

DASHBOARD MESSAGING

STEP-BY-STEP INSTRUCTIONS



WREATHS *across* AMERICA

Your Volunteer Dashboard

Getting Started:

Your [Volunteer Dashboard](#) is where you will manage every detail for your Sponsorship Group and/or Location. It's easy to use, with instructions built into each section.

How to Log In (First Time)

Go to: manage.wreathscrossamerica.org

- ✓ Choose a **sign-in method**: Google, Microsoft, Apple, LinkedIn, or Facebook — just use the *same email* WAA has on file so your account links correctly.
- ✓ OR sign in with your **email & create a password** if preferred.
- ✓ Forgot your password? Click **“Forgot Password”** to reset it.



Build Connection with Dashboard Messages



HONORING ALL THOSE WHO SERVE
past, present, and future



Keep your
supporters
engaged year after
year

Send reminders to
last year's
sponsors

Rally support
toward your goal

Say thank you!

Boost Your Impact with Highlighted Messages

What are Highlighted Messages?

- ❖ Pre-designed, campaign-focused emails created by WAA
- ❖ We carefully choose send dates based on when supporters are most likely to take action
- ❖ You simply activate them—they send automatically



Last Year's Impact:

- ❖ 871 pages participated—they sent messages to over 165,000 recipients and generated 152,000+ wreaths sponsored
- ❖ Nearly 1 wreath sponsored per message sent!

How to use them:

- ❖ Find them in your messaging templates, and edit just like any other message, then un-pause to make it Active—it's that simple.
- ❖ Take advantage of what's already working—and make it work for your community!

MESSAGE MANAGEMENT

Messaging is one of the fastest, easiest ways to rally support—share how close you are to your goal, invite people to your December wreath-laying ceremony, or ask for sponsorships with just a few clicks!

First, double-check you're on the correct group or location page if you manage more than one. Then pick one of our highlighted messages and tweak the wording, adjust the system variables, or change the send date. Fill in every required field to set it to Active, or hit Pause if you're still polishing or want to hold it. *Prefer to start fresh?* Click Schedule New Message to choose a blank or other template, select your audience, and schedule or send whenever you're ready.

+ SCHEDULE NEW MESSAGE

Scheduled Messages (1)

Sent Messages (4)

MEMORIAL DAY – "JOIN ME IN HONORING OUR LOCAL VETERANS"

Paused

Share this email to invite your sponsors to honor local veterans, reflect on their service, and support wreath sponsorships in your community.

Scheduled for: 05/20/2026, 12:00 PM

141 estimated recipients

PAUSED

EDIT MESSAGE



Choose Your Message Template

How it works:

- ❖ Log into your dashboard
- ❖ Go to Promote → Messaging
- ❖ Click the red **+** **Schedule New Message button**
- ❖ Choose a pre-designed template

Recipient list is automatically built based on your selected audience. You'll see how many people will receive it.

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SELECT MESSAGE TEMPLATE

Choose from pre-designed message templates for your Wreaths Across America campaign.

1. SPONSORS/VOLUNTEERS: ALL YEARS

2. SPONSORS/VOLUNTEERS: PAST-YEAR

3. SPONSORS/VOLUNTEERS: CURRENT-YEAR

3.1. CURRENT-YEAR: SPONSORS & VOLUNTEERS

1 messages

3.2. CURRENT-YEAR: SPONSORS

1 messages

Click to expand



Customize & Schedule Your Message

CREATE NEW MESSAGE

Sender: Meagan Erickson

Send To
 Sponsors - Past: 64
 Volunteers - Past: 77

Message Subject: A message from Meagan Erickson concerning NCo280 - Fayetteville Area Wreaths for Veterans

Send Date & Time

TEXT STYLE | B I U A- | [Icons] | </> < >

Dear RecipientName:

Thank you for Sponsoring Wreaths and Volunteering for National Wreaths Across America Day. I am this year's Sponsorship Group Leader for NCo280 - Fayetteville Area Wreaths for Veterans, and I am writing with information about our ceremony scheduled for December 19, 2026 (See location pages for ceremony and wreath placement details).

Type Your Message Here

Thank you very much for supporting NCo280 - Fayetteville Area Wreaths for Veterans. Please click [More Information](#) for more about our mission to Remember, Honor, and Teach.

SenderSignatureBlock

Message Status: **Paused** II PAUSED

CANCEL CREATE MESSAGE

Edit subject (points to subject line)

Click to change sender (points to sender dropdown)

Click to choose send date & time (points to date/time field)

Click to make Active (points to II PAUSED button)

Click to save (points to CREATE MESSAGE button)

Click “Use This Template” to Customize:

- ❖ Select the sender
- ❖ Update the subject line
- ❖ Choose your send date & time
- ❖ Edit the message body (*wildcards pull in system data - do not remove them*)
- ❖ Turn it on - just click the Paused button to make it Active
- ❖ Create Message to save it

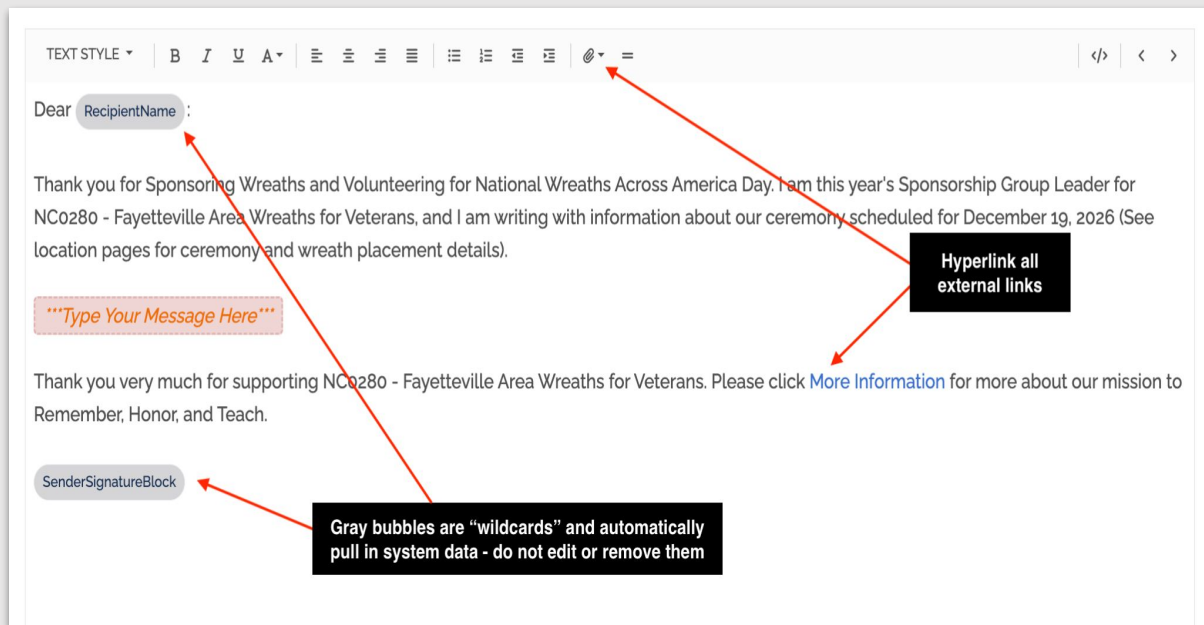
That's it! Your message will send at the scheduled time.



Tips for Editing

Helpful Messaging Tips:

- ❖ Links already included in the template will already be hyperlinked, but any **external links** you add such as social media pages or other websites will need to be manually **hyperlinked**.
- ❖ The gray bubbles are “**wildcards**” which automatically pull in data from the system, so you want to keep them.
- ❖ Keep it simple
 - Friendly Greeting
 - Call to Action
 - Genuine Gratitude
 - Simple Sign-off



The screenshot shows an email editor interface. At the top is a toolbar with various text formatting options (bold, italic, underline, text color, background color, bulleted list, numbered list, link, unlink, code) and a 'TEXT STYLE' dropdown. Below the toolbar is the email content area. The first line is a salutation: 'Dear RecipientName :'. The second paragraph is: 'Thank you for Sponsoring Wreaths and Volunteering for National Wreaths Across America Day. I am this year's Sponsorship Group Leader for NC0280 - Fayetteville Area Wreaths for Veterans, and I am writing with information about our ceremony scheduled for December 19, 2026 (See location pages for ceremony and wreath placement details)'. Below this is a placeholder box with the text '***Type Your Message Here***'. The third paragraph is: 'Thank you very much for supporting NC0280 - Fayetteville Area Wreaths for Veterans. Please click [More Information](#) for more about our mission to Remember, Honor, and Teach.' At the bottom is a signature block placeholder labeled 'SenderSignatureBlock'. Three red arrows point from black callout boxes to specific elements: one points to the '@' icon in the toolbar with the text 'Hyperlink all external links'; another points to the 'RecipientsName' bubble with the text 'Gray bubbles are "wildcards" and automatically pull in system data - do not edit or remove them'; and a third points to the 'SenderSignatureBlock' bubble with the same text.

Tracking Your Results

See Your Successes:

- ❖ Go to Sent Messages to **view stats**.
- ❖ If a status shows **“unknown”** it simply means the recipient’s email server hasn’t confirmed delivery, and everything has been sent from our side.
- ❖ **Larger recipient lists** may take a few hours (or days) to fully deliver.
- ❖ **Timing** is important, if you do not get a good response try again at a different time in the year.

[+ SCHEDULE NEW MESSAGE](#)

Click on Sent Messages to view results

Scheduled Messages (1) Sent Messages (4)

2.4. TO SPONSORS & VOLUNTEERS > EARLY OUTREACH – “SAVE THE DATE & SPONSOR A WREATH” Sent

Share this email to rally your community, invite them to your local ceremony, and inspire them to sponsor wreaths honoring our veterans.

Scheduled for: 04/30/2026, 12:00 PM

Campaign Performance

132 Total Recipients	119 Delivered	69 Opened	0 Unsubscribed	1 Errors	0 Sponsorships
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View your total recipients, delivered, and opened emails.

[VIEW DETAILS](#)

LAST-MINUTE SPONSORSHIP – “JOIN US TO HONOR OUR VETERANS” (CUSTOMIZED) Sent

Share this email to encourage last-minute wreath sponsorships, invite your community to attend the ceremony, and provide event details for volunteers.

Scheduled for: 11/26/2025, 12:00 PM

Sponsorships as a result of your message

Campaign Performance

106 Total Recipients	37 Delivered	15 Opened	0 Unsubscribed	0 Errors	132.5 Sponsorships
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[VIEW DETAILS](#)



Start Building Your Contact List

CONTACTS MANAGEMENT

You can share WAA's templated messages with your own network by adding your personal contacts to the dashboard. Upload them individually, import a full list with a CSV file, or connect your email contacts for a quick import. Adding your own contacts is an easy way to expand your reach and engage more supporters while still using WAA's built-in message templates and tools!

Adding contacts is quick and easy:

- ❖ Go to Promote → Contacts
- ❖ Click **+ Add Contact** to enter individual contacts
- ❖ Or **Import Contacts** to upload multiple contacts from a CSV file

Stay organized:

- ❖ Use the search bar to quickly find contacts
- ❖ Hide contacts you don't want included in messaging right now, then unhide later or remove them anytime

No need to worry about duplicates —our system automatically ensures contacts won't receive multiple emails, even if they're also listed as a sponsor or volunteer.



Keep Them Coming Back

Send Thank You Messages

Saying “thank you” goes a long way—and it’s one of the easiest ways to build lasting support year after year.

Make Reordering Easy

- ❖ Reorder request messages allow sponsors to quickly repeat a previous sponsorship
- ❖ Their past order is already in their cart—and they can review, update, or check out in just a few clicks

Where to find these messages:

- ❖ Go to Promote → **Send Thank You's** or **Send Reorder Requests**
- ❖ Send messages individually or in bulk

SEND THANK YOUS

Click the sponsors message bubble to send individually

Click the red button to send to all at once time

SEND REORDER REQUESTS

Click the sponsors message bubble to send individually

Click the white button to send all at once time

THANK YOU!



WREATHS *across* AMERICA