in the year gives you the best chance before budgets are finalized.

However, opportunities can be available year-round, so keep looking!

## 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](mailto:grants@wreathscrossamerica.org) for guidance!

## Approval & Processing

Grant timelines vary, with some taking up to six months for approval. Once approved, funds are typically disbursed within 4–6 weeks. The WAA Grants

Team will review, finalize, and submit applications, making any necessary corrections before signing and submitting them on behalf of WAA. Be sure to check deadlines and award dates to stay on track!



DON'T SAY "I SHOULD HAVE," SAY "I DID!"



WREATHS *across* AMERICA



# Ways to Help Location Coordinators

NATIONAL WREATHS ACROSS AMERICA DAY



SATURDAY, DECEMBER 13, 2025



WREATHS *across* AMERICA

## Support Wreath Day Planning

*Location Coordinators work hard to organize Wreath Day and need extra hands. Check in with them to see how your Sponsorship Group can assist. They'll appreciate your help!*

## Help with the Ceremony

*They may need help arranging speakers, vocalists, an Honor Guard, or wreath presenters. Greeting attendees and ensuring grave-specific wreaths are placed also make a big impact.*

## Keep Things Running Smoothly

*Setting up chairs, managing parking, and directing traffic help create an organized and respectful event. Crowd control ensures a smooth experience for everyone.*

## Pitch in Before & After

*Handing out wreaths, overseeing placements, and helping with cleanup are all essential tasks. Every effort ensures a meaningful and well-organized event.*



WREATHS *across* AMERICA



# Stay WAA Connected!

We encourage all our volunteers to connect with us online to share photos, stories, fundraising ideas, and more!

## Follow & Engage with WAA:




- ❖ **Official Facebook Page:** [www.facebook.com/WAAHQ](http://www.facebook.com/WAAHQ)
- ❖ **Private Facebook Groups for Groups & Locations:** Check your Registration Confirmation Email for details on joining our private group.
- ❖ **Instagram:** @wreathsacross
- ❖ **Twitter (X):** @WreathsAcross
- ❖ **YouTube:** Subscribe to Wreaths Across America for event videos, interviews, and more.
- ❖ **LinkedIn:** Follow Wreaths Across America for organizational updates.

## Managing Social Media for Your Group or Location?

If your group or location has a Facebook page, it's important to share your page link with your Regional Liaison Team and add Samantha Clark, our Social Media Manager for Locations & Groups, as an admin. This ensures Wreaths Across America can provide support, share important updates, and help you maximize your social media presence. If you need guidance on setup, content, or engagement strategies, Samantha is here to help! Contact her at 207-221-5169 or [sclark@wreathsacrossamerica.org](mailto:sclark@wreathsacrossamerica.org).

## Listen to Wreaths Across America Radio!

Wreaths Across America Radio is a 24/7 streaming station featuring inspiring content about service members, veterans, and volunteers. Enjoy patriotic programming, country music, and a live morning show weekdays from 6–10 AM EST!

 Listen anytime:  [www.wreathsacrossamerica.org/radio](http://www.wreathsacrossamerica.org/radio)  iHeart Radio, TuneIn, Simple Radio, or download the app in the App Store or Google Play.



# WREATHS *across* AMERICA

## Regional Map

### Region 1 Liaison Team

Emily Carney & Terra Delong

207-578-6277

[region1@wreathsacrossamerica.org](mailto:region1@wreathsacrossamerica.org)

### Region 2 Liaison Team

Janelle Eveld & Miesa Bland

207-578-6283

[region2@wreathsacrossamerica.org](mailto:region2@wreathsacrossamerica.org)

### Region 3 Liaison Team

Ana Diaz & Macie Parker

207-578-6287

[region3@wreathsacrossamerica.org](mailto:region3@wreathsacrossamerica.org)

### Region 4 Liaison Team

Amber Rocha & Patricia Huerta

207-578-6284

[region4@wreathsacrossamerica.org](mailto:region4@wreathsacrossamerica.org)

### Region 5 Liaison Team

Annie Brooks & Claire Gadomski

207-578-6289

[region5@wreathsacrossamerica.org](mailto:region5@wreathsacrossamerica.org)



# Meet the WAA Locations & Groups Team!



**Julie Bright**  
Director of Locations & Groups



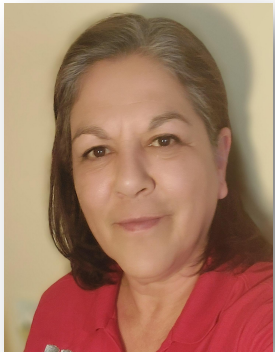
**Meagan Erickson**  
Asst. Director of Locations & Groups



**Region 1 Liaison Team**  
Terra Delong & Emily Carney  
207-578-6277  
[region1@wreathsacrossamerica.org](mailto:region1@wreathsacrossamerica.org)



**Region 2 Liaison Team**  
Miesa Bland & Janelle Eveld  
207-578-6283  
[region2@wreathsacrossamerica.org](mailto:region2@wreathsacrossamerica.org)



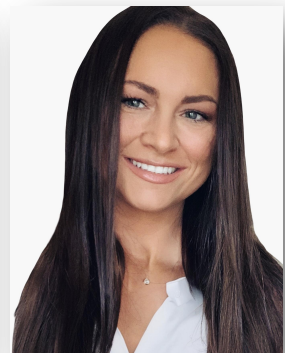
**Richelle Bergeson**  
Finance Liaison



**Region 3 Liaison Team**  
Ana Diaz & Macie Parker  
207-578-6287  
[region3@wreathsacrossamerica.org](mailto:region3@wreathsacrossamerica.org)



**Region 4 Liaison Team**  
Amber Rocha & Patricia Huerta  
207-578-6284  
[region4@wreathsacrossamerica.org](mailto:region4@wreathsacrossamerica.org)



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Annie Brooks & Claire Gadomski  
207-578-6289  
[region5@wreathsacrossamerica.org](mailto:region5@wreathsacrossamerica.org)





THANK YOU!



WREATHS *across* AMERICA  
LOCATIONS & GROUPS TEAM