

# LOCATION COORDINATORS

## 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/n735zrb1>

#### 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

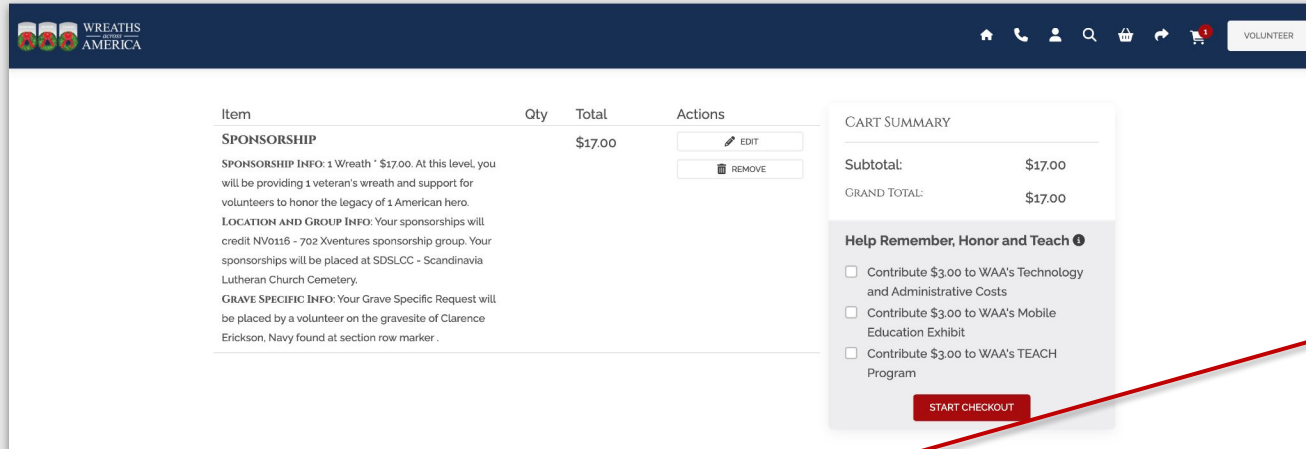
3. Location to Place Your Wreaths

4. Choose Customizations (Optional)

Confirm & Add to Cart



# Checkout is Easy!



WREATHS across AMERICA

Home Phone User Search Cart Volunteer

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**

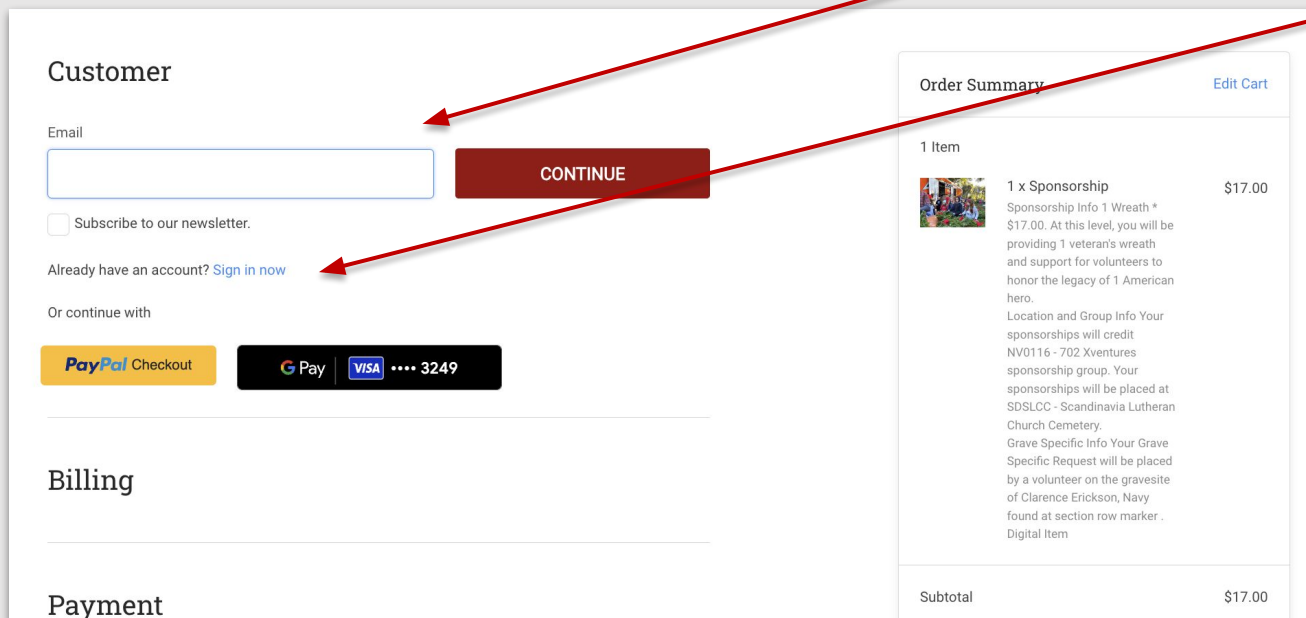
- ☐ Contribute \$3.00 to WAA's Technology and Administrative Costs
- ☐ Contribute \$3.00 to WAA's Mobile Education Exhibit
- ☐ Contribute \$3.00 to WAA's TEACH Program

[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

Billing

Payment

**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

## 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.

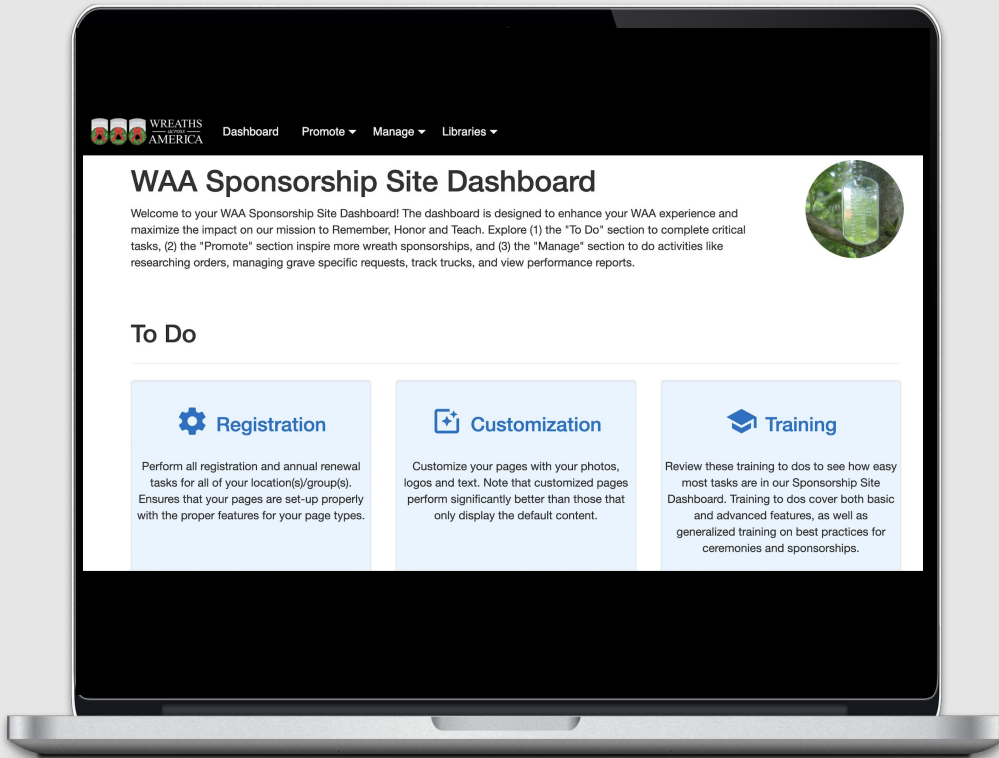
 **Manage Your Communication** – Use the dashboard to message your supporters. Invite them to sponsor wreaths, attend fundraising events, and let them know what to expect on Wreath Day.

 **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.





# Wreath-O-Meter

## Visual Progress Tracker

The Wreath-O-Meter on your WAA page is a dynamic tracker that turns green as wreaths are sponsored, offering a real-time view of progress toward your goal. It encourages community engagement and motivates supporters to contribute.

*The Sponsorship Goal is a motivational tool and does not determine how many wreaths are shipped for your location.*

## Setting & Adjusting Your Goal

- ❖ **Initial Goal:** Set a realistic goal based on your community's support.
- ❖ **Lowering the Goal:** Adjust if needed to keep it achievable.
- ❖ **Increasing the Goal:** If support is strong, consider raising it by 10% to drive momentum.

## Wreath Shipments: Veteran Grave Count vs. Sponsorship Goal

- ❖ **Veteran Grave Count = Maximum Wreaths Shipped**
  - Make sure your **Veteran Grave Count** is accurate to ensure the correct number of wreaths are shipped for your location. **Deadline to update: November 1st.** Be sure to let us know your final count by then!
- ❖ **What Happens with Extra Wreaths?**
  - **Extra wreaths** roll over to next year or can be gifted to other locations—contact your **Regional Liaison Team** if you'd like to do this! It's a wonderful way to help locations in need locally, within your state, or elsewhere.
- ❖ **Need More Than Your Veteran Grave Count?**
  - If you plan to **hand-deliver extra wreaths** to a location not registered to participate, we can help make that happen! Just reach out to your **Regional Liaison Team** to arrange additional wreaths **beyond your Veteran Grave Count**. We'll also need to get **cemetery approval** beforehand to ensure everything runs smoothly.



### RESULTS

2025 SO FAR

1,250 Wreaths Sponsored

6.9% to Goal

16,750 To Go!



WREATHS *across* AMERICA

# 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.

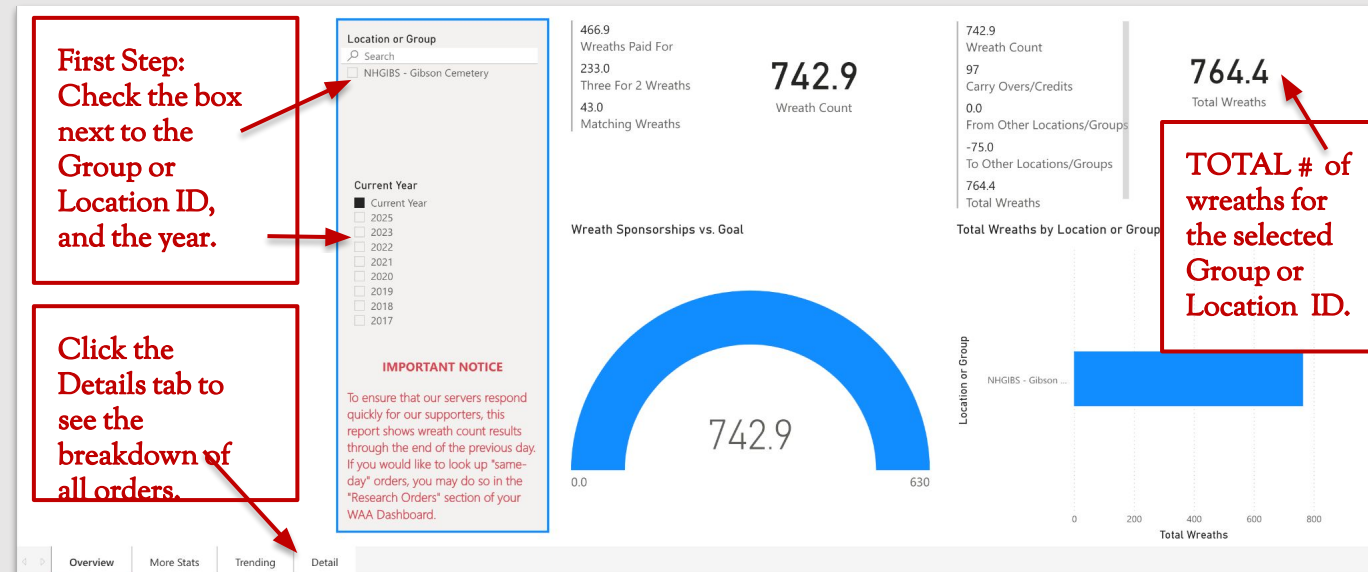
## Order Processing Times

- ❖ **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.wreathsasscrossamerica.org](http://www.wreathsasscrossamerica.org), click on Resources, and select Volunteer Resource Page to get started! Or go directly to <https://www.wreathsasscrossamerica.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!

# Planning Your Wreath-Laying Ceremony

*Early planning sets the stage for a successful and meaningful event, ensuring that every detail contributes to a memorable experience. Be sure to use our helpful planning materials and templates on the [Volunteer Resource Page](#)!*

## Plan it Out

- ❖ **Create a Task List:** Outline tasks and set check-in dates to stay on track. Don't forget to update your WAA page with event details and use Page Alerts and send Messages to keep your community informed. Your positive enthusiasm and ease of handling issues will ensure continued support!
- ❖ **Build Your Volunteer Team:** Recruit a dedicated team of volunteers and assign roles to ensure everything runs smoothly.
- ❖ **Engage with Sponsors & Local Businesses:** Keep in touch with your Sponsorship Groups and local businesses for support with wreath sponsorships, grants, and in-kind donations of supplies or equipment for the event.

## Key Tasks for Your Ceremony

- ❖ **Grave Specific Requests:** Assign volunteers and communicate with families to ensure all Grave Specific Requests are honored and placed.
- ❖ **Ceremony Details:** Plan your speakers, music, and wreath presenters. Gather necessary supplies like chairs, sound systems, and waste disposal. You'll receive 8 ceremonial wreaths, which are the same as your sponsored wreaths—just select any 8 and attach the flags sent in November. Since stands aren't provided, reach out to local businesses for donations or to borrow them.
- ❖ **Logistics:** Wreaths Across America relies on donated trucking for wreath deliveries, so be sure to plan ahead for offloading boxes when they arrive and storage until Wreath Day. Coordinate wreath delivery and distribution with cemetery staff, ensuring proper section coverage and staging. Be sure to manage seating, parking, and traffic control to ensure smooth operations, and plan for post-event clean-up and wreath recycling.

"...THE MILITARY  
PLEDGES TO LEAVE  
NO SOLDIER  
BEHIND. AS A  
NATION, LET IT BE  
OUR PLEDGE  
THAT...WE LEAVE NO  
VETERAN BEHIND."



WREATHS *across* AMERICA





# Preparing for Wreath Day: Final Checklist



## Two Weeks Before Wreath Day Checklist

- ❖ **Finalize Grave Specific List & Placement Details**
  - Ensure all requests are noted and ready for placement. Have extras set aside to handle any issues.
- ❖ **Confirm Logistics**
  - Touch base with your contact at the cemetery to finalize details.
  - Double-check you have your Ceremonial Flags.
  - Wreaths will be delivered in the two weeks leading up to Wreath Day.
- ❖ **Stay Connected**
  - **Keep your phone close** for delivery coordination.
  - **Watch for emails** from your Regional Liaison Team and respond quickly to emails from your community.
  - Consider adding a **Page Alert** and send **Messages** through the **Dashboard** to keep your community informed.

## Wreath Day Checklist

- ❖ **Timing & Ceremony**
  - The ceremony must be held on National Wreaths Across America Day, unless otherwise arranged with your Regional Liaison Team.
  - The national start time is 12pm EST—for those aligning with Arlington National Cemetery's ceremony.
- ❖ **Last Minute Considerations**
  - **Arrive Early:** Arrive at least an hour before to ensure a smooth setup.
  - **Start On Time:** Respect guests' time and maintain solidarity with nationwide ceremonies.
  - **Have Press Kits Ready:** Assign a person to direct journalists and provide press kits.



# After Wreath Day: Celebrating Your Efforts

## Recognize Outstanding Contributions

Did someone in your community go above and beyond to make your event special?  
We'd love to hear your story and help you recognize their efforts!

### ❖ Share Your Newsworthy Moments

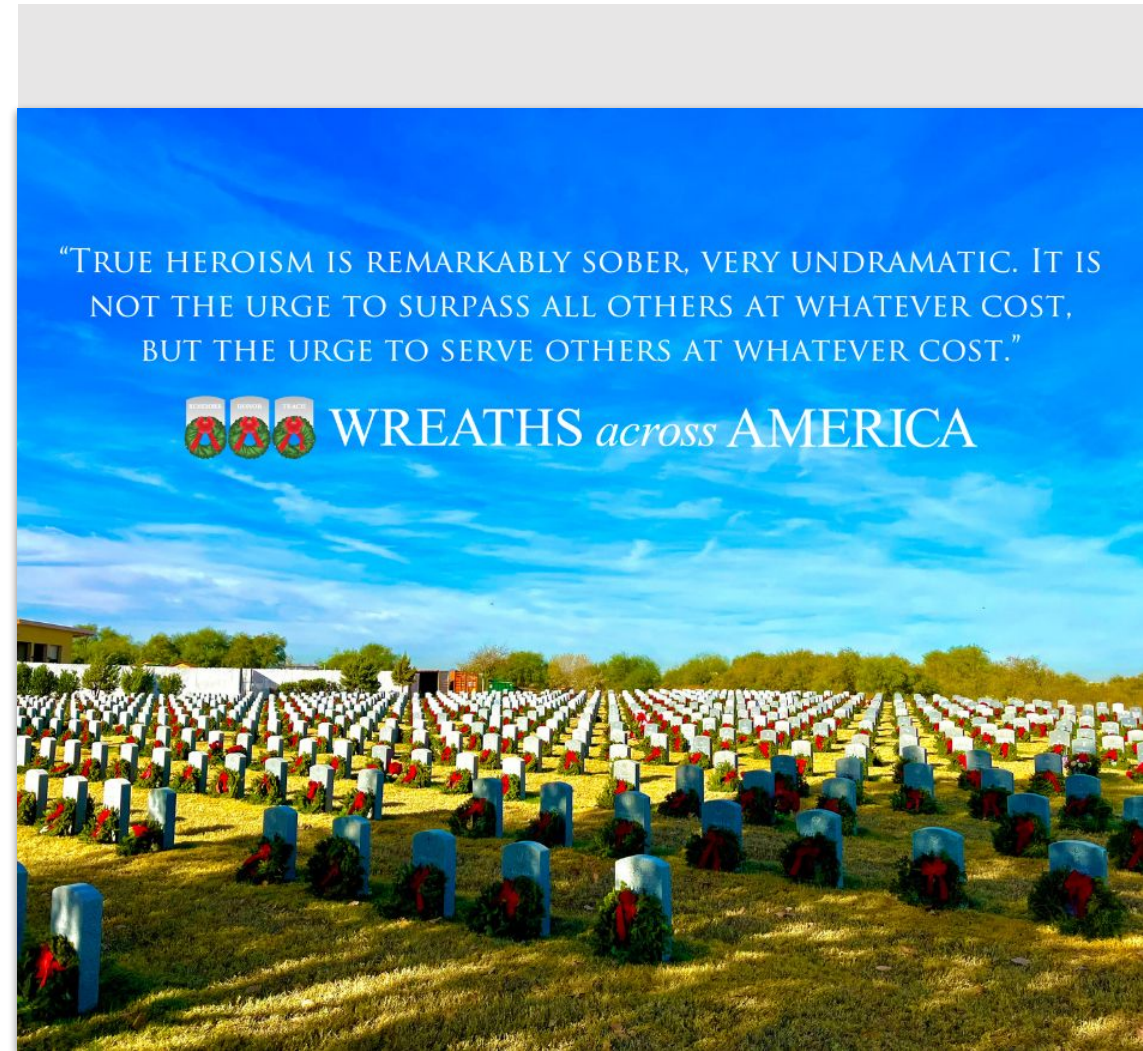
- Did something exciting happen at your ceremony? Issue a press release using one of our templates on the Volunteer Resource Page.

### ❖ Share Photos & Stories

- Send your photos and stories to: [pr@wreathscrossamerica.org](mailto:pr@wreathscrossamerica.org)
- Or for WAA Radio features, email: [WAAradio@wreathscrossamerica.org](mailto:WAAradio@wreathscrossamerica.org)

## Post-Wreath Day Tasks

- ❖ Complete the *required* **Delivery Confirmation Form** by **January 31st** to let us know you received all of your wreaths or report and share pictures of any issues.
- ❖ **Communicate** with your **Regional Liaison Team** about your plan for **Wreath Clean-Up**, then reach out to your community to gather help!
- ❖ **Stay Connected**
  - While it's still fresh, meet with your planning team to **review what went well** and what could be improved.
  - **Continue** your fundraising efforts and stay engaged with Wreaths Across America's **year-round** programs.
  - Your Regional Liaison Team will send you a **reinstatement** email after the new year to help you stay active for the next wreath season.



# Wreath Boxes

## Wreath Box & Pallet Information

- ❖ **Box Size:** 16"W x 26"L x 32"H
- ❖ **Box Weight:** ~40 lbs
- ❖ **Wreaths per Box:** 12 wreaths
- ❖ **Boxes per Pallet:** 18 boxes
- ❖ **Wreaths per Pallet:** 216 wreaths (~865 lbs)

## Pallet & Truck Details

- ❖ **Pallet Size:** 40"W x 48"L x 98"H
- ❖ **Pallets per 53' Truck:** 30 pallets
- ❖ **Boxes per Truck:** 540 boxes
- ❖ **Wreaths per Truck:** 6,480 wreaths (~38,060 lbs)
- ❖ **Note:** The number of wreaths per truck may vary based on truck type (refrigerated or dry) and size, typically averaging 5,400 to 6,400 wreaths.



## Hand-Crafted Wreaths

Each wreath is hand-crafted, making every one unique. Some needle loss is normal due to the perishable nature of the wreaths.

## Wreath Details

- ❖ **Frames:** Steel, coated to prevent residue; 10.5" diameter.
- ❖ **Greens:** Fresh balsam fir from Maine; attached with 7 gauge wire (.138").
- ❖ **Diameter:** Full 22" diameter.
- ❖ **Ribbon:** 7 inches wide by 14 inches long.



# Wreath Clean Up & Disposal

## Coordination & Supplies

- ❖ **Volunteer Team:** Assign volunteers to manage box and wreath disposal logistics.
- ❖ **Secure Donations:** Contact local waste companies early in the year to request in-kind donations of dump trucks, dumpsters, and recycling bins. Ensure they provide assistance with disposal once filled.

## Alternative Uses

- ❖ **Local Fisheries & Farmers:** Inquire if wreaths can be used for fish habitats or animal feed (goats particularly like wreaths).
- ❖ **American Legion:** Check if they can perform a Flag Retirement Ceremony with the wreaths. Post-burn, the metal rings can be recycled.



## Disassembly & Recycling

- ❖ **Assembly Line:** Create a process for disassembling wreaths.
  - Recycle metal rings.
  - Use a chipper for greens to create mulch.
  - Donate bows to local retirement homes or schools for crafts.

## Clean Up

- ❖ **Schedule:** Set a Wreath Clean Up Date with cemetery staff. Share details on Wreath Day and on Social Media to recruit volunteers.
- ❖ **Logistics:** Place dumpsters, trailers, or trucks throughout the cemetery. Use equipment like a backhoe to compress wreaths, allowing for more efficient disposal. Encourage volunteers to wear gloves and use broom sticks or ropes to transport wreaths easily.



# 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@wreathsacrossamerica.org](mailto:grants@wreathsacrossamerica.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 Volunteers Can Help

## 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 your Sponsorship Groups to see how they can assist. They want to help!*

### Help with the Ceremony

*Volunteers can help arrange speakers, vocalists, an Honor Guard, or wreath presenters. Let them greet attendees and help place grave-specific wreaths.*

### Keep Things Running Smoothly

*Volunteers can help set up chairs, manage parking, and direct traffic to create an organized and respectful event. Crowd control ensures a smooth experience for everyone.*

### Pitch in Before & After

*Volunteers can hand out wreaths, oversee proper placements, and help with cleanup and trash disposal. Every effort ensures a meaningful and well-organized event.*



WREATHS *across* AMERICA

# 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.



# Media Contact Checklist

Your local media wants “feel-good stories” to share with your community!

- ❖ **Develop a List of Media Contacts**
  - Research local media outlets and gather contacts.
  - Find out their preferred method of receiving information (email, online, fax, mail).
- ❖ **Prepare Media Advisory & Press Release**
  - Customize a pre-event press release using Wreaths Across America templates from the Volunteer Resource Page.
  - Send a media advisory to invite the press to cover your event.
- ❖ **Collect Bios of Public Figures**
  - Include bios of any public figures attending to add credibility to your press kits.
- ❖ **Follow Up with Journalists**
  - Follow up via phone or email with journalists to ensure they received the advisory and to remind them of the event details.
- ❖ **Arrange Special Parking for TV Coverage**
  - If you expect TV coverage, arrange parking for satellite trucks to ensure smooth logistics.

## Why It Matters

Inviting the media to cover your event is a great way to spread awareness of the mission and gather support for future 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



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

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### Region 2 Liaison Team

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### Region 3 Liaison Team

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### Region 5 Liaison Team

Annie Brooks & Claire Gadomski

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# Meet the WAA Locations & Groups Team!



**Julie Bright**  
Director of Locations & Groups



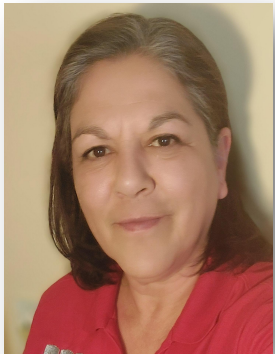
**Meagan Erickson**  
Asst. Director of Locations & Groups



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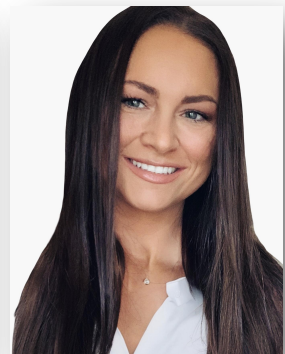
**Richelle Bergeson**  
Finance Liaison



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THANK YOU!



WREATHS *across* AMERICA  
LOCATIONS & GROUPS TEAM