

## **Volunteer Location Coordinator Policies and Procedures**

As a Wreaths Across America volunteer Location Coordinator, I agree to abide by the following policies and procedures:

### **Code of Conduct**

- Protect the integrity of the Wreaths Across America mission and positively represent the organization by ensuring that myself and all volunteers assisting me act honestly and ethically while in the performance of their volunteer duties, conducting themselves in a professional, kind, courteous, and respectful manner with all other volunteers, sponsorship groups, cemetery representatives and WAA employees while ensuring no discrimination and that utmost respect is given to all ethnic, national, and cultural differences.
- Each location that holds a Wreaths Across America ceremony must be registered under their own name as a participating location. Should I place wreaths at other nearby cemeteries that are not registered to participate, a list of the cemetery name(s) accompanied by signed approval forms for each cemetery, must be provided to my Regional Liaison Team by November 1st. Additionally, I understand that if I allow volunteers to take wreaths to other cemeteries for placement on veteran graves, I will communicate that the rules of the cemetery where wreaths are being placed must be respected.
- Collaborate with the contact at location to ensure their approval of my event plans and make requested changes in a timely manner. I will respect all of the rules and/or any other specific requests of the contact at location, knowing that Wreaths Across America is a guest and the location is the host.
- Conduct community outreach to share the mission of Wreaths Across America and invite others to get involved as a volunteer, wreath sponsor, or by registering a new location or sponsorship group, consistent with WAA policies and procedures.
- Ensure the event is all-inclusive, non-political, and open to the general public allowing all to participate regardless of their support with wreath sponsorships. All sponsored veteran wreaths will be fairly dispersed to all who attend and wish to help place wreaths and will not be labeled or set aside for individual groups.
- Understand that any sponsorship group can choose to support any location, with no limit to the number of locations they support, regardless of their level of activity throughout the year with wreath sponsorships and/or how close they are in proximity to the location.
- All wreaths utilized and placed as part of a registered Wreaths Across America event must be provided by Wreaths Across America.

- All flags displayed at events in which Wreaths Across America is represented must be done respectfully and following proper flag etiquette, in accordance with [U.S. Flag Code](#).

## Privacy and Liability

- Wreaths Across America abides by all privacy regulations, which protect sponsor contact information. As such, all sponsor information is protected and cannot be used to solicit sponsors for order corrections to support a different group and/or location than previously selected, to recruit sponsors for other groups and/or locations for which I do not coordinate, or to solicit funds for organizations other than Wreaths Across America.
- Communication with a sponsor must be initiated on the Wreaths Across America messaging system only via the Dashboard, unless contact information is freely given directly from the sponsor to the Location Coordinator, then consent is assumed.
- Wreaths Across America may share my contact information with those interested in volunteering to support the location(s) for which I coordinate the wreath laying ceremonies. If I prefer to keep a form of my contact information private, I must request that by contacting my Regional Liaison Team. I understand that one form of contact information for the public is required for this role.
- The wreath laying ceremony at my location on National Wreaths Across America Day is covered by the general liability policy provided by Wreaths Across America, with certain exclusions and limitations applicable.

## Communication with Wreaths Across America

- Contact my Regional Liaison Team directly for support and allow 24-48 hours for a response, updating my Regional Liaison Team immediately with any changes to my contact information and/or preferences.
- Respond to my Regional Liaison Team within a reasonable timeframe when they contact me, knowing that my non-response may result in them replacing me in my volunteer role.
- Notify my Regional Liaison Team by July 31st if I cannot serve as the Location Coordinator for that year. If possible, I will provide my Regional Liaison Team with suggestions for a replacement and/or share any planning materials to assist in the transition.
- Should my location choose not to participate in the future, WAA will contact current wreath sponsors to redirect their order(s) to another participating location of their choice. If WAA does not receive a response, the sponsorship group for the order(s) may

determine where those wreaths are redirected, otherwise, the wreath sponsorships will be moved to the WAA unallocated fund, for disbursement to other locations in need.

- Keep my Regional Liaison Team informed of any changes to my Delivery Addresses, Veteran Grave Count (Max to Ship or Special Arrangements), Excess Wreath Arrangements, and Event Details knowing the deadline to make these changes is November 1st.
- The service branch and American flags will be shipped prior to December 1st. If I do not receive my flag shipment in its entirety, I must contact my Regional Liaison Team by that date in order for them to have time to reship them to me for National Wreaths Across America Day.
- My Regional Liaison Team will be in consistent communication with me during the weeks leading up to National Wreaths Across America Day regarding important information about the delivery of my wreaths, including the total number of wreaths that I will be receiving and how those wreaths will be delivered (UPS/FedEx or 18-Wheeler). If I am expecting more or less wreaths than what is indicated in the emails, I must contact my Regional Liaison Team immediately.
- Be responsible for counting and accepting only the number of boxes that are indicated on the Bill of Lading (BOL) for my location, and complete the Wreath Delivery Confirmation prior to the required deadline of January 31st. Should I feel the number is not accurate, I will be responsible for notifying my Regional Liaison Team immediately.

## **Planning and Event Logistics**

- Be responsible for coordinating the wreath laying ceremony at my location on the date designated as National Wreaths Across America Day, unless I receive permission otherwise by contacting my Regional Liaison Team.
- Designate a required second point of contact, to act as my Co-Location Coordinator, and ensure that they sign this policy within 14-days of being added to that role. Either myself or my Co-Location Coordinator must be at least 18 years of age or older.
- Communicate event plans with all supporting sponsorship groups, sponsors, and volunteers, responding quickly to emails received, and keeping my Regional Liaison Team and WAA location page updated via the Dashboard with accurate event information.
- Contact the location to determine an accurate Veteran Grave Count, understanding that Wreaths Across America determines the maximum number of sponsored wreaths to ship based on the Veteran Grave Count that I provide my Regional Liaison Team. If I need to

receive more or less sponsored wreaths than the Veteran Grave Count, I must contact my Regional Liaison Team to make special arrangements.

- Determine if I would like excess wreath sponsorships for my location, above and beyond the Veteran Grave Count (Max to Ship), to be held and carried over to the following year for my location or gifted to another location in need and provide those details to my Regional Liaison Team. Additionally, I understand that if my location is not fully covered I cannot hold wreaths as a carryover or gift wreaths.
- Provide an 18-wheeler wreath delivery address that is accessible for a large tractor-trailer truck to enter, turn around easily, and exit; and a UPS/FedEx wreath delivery address that is a physical location, knowing that a signature is not required and boxes will be left at the address provided.
- Arrange for traffic control, to include off-site parking accommodations and transportation to the location grounds should on-site parking be limited and exceed capacity for the event.
- Wreaths Across America relies on donated trucking to deliver the wreaths and must work around the trucking partner schedules. To continue providing free shipping of the wreaths and to prevent delivery delays, it is important that I am ready to receive my delivery at any time in the two-weeks leading up to wreath day, arrange for volunteers to unload the truck, and store wreaths until placement. WAA requests that trucking partners give at least 24 hours notice for delivery, however, that timeframe may be shorter due to unforeseen circumstances. It is strongly encouraged that I prepare a calling tree or a list of volunteers that can be ready to help offload my delivery upon arrival. Boxes are 16"W x 26"L x 32"H and weigh about 40 lbs. There are 12 wreaths to a box, 18 boxes per pallet, 216 wreaths per pallet.
- Wreaths Across America will provide 8 ceremonial wreaths along with 8 service branches and 8 American flags. The ceremonial wreaths are identical to and shipped with the sponsored veteran wreaths. Upon delivery, I will select 8 wreaths to become the ceremonial wreaths, then attach the service branch and American flags to them following the instructions enclosed with the flags.
- Hold a remembrance ceremony using the provided ceremonial wreaths and service branch flags, while including any individual(s) who may wish to participate.
- Ensure that all sponsored veteran wreaths are placed on veteran graves in accordance with the WAA Proper Wreath Placement instructions provided in the Locations and Sponsorship Groups Handbook.
- The Wreaths Across America policy regarding the placement of live balsam veterans' wreaths on headstones marked with the Star of David is as follows:

- Wreaths Across America (WAA) is not affiliated with any religion or political view. The organization's mission is to Remember all the fallen, Honor those who serve, and Teach the next generation the value of freedom. Because WAA is a guest at all of the participating locations nationwide that we visit each year, we abide by each location's rules when it comes to the placement of wreaths on veterans' headstones.
- At those cemeteries without a formal policy, we advise volunteers not to place a wreath on the headstones of those graves marked with the Star of David, out of respect for Jewish custom which is not to place living flowers, wreaths or laurels on grave sites. We do ask volunteers to pause and pay their respects, including saying these names out loud to ensure they are remembered. The exception is when families of the deceased request a wreath, and then their wishes are honored. We also ask volunteers not to remove wreaths placed on headstones marked with the Star of David, as it may have been placed there by a family member or loved one.
- Our goal as an organization is to use this dialogue as an opportunity to share and Teach younger generations about the diversity of our American heritage, and the freedoms for which so much was sacrificed.
- If I choose to accept grave specific requests at my location, I will ensure that all Grave Specific Requests received up to the Cutoff Date are honored and placed following the procedures outlined in the Wreaths Across America Locations and Sponsorship Groups Handbook. Additionally, I understand that as the Location Coordinator if I compile my own list of Grave Specific Requests and do not enter them manually to the Grave Specific Report on the Dashboard, I must provide a copy of that list to my Regional Liaison Team by December 1st.
- Remove wreaths on the date designated by the contact at location and prior to the wreaths browning. Arrange adequate resources for disposal of the boxes and wreaths to include gathering volunteers to assist with the wreath retirement effort.

## Marketing Procedures

- I agree to use the [Volunteer Resource Page](#) which contains the WAA Regional Map with my Regional Liaison Team contact information, the Locations and Sponsorship Groups Handbook, Policies and Procedures, Registration Forms, as well as all approved (and updated) files and forms, volunteer tutorials, and media/marketing materials.
- All customized/altered order forms, tally sheets, and marketing materials must be approved prior to printing and/or distribution by emailing a proof to my Regional Liaison Team. Acceptable customizations that do not require approval are the addition of the Group ID, Location ID, and QR Code linking to my Wreaths Across America group or location page for online payment in the pre-templated areas.

- I agree to abide by the Wreaths Across America Branding Guidelines and Media Resources, located in the Locations and Sponsorship Groups Handbook under the Planning section of the [Volunteer Resource Page](#).
- The Wreaths Across America Media Policy, which relates to all board members, volunteer Sponsorship Group Leaders and Location Coordinators, is the following:
  - The executive director of Wreaths Across America is the official spokesperson of the organization.
  - The use of the Wreaths Across America™ name or likeness on any printed or electronic form of communication by anyone other than a registered group or location coordinator is prohibited.
  - Wreaths should be referenced as veteran wreaths and not holiday or Christmas wreaths.
  - Group Leaders and Location Coordinators will use press release templates provided in the Locations and Sponsorship Groups Handbook. If WAA is mentioned in any other press releases, press kits, special articles, guest columns, etc., prepared in advance, they must be approved by WAA headquarters before they are distributed and/or published.
  - When working directly with the media (such as in interviews), groups and location leaders may speak of Wreaths Across America, but not speak for it. Comments, quotes, and other official information will be provided for you or the media by WAA, if requested.

## **Social Media Procedures**

- Carefully read the full Wreaths Across America Social Media Policy in the Locations and Sponsorship Groups Handbook and ensure your postings are consistent with these policies and are always truthful, respectful, and transparent.
  - Do not publish inappropriate postings, which may include discriminatory remarks, harassment, and threats of violence or other inappropriate or unlawful conduct.
  - Never post any information or rumors that you know to be false about Wreaths Across America, the organization's employees, volunteers or sponsors.
  - Any postings you make from Wreaths Across America-branded social media accounts should reflect the official Wreaths Across America mission.
  - WAA-branded social media platforms are not to be used for soliciting outside of wreath sponsorship fundraising or any other activities not related to Wreaths Across America's mission, e.g., selling personal products or promoting non-mission focused events.
  - Your WAA-branded profile on social media sites should clearly be named Wreaths Across America – LOCATION or GROUP NAME, and the “About Us”

should describe your position (volunteer Sponsorship Group Leader and/or volunteer Location Coordinator) with the organization.

- Do not represent yourself as an official spokesperson for Wreaths Across America and add a disclaimer that you are speaking for yourself, not for the organization, and that any views expressed are your own.
- You are welcome to provide informational details to local media to the best of your abilities, however please keep in mind that the executive director of Wreaths Across America is the only official spokesperson of the organization nationally.
- Be nonpartisan. As a nonprofit organization tax-exempt under section 501(c)(3), Wreaths Across America may not engage in any electoral activity, such as endorsing or opposing political candidates.
- Only post photos that are publicly available or that you have received permission from the photographer to post. Similarly, be careful about the use of others' written work, songs, videos, art, logos and other trademarks. Please link to the original work instead of copying it.
- Do not post any confidential information, such as planned programs, financial data, or details of operations that are not already in the public domain.

## **Finance Procedures**

- While any sponsorship amount is accepted, the individual wreath sponsorship price is \$17.
- I may collect wreath sponsorships for my location, however, if I wish to take advantage of group plans and promotions, orders must be placed through a sponsorship group instead of through my location alone. It is encouraged to have multiple groups supporting each location, to broaden the community reach and honor more veterans.
- While it is acceptable to have a separate website for my location, any collection of wreath sponsorship funds must be linked to my Wreaths Across America group or location page for payment.
- Each sponsor will be responsible for selecting the registered Sponsorship Group and Location they would like to support with their wreath sponsorship(s) by indicating the Group ID and Location ID intended for their order. As such, only a sponsor may request changes to their order once it is placed.
- Order corrections must be requested by the sponsor within 60 days of placing the order and can be requested by clicking on the link at the bottom of their emailed receipt or by contacting WAA Customer Service.
- When placing an order, the sponsor will select the number of wreaths they wish to pay for. Any promotional wreaths will be added to qualifying orders after processing is completed and the order details are displayed on the Dashboard reports.

- When collecting wreath sponsorship funds, I must submit them with the approved order forms within 30-days of the check date. Mailed funds should be in check format (mailing cash is not recommended) Made Payable to Wreaths Across America, and accompanied by an approved Wreath Sponsorship Order Form or Tally Sheet with the Group ID and Location IDs clearly printed on the form. Alterations of sponsor checks is not permitted under any circumstances.
- Should a check be returned at deposit, the wreath count for the group and/or location may be adjusted accordingly.
- It is not permissible to create a 501(c)3 or open a checking or savings account under the Wreaths Across America name or Tax ID Number.
- When using the Wreaths Across America Tax ID Number to solicit grants or other funding requests, the Grant or Employee Giving Notification Form must be completed prior to applying for the grant/funding request to alert the WAA finance team and provide my Group ID and/or Location ID, should I wish for them to receive credit for the incoming grant funds. Use of the Wreaths Across America Tax ID number for other events requiring permits, licenses, insurance etc. must be approved by Finance prior to the event. Laws, rules, regulations and codes vary by state.
- When gathering wreath sponsorships through another platform, such as Meta (Facebook, Instagram) Fundraisers, a screenshot must be taken of the funds received through the fundraiser, then the Facebook Fundraiser Form must be completed to alert the WAA finance team and provide my Group ID and/or Location ID, should I wish for them to receive credit for the incoming fundraiser funds.
- The Cutoff Date for wreath sponsorships is the date that wreaths must be sponsored by in order to be guaranteed for delivery for that wreath year. This date is for internal volunteer use only and should not be advertised as a “deadline” as wreaths may be sponsored all year round. Wreaths Across America will do its very best to include orders received after the Cutoff Date in that same wreath year delivery for the location. Any wreath sponsorships not included in the delivery will be added as a carryover/credit for the location in the following wreath year.
- Carryovers and/or credits for my location will be applied to the wreath count for my location and are not credited to sponsorship groups, as the groups received credit for the orders in the wreath year during which they were sponsored.

**I confirm that I have thoroughly read, understand, and agree to the above policies and procedures, as described in the Wreaths Across America™ Locations and Sponsorship Groups Handbook, which can be found on the [Volunteer Resource Page](#).**

**Further, I understand that Wreaths Across America may remove me as a Location Coordinator at any time and for any reason.**