



WREATHS *across* AMERICA

Event Table Toolkit

Simple Ideas to Create a Successful Wreaths Across America Event Display

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Welcome to Your Event Table Toolkit

Thank you for your dedication to the year-long mission of Wreaths Across America: **Remember** the fallen. **Honor** those who serve. **Teach** the next generation the value of freedom. Your efforts in fundraising help ensure that veterans are remembered, their sacrifices are honored, and their stories are passed on to future generations. Every dollar raised brings us closer to placing a wreath on every servicemember's grave this December.

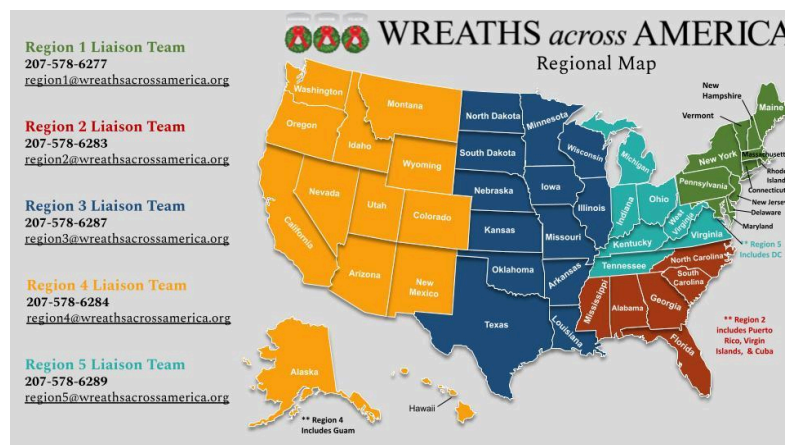
Setting up an event table is a fun and easy way to spread the Wreaths Across America mission, honor local veterans, share sponsorship opportunities, and engage your local community! Whether you're at a farmers' market, school event, parade, craft fair, or community day—your table can help teach, honor, and remember.

What You'll Find in This Toolkit

- ❖ Everything you need to turn a simple table into a mission-powered magnet for support!
- ❖ Smart setup tips, free printables, and QR tools that make sponsoring easy.
- ❖ Displays, videos, and stories that help people feel the heart of Wreaths Across America.
- ❖ Fun, hands-on ideas (like giveaways and wreath-o-meters!) that draw crowds and spark conversations.

We're Here to Support You

If you have questions or need additional help, your Regional Liaison Team is always ready to assist. Contact them at their email and phone number listed on the Regional Map. You can also find this on the [Volunteer Resource Page](#).



A Quick Reminder

If you're creating your own flyers, banners, or materials, be sure to get them approved by your Regional Liaison Team before printing. They'll review them quickly to ensure everything follows brand guidelines and is ready to represent the mission!

Getting Started

Setting up an event table is one of the easiest ways to raise awareness and support for Wreaths Across America in your community—and getting started is simple!

Don't have a table?

No problem! You've got options — whether you're investing for the long haul or needing something for a one-time event.

- ❖ Most standard folding tables (6ft or 8ft) can be found at big box stores or online for around \$40–\$60.
- ❖ Check with your local community center, school, church, veteran service organization, or civic group—they may let you borrow one for free.
- ❖ Many events also provide tables as part of your vendor/booth registration—just ask when you sign up!

When should you get ready?

Start planning 2–4 weeks in advance of your event, especially if you'll need time to:

- ❖ Print materials
- ❖ Order items from the WAA Online Store
- ❖ Get custom materials approved by your Regional Liaison Team

Where can you set up a table? (Think Local, Think Big!)

Anywhere the community gathers, you have an opportunity to share the mission!

Great places to host an event table include:

- ❖ Farmers' Markets and Craft Fairs
- ❖ Community Festivals
- ❖ School or PTA Events
- ❖ Local Parades
- ❖ Sporting Events
- ❖ Company Holiday Fairs
- ❖ Veterans' Events and Memorial Services
- ❖ Library or Community Center Events
- ❖ Church or Civic Group Gatherings
- ❖ Military Appreciation Nights

Tables don't have to be big or fancy—just welcoming, informative, and mission-focused. With a little planning and a positive attitude, you'll be amazed at how easy it is to get started and how many people want to get involved!

Prep Your Table

Table Essentials & Engagement Boosters

These tools and ideas are designed to make your event table both inviting and effective — helping you draw a crowd, spark meaningful conversations, and make it easy for supporters to take action. Whether they sponsor a wreath on the spot or leave inspired to share the mission with others, your table can make a lasting impact.

WAA Posters & Flyers

Turn heads and send supporters home with something they'll remember! Print your group's custom WAA Day Poster as a flyer — it features your unique QR code, so it's easy for people to sponsor a wreath later.

- ❖ Need help? Your Regional Liaison Team has your back!
- ❖ Want to level up? Order printed versions of your custom materials here:
 - [Customized Wreath Sponsorship Order Forms](#)
 - [Customized WAA Day Poster](#)

WAA QR Code Display

Your group's QR code is your secret weapon — make it big, bold, and easy to spot! It takes supporters straight to your WAA page, where they can give in seconds using a credit card, Apple Pay, Google Pay, or PayPal.

Pro Tip: Place it in a clear stand or frame on your table, and print extra copies to stick on displays or posters — the more places they can scan it, the better!

Want to give them something to take home? Hand out custom business card-sized QR code cards so visitors can sponsor later or share with a friend.

- ❖ Order here: [Customized QR Code Cards](#)



WAA Mission Materials That Spark Conversations

Help visitors connect with the “why” behind what you do. From quick fact sheets to the full WAA story, these materials explain the mission in a clear, inspiring way, and easy to share. They're perfect for starting conversations and helping new supporters see how they can make an impact.

- ❖ You can print all of these for FREE from the Volunteer Resource Page (look under “Marketing Materials that TEACH”):

<https://www.wreathsasscrossamerica.org/Resources/VolunteerResourcePage>



Eye-Catching Presentation

Make your table the one people want to visit! A polished, patriotic setup with a WAA-branded tablecloth, banner, or flag instantly boosts your credibility and draws attention. Whether it's a quick glance or a photo opportunity, the right presentation sparks curiosity and invites people to learn more.

- ❖ Order branded materials here:
 - [WAA Logo Flag](#)
 - [WAA Banner Flag with Ground Stake](#)
 - [WAA Location Banner](#)
 - [WAA Tablecloth - Navy](#)
 - [WAA Tablecloth - Red](#)
 - [WAA Canopy Tent](#)
 - [More great display options are available!](#)



Tri-Fold Poster Display

A tri-fold poster is a simple but powerful way to draw people to your table and quickly share what Wreaths Across America is all about. It helps tell your local story, explain the mission, and show how easy it is to sponsor a wreath. With eye-catching visuals and clear info, your display can spark conversations and inspire support—even from those just passing by! Be sure to include your WAA QR Code on the poster for easy sponsorships.



Get creative and design your own, or follow our example template:

Left Panel – “Our Mission”

Header: *Remember. Honor. Teach.*

Suggested Content:

- ❖ Brief description of the mission: *Wreaths Across America is a national nonprofit with a mission to Remember the fallen, Honor those who serve, and Teach the next generation the value of freedom.*
- ❖ Large image: A wreath being placed at a veteran’s grave
- ❖ WAA logo (you can download high-res from the Volunteer Resource Portal)
- ❖ Optional: TEACH K-12 Curriculum mention for events at schools

Ask us how we’re helping to share this mission with youth in our community!

Center Panel – “Get Involved Locally”

Header: *Sponsor a Wreath. Support Local Veterans.*

Suggested Content:

- ❖ Photo of your cemetery or volunteers placing wreaths

- ❖ Your sponsorship group name and local cemetery name
- ❖ QR code to your **WAA Group Page** for easy on-the-spot sponsorships
- ❖ Bullet points:
 - \$17 = One wreath sponsored
 - Each wreath is placed by a volunteer in honor of a veteran
 - Your sponsorship helps cover local veterans in **Town/Cemetery Name**
- ❖ Add an image of your Wreath-O-Meter to show how many wreaths you need to reach your goal

■ Right Panel – “What Makes This Special”

Header: *The Meaning of the Veteran’s Wreath*

Suggested Content:

- ❖ Diagram or list of the 10 balsam bouquet elements and their meanings
 - *You can print this from the Veterans Wreath Coloring Page (on the [Volunteer Resource Page](#) under Marketing Materials for Events)*
- ❖ “Say Their Name” quote:
 - *“A person dies twice: once when they take their last breath, and again when their name is spoken for the last time.”*
- ❖ Small section about National Wreaths Across America Day (Dec. **Insert Date**) and how the public is invited to attend or volunteer

🔧 **Tips for Increased Visibility:**

- ❖ **Use large, clear fonts** (no smaller than 24 pt for body text)
- ❖ **Include at least three good photos**
- ❖ **Stick with WAA brand colors:** red, green, navy blue, white
 - Refer to our Style Guide for WAA fonts and colors: <https://www.wreathscrossamerica.org/Resources/StyleGuide>
- ❖ **Leave space for a flyer pocket** or small QR code handouts
- ❖ Print on matte paper to avoid glare under overhead lights



DIY Wreath Display

Bring your table to life with a hands-on wreath display! The DIY Veterans' Wreath Kit is a powerful way to explain the meaning behind each bough.

Add the WAA Wreath Coloring Combo Pack to spark curiosity and get kids involved — it's a fun, memorable way to teach the next generation the value of freedom.

❖ Order here:

- [DIY Wreath Kit](#)
- [WAA Wreath Coloring Combo Pack \(with Crayons\)](#)



Display Service Branch Flags

Turn heads and touch hearts with a powerful tribute! Featuring the Service Branch Flags at your table creates a striking visual that honors service and sparks meaningful conversations.

Reuse your set from last year or grab a new one — it's a respectful, patriotic display that invites people to stop, reflect, and connect.

- ❖ Get your flags here:
 - [Service Branch Flags](#)



Progress Tracker

Turn your table into a celebration zone with your Wreath-O-Meter — a fun, visual way to track your sponsorship goal and get your community excited about helping you reach it!

- ❖ All you need is a simple dry-erase board, poster, or printed thermometer-style chart that shows your total wreath goal and how many have been sponsored so far.
- ❖ Each time someone sponsors a wreath at your table, update the number right there on the spot. People love to see progress in real time — it creates a sense of momentum and encourages others to join in.

Whether you're counting down to your goal or celebrating each new donation with a high five or a sticker, your Wreath-O-Meter makes it clear that every sponsorship matters.

Your Wreath-O-Meter is not just a tracker — it's a motivator!



Giveaways That Get People Talking

Everyone loves a freebie — especially when it's meaningful, patriotic, or just plain fun! Giveaways are a fantastic way to spark conversations, draw people to your table, and leave a lasting impression. Whether it's something they wear, use, or take home to share, a small token can help people remember your mission long after the event.

- ❖ Popular WAA-branded items include:
 - **Bracelets, Pens, Pencils** – great for all ages!
 - Order: [WAA Bracelets](#) | [WAA Pens](#) | [WAA Pencils](#)
 - **Patches, Pins, Decals, Magnets, Clings** – perfect for jackets, bags, or windows.
 - Order: [WAA Decals, Magnets, Window Clings](#) | [WAA Patches and Pins](#)
 - **“I Owe You” Cards** – send supporters home with a reminder to thank a veteran.
 - Order: [WAA I Owe You Cards](#)
 - **Save the Date Magnets** – a fridge-friendly reminder of WAA Day.
 - Order: [WAA Save the Date Magnet](#)
 - **Fundraising Kits** – packed with tools to grow your group's reach.
 - Order: [WAA Fundraising Kit](#)

Want to add a little extra charm? Try fun, on-theme giveaways like:

- ❖ Tootsie Rolls wrapped in red, white, and blue
- ❖ Patriotic-colored mints or candies
- ❖ Mini American flags or star-spangled pinwheels
- ❖ Stickers for kids or coloring pages with crayons

Pro tip: Keep a small container or basket out front so passersby can easily grab a giveaway and start a conversation — it's a simple way to turn interest into involvement!



Short Videos & Photo Displays

Set up a tablet or laptop to loop short WAA videos (2-3 min) from the WAA YouTube Channel or the Volunteer Resource Page:

- ❖ [What is a Veteran's Wreath?](#)
- ❖ [Wreaths Across America: Our History, Tradition, and Mission](#)

Share meaningful photos from your local wreath placements, past WAA ceremonies, or community fundraising events — visual storytelling helps new supporters connect with the mission.

Pro Tip: Loop the videos with captions or subtitles turned on, so people can follow along even in a noisy event space.

Don't stop there—**add a strong visual story with photo displays**. Print and mount pictures on foam boards, create a photo collage, or run a slideshow. Ideas include:

- ❖ Local volunteers placing wreaths at your cemetery
- ❖ Gold Star and veteran families visiting grave sites
- ❖ Kids or students participating in ceremonies or fundraisers
- ❖ Your group at community events, parades, or wreath deliveries

Ideas for setup:

- ❖ Use a tri-fold board or tabletop easel to showcase photos
- ❖ Create a timeline showing your group's past participation or growth
- ❖ Include short captions with each photo to tell the “who/what/why” behind the moment
- ❖ Add a QR code that links to your WAA Group Page or a video

These visuals help people see the impact of wreath sponsorships in action—and make them more likely to ask questions, get involved, or share their own connection to the mission.



Conversation Starters That Inspire Action

Don't stress about "selling"—just share your passion. Whether you're chatting with someone who walks right up or catching the attention of a curious passerby, a genuine, friendly approach goes a long way. The goal? Start conversations that help people understand why the mission matters and how *they* can be part of it.

Quick Openers (keep it simple and approachable)

These are great for breaking the ice and gauging interest:

- ❖ "Have you heard of Wreaths Across America before?"
- ❖ "Would you like to honor a local veteran this December with a wreath?"
- ❖ "Did you know a \$17 wreath sponsorship honors a veteran and their family?"

Deeper Connections (share the *why*)

When someone shows interest, these prompts open the door for a more emotional or mission-driven conversation:

- ❖ "We place live balsam wreaths each December on veterans' graves—and we say their names aloud to make sure they're never forgotten."
- ❖ "Each veteran's wreath has a special meaning—every bough honors their service and sacrifice. Want to hear the story behind the design?"
- ❖ "This started with one family's tribute to veterans laid to rest at Arlington National Cemetery. It's grown into a national movement, thanks to volunteers just like us."

You can also spark conversation with a personal connection:

- ❖ "I volunteer because my grandfather served in WWII. Do you have a veteran in your family?"
- ❖ "Every wreath represents someone's story. Who would *you* like to honor this year?"

Invitation to Act (make it easy to take the next step)

Once they're engaged, show them how they can help:

- ❖ "You can sponsor a wreath right here using this QR code—it's quick and secure."
- ❖ "Even if you can't sponsor today, take a flyer and share it with someone who might. Every \$17 helps us honor a local veteran."
- ❖ "If you know a school or youth group that might want to get involved, I'd love to tell you about how we teach the next generation the value of freedom."

Pro Tip: Bring the conversation full circle by listening. Ask questions. Make it personal. You never know who you're talking to—many people have a powerful connection to military service or remembrance, and just need the space to share it.