

LOCATIONS & GROUPS

EDUCATIONAL WEBINAR



WREATHS *across* AMERICA

August 2025

Welcome to our favorite time of year! 🇺🇸

Whether you're brand new or a seasoned pro—we're here to help you make National Wreaths Across America Day impactful for your local community, run smoothly, and be full of meaning.

📋 Here's What We'll Cover Today:

- 🔄 What to expect this season
- 📧 Communications & upcoming webinars
- 💬 Tips to connect with your community
- 📅 Key dates & deadlines
- 📦 Shipping basics & why emails matter



It's Go Time: What to Expect Month-by-Month

This roadmap will help keep on track & make the most of wreath season!



August (map your plan):

August is a great time to pull your team together—whether you're fundraising as a Sponsorship Group or planning the ceremony as a Location Coordinator—and start talking through what you want this season to look like. Get a few planning meetings on the calendar, brainstorm ideas for outreach, and figure out who's handling what so things don't fall through the cracks later on.



September & October (put your plan into action):

- ❖ Start reaching out and rallying support—businesses want to be part of the WAA mission too!
- ❖ Organize and host your fundraising events to boost local support
- ❖ Location Coordinators: finalize your veteran grave count and send it to your Regional Liaison Team
- ❖ Keep your community engaged and excited about National Wreaths Across America Day—help them understand why it's so meaningful and important. Momentum is key!



November (the final push):

- ❖ November's all about wrapping things up and making sure you're ready for the big day. Keep an eye on your emails and join our monthly webinars—or catch the recordings.
- ❖ It's also a great time to ramp up fundraising and bring in any last-minute sponsorships for this year's wreaths.
- ❖ When your regional cutoff date hits, WAA headquarters goes into overdrive getting wreaths loaded onto trucks, trains, and UPS. So, staying on top of your emails and responding quickly really helps keep everything running smoothly.



December (the big day):


- ❖ Location Coordinators: Receive your wreath shipment and prepare for delivery, then host your wreath-laying ceremony to honor and remember our veterans
- ❖ Gather your volunteers and community for National Wreaths Across America Day on December 13th, 2025!
- ❖ Celebrate the impact of all your hard work and dedication
- ❖ Share photos and stories to inspire others and grow support for next year




Stay in the Loop: Helpful Emails Are on the Way!

✓ Monthly emails with reminders & tips

You'll get role-specific emails tailored to Location Coordinators and Group Leaders. These will include helpful tips, reminders, and deadlines to keep you on track leading up to National Wreaths Across America Day.

 **November 1 is the last day to update your account details** for the season. *Double-check your info now to avoid any shipping issues later!*

 Set your sponsorship goal, finalize veteran grave counts, confirm shipping addresses (for flags, wreaths, and payback checks)

✓ Webinar invites

You'll get reminders for our **upcoming Educational Webinars** :

 **September 9 • October 14 • November 4th at 2pm EST / 11am PST**

PLUS two special September sessions just for **Location Coordinators**:

 **Locations with <5,000 veterans: September 30th at 2pm EST / 11am PST**

 **Locations with 5,000+ veterans: October 7th at 2pm EST / 11am PST**



⚠ Quick Email Tip

To help our messages land in your inbox (not spam or junk):

👉 Add the email address for your Regional Liaison Team to your contacts.

👉 Add this one too! It's where you'll get emails asking you to confirm specific details for our logistics team:

lgplanning@wreathsacrossamerica.org

If you're not seeing at least one email from us each month, check your spam or junk folder—then let your Regional Liaison Team know so we can help fix it.

Build Community Around the WAA Mission



You're Not Alone in This 🏠

Growing your support base doesn't have to be overwhelming—and it can actually be one of the most meaningful parts of the WAA mission.

- ❖ **Share your “why.”** Your story matters. Whether it's a short video of your group talking about why you do what you do, or a heartfelt message shared on social media or your group page—it's these real, personal moments that connect with people and inspire them to join in.
- ❖ **Invite others in.** Ask local groups—like schools, civic clubs, scouts, or churches—to register as Sponsorship Groups and help you with community outreach. Remember, the WAA mission is a team effort. When we plan and fundraise together, our reach expands—and that brings us closer to having a wreath for every veteran.
- ❖ **Put the mission where people can see it.** Hang posters in local businesses, post on Facebook or your community board, ask around about using the [WAA Point-Of-Sale Kit](#) in stores or offices. Those little visual reminders spark big conversations—and more people wanting to help.

💬 Need help finding local support?

That's what your Regional Liaison Team is here for. Don't hesitate to reach out—we're always happy to help and look forward to these opportunities for personal connection!

Countdown to National Wreaths Across America Day!



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



SAVE THE DATE
for

NATIONAL WREATHS
ACROSS AMERICA DAY

SATURDAY, DECEMBER 13, 2025



★ > **KEEP MOVING FORWARD** < ★



How Shipping Works (Quick & Important!)

What to Expect:

- ❖ Our logistics team starts planning routes months in advance—grouping nearby locations when possible.
- ❖ **Shipping is free**, thanks to donated time and services from our amazing trucking partners. But that means **flexibility is key!**
- ❖ Deliveries can happen anytime in the 2 weeks before Wreath Day—plan ahead for unloading and secure storage until National Wreaths Across America Day.
- ❖ 📞 Location Coordinators will get a heads-up by phone or email—usually 24 hours in advance (sometimes less, depending on the driver's route and timing).
- ❖ Double-check your phone number, and have a reliable backup contact just in case!

Tips for a Smooth Delivery:

- ❖ **Plan ahead** with a calling tree or group text—you may need help unloading fast. Sponsorship Groups are a great help for this!
- ❖ Be ready for surprises (weather, traffic, truck delays)—**just like our veterans, we adapt!**
- ❖ Some locations may get multiple truckloads—we'll let Location Coordinators know what to expect.
- ❖ 🚚 Final veteran grave counts are due by November 1st—this number helps us plan everything from trucks to volunteer needs.



Work Smarter, Not Harder: Your Volunteer Resource Page

Planning Made Simple


No need to reinvent the wheel—we've got tools to help you hit the ground running.

What You'll Find:

- ✓ Easy plug-and-play templates
- ✓ Step-by-step planning guides
- ✓ Ready-to-use fundraising ideas
- ✓ WAA logos & shareable graphics
- ✓ Outreach tips and sample letters
- ✓ Quick links to key tools

www.wreathsacrossamerica.org/Resources/VolunteerResourcePage

 **Bookmark it! You'll use it all season long.**

 *"This page saved me hours!" – probably you, very soon.*



Stay Connected with Your Supporters with Dashboard Messages!



Keep your supporters engaged year after year

💬 Your dashboard has built-in tools that make it easy to stay in touch with the people who've supported your mission in the past—and that connection makes a huge difference.

✨ Send reminders to last year's sponsors

If someone sponsored a grave-specific wreath, send them a quick note to invite them to do it again this year.

✨ Rally support toward your goal

Use messaging to update sponsors and volunteers on your progress. "We're 40 wreaths away from our goal—can you help us close the gap?"

✨ Say thank you!

When someone makes a sponsorship, you can send them a templated thank-you message right from your Research Orders Report. A little gratitude goes a long way in building lasting support.

Meet your WAA Locations & Groups Team!



Julie Bright
Director of Locations & Groups



Meagan Erickson
Asst. Director of Locations & Groups



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Region 2 Liaison Team
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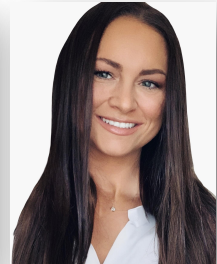
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WREATHS *across* AMERICA

Regional Map

Region 1 Liaison Team

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Region 2 Liaison Team

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THANK YOU!



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