

# LOCATIONS & GROUPS

## EDUCATIONAL WEBINAR



WREATHS *across* AMERICA

May 2026

# 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](https://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.

## MESSAGE MANAGEMENT

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+ SCHEDULE NEW MESSAGE

## 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** || 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 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, source code) and a 'Send' button. Below the toolbar, the email content is displayed. The first line is 'Dear RecipientName :', where 'RecipientName' is in a gray bubble. The second paragraph reads: '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).' The third line is a placeholder: '\*\*\*Type Your Message Here\*\*\*'. The fourth paragraph reads: '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.' The fifth line is 'SenderSignatureBlock', also in a gray bubble. Annotations include: a red arrow pointing from a black box labeled 'Hyperlink all external links' to the '@' icon in the toolbar and the 'More Information' link; another red arrow pointing from the same box to the 'More Information' link; and a red arrow pointing from a black box labeled 'Gray bubbles are "wildcards" and automatically pull in system data - do not edit or remove them' to the 'RecipientName' bubble and the 'SenderSignatureBlock' bubble.

# 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.

The screenshot displays an email campaign management interface. At the top, there is a red button labeled '+ SCHEDULE NEW MESSAGE'. Below it, two tabs are visible: 'Scheduled Messages (1)' and 'Sent Messages (4)'. A red arrow points from a black callout box 'Click on Sent Messages to view results' to the 'Sent Messages (4)' tab.

The first campaign is titled '2.4. TO SPONSORS & VOLUNTEERS > EARLY OUTREACH – “SAVE THE DATE & SPONSOR A WREATH”'. It is marked as 'Sent'. The description is 'Share this email to rally your community, invite them to your local ceremony, and inspire them to sponsor wreaths honoring our veterans.' It was scheduled for '04/30/2026, 12:00 PM'. The 'Campaign Performance' section shows: 132 Total Recipients, 119 Delivered, 69 Opened, 0 Unsubscribed, 1 Errors, and 0 Sponsorships. A red arrow points from a black callout box 'View your total recipients, delivered, and opened emails.' to the '132 Total Recipients' metric. A 'VIEW DETAILS' button is located at the bottom right.

The second campaign is titled 'LAST-MINUTE SPONSORSHIP – “JOIN US TO HONOR OUR VETERANS” (CUSTOMIZED)'. It is also marked as 'Sent'. The description is 'Share this email to encourage last-minute wreath sponsorships, invite your community to attend the ceremony, and provide event details for volunteers.' It was scheduled for '11/26/2025, 12:00 PM'. The 'Campaign Performance' section shows: 106 Total Recipients, 37 Delivered, 15 Opened, 0 Unsubscribed, 0 Errors, and 132.5 Sponsorships. A red arrow points from a black callout box 'Sponsorships as a result of your message' to the '132.5 Sponsorships' metric. A 'VIEW DETAILS' button is located at the bottom right.



# 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



# Meet the WAA Corporate Team!

## CORPORATE SUPPORT BY REGION

### REGION 1

CARLO ARAGONCILLO

CARAGONCILLO@WREATHSACROSSAMERICA.ORG

### REGION 2

TINA SAARI

TSAARI@WREATHSACROSSAMERICA.ORG

### REGION 3

SCHYLER DODD

SDODD@WREATHSACROSSAMERICA.ORG

### REGION 4

ERIC PETERSON

EPETERSON@WREATHSACROSSAMERICA.ORG

### REGION 5

CHRIS MILLER

CMILLER@WREATHSACROSSAMERICA.ORG



ASSISTANT DIRECTOR  
CHRISTOPHER STOUT  
CSTOUT@WREATHSACROSSAMERICA.ORG

DIRECTOR  
RENEE WORCESTER  
RENEE@WREATHSACROSSAMERICA.ORG

# WALMART Grants



## WHAT IT IS:

Walmart's Local Community Grants provide funding (typically \$250–\$5,000) to support local nonprofits and community organizations.



## BEFORE YOU REACH OUT

- Search for nearby Walmart or Sam's Club locations
- Grants are awarded at the **store level**, so applying to multiple locations can increase your chances



## WAA SUPPORT & TRACKING

- ✓ Reach out to your **Regional Corporate Development Specialist** to help apply, support and track your grant and outreach efforts.
- ✓ Notify the WAA Grants Team by completing the [Grant / Employee Giving Notification Form](#) (on the Volunteer Resource Page) so they can monitor the application status.
- ✓ If a grant is not approved, the Grants Team can assist with submitting in future cycles.

*Cycle dates are February 1st - April 15th, May 1st - July 15th, August 1st - November 30th.*

By working together and keeping communication open, we can ensure each grant is properly tracked and maximized to support your group, your location, and the mission.



# Bookmark the Volunteer Resource Page



**REMEMBER**

*Our Fallen US Veterans*

**HONOR**

*Those Who Serve*

**TEACH**

*Teach Your Children  
the Value of Freedom*



## Where Can I Find the Volunteer Resource Page?

Visit [www.wreathsassacrossamerica.org](http://www.wreathsassacrossamerica.org), click on Resources, and select Volunteer Resource Page to get started!

## What Is The Volunteer Resource Page?

It's your one-stop shop for all things WAA, packed with the most up-to-date resources to help you succeed—everything you need is right there!

## What If I Want to Customize a Document?

Email the draft to your Regional Liaison Team before printing or sharing. They will get it approved to ensure it aligns with WAA standards.





# WREATHS *across* AMERICA

## Regional Map

### Region 1 Liaison Team

Emily Carney & Terra Delong

207-578-6277

[region1@wreathsacrossamerica.org](mailto:region1@wreathsacrossamerica.org)

### Region 2 Liaison Team

Janelle Eveld & Miesa Bland

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### Region 3 Liaison Team

Ana Diaz & Macie Parker

207-578-6287

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### Region 4 Liaison Team

Rikki Long & Ashley Gatewood

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[region4@wreathsacrossamerica.org](mailto:region4@wreathsacrossamerica.org)

### Region 5 Liaison Team

Annie Brooks & Claire Gadomski

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# Meet the WAA Locations & Groups Team!



**Julie Bright**  
Director of Locations & Groups



**Meagan Erickson**  
Assistant Director of Locations & Groups



**Terra Delong**  
Region 1 Liaison



**Emily Carney**  
Region 1 Liaison



**Miesa Bland**  
Region 2 Liaison



**Janelle Eveld**  
Region 2 Liaison



**Richelle Bergeson**  
Finance Liaison



**Molly Nunley**  
Regional Liaison  
Assistant



**Ana Diaz**  
Region 3 Liaison



**Macie Parker**  
Region 3 Liaison  
Assistant



**Rikki Long**  
Region 4 Liaison



**Ashley Gatewood**  
Region 4 Liaison



**Annie Brooks**  
Region 5 Liaison



**Claire Gadomski**  
Region 5 Liaison

THANK YOU!



WREATHS *across* AMERICA