

Updated 2/11/2026

Volunteer Group Leader Policies and Procedures

As a Wreaths Across America Group Leader, 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.
- Conduct community outreach to share the mission of Wreaths Across America and invite others to get involved as a volunteer, sponsor, or by registering a new location or sponsorship group, consistent with WAA policies and procedures.
- 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](#).
- Contact the Location Coordinator to make arrangements for the volunteer efforts of my Sponsorship Group at the WAA wreath-laying event(s).
- Follow WAA Proper Wreath Placement instructions, provided in the Locations and Sponsorship Groups Handbook, as well as local procedures and guidance from the volunteer Location Coordinators at the location(s) I am attending.
- Wreaths Across America events are all-inclusive, non-political, and open to the general public allowing all to participate, regardless of their support with wreath sponsorships.
- 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 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. The disbursement of the wreaths is the responsibility of the volunteer Location Coordinators.

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 Group Leader, then consent is assumed.
- Wreaths Across America may share my contact information with those interested in volunteering to support my group(s). If I prefer to keep my contact information private, I must request that by contacting my Regional Liaison Team.
- 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.
- Groups registered on the \$5 Back plan must submit a W-9 annually with the current year's date, including the correct remit name and address, for issuing payback checks and tax purposes. If undeliverable, payback checks may be delayed or canceled.
- Groups may change their group plan selection when registering to participate for the year. Mid-year group plan changes are not permitted. Volunteers may register multiple groups under different group names, should they wish to utilize multiple group plans for their fundraising efforts.
- Notify my Regional Liaison Team by October 1st if I cannot serve as the Group Leader for that year. If possible, I will provide my Regional Liaison Team with my suggestions for a replacement and/or share any planning materials to assist in the transition.
- Should my group's supporting 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, my group 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.

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 include adding 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 organization's official spokesperson.
 - 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 referred to as veteran wreaths, 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. WAA will provide comments, quotes, and other official information to you or the media upon request.

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 information to local media to the best of your ability; however, please keep in mind that the executive director of Wreaths Across America is the only official spokesperson for the organization nationally.
 - Be nonpolitical and 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 which 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 sponsorship price is \$17.
- While it is acceptable to have a separate website for my group, any collection of wreath sponsorship funds must be linked to my Wreaths Across America group page for payment.
- Each sponsor will be responsible for selecting the registered Sponsorship Group and Location they would like to support with their 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.
- Should a sponsor request a Grave Specific wreath, I must first verify on the location page that they are able to accept Grave Specific Requests. Then, the sponsor may place their order in one of three ways: (1) place an online order and select the Grave Specific option, (2) mail a check accompanied by the approved Grave Specific Order Form, or (3) I can gather a list of Grave Specific Requests and send in the wreath sponsorships accompanied by an approved Wreath Sponsorship Order Form, then manually enter them onto the Grave Specific Report on my Dashboard prior to the Cutoff Date.
- When collecting 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 Sponsorship Order Form or Tally Sheet with the Group ID and Location IDs clearly printed on the form. Alterations of sponsor checks are 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.
- Groups registered on the \$5 Back plan can expect their payback checks to be issued on the 15th of each month, between February and November, for all funds submitted. Payback checks for funds received between the months of November and January will be issued in February. Payback checks must be cashed within 120 days. After 12 months, if the check is not cashed, it will be voided and submitted to the state of Maine as abandoned/unclaimed property.
- 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 is the last day for sponsorships to be guaranteed for delivery in time for National Wreaths Across America Day. This date is for internal volunteer use only and should not be advertised as a “deadline,” as sponsorships may be made 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 will be applied to the wreath count for the location and will not be credited to my sponsorship group, as my group 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 Group Leader at any time and for any reason.