



WREATHS *across* AMERICA

*Giving in July*

Volunteer Toolkit

## Campaign Overview

Each July, Wreaths Across America shines a spotlight on the hundreds of local Sponsorship Groups that advance its mission to **Remember, Honor, Teach** while making a positive impact in their communities.

Through the **Giving in July** campaign, supporters can “Do Good Twice” by supporting both veterans and community-based fundraising efforts.

Since 2007, Wreaths Across America has returned more than **\$32 million** to participating charities, Veteran Service Organizations (VSOs), civic groups, schools, and community programs through its Sponsorship Group Program.

## What is Giving in July?

Giving in July is Wreaths Across America’s summer awareness campaign, highlighting local Sponsorship Groups and the impact they make in communities nationwide.

Through a \$17 sponsorship, supporters can:

- Honor and remember a servicemember with the placement of a veteran’s wreath
- Support local community organizations
- Help fund additional veterans’ wreaths
- Share the mission year-round

## The “Do Good Twice” Opportunity

Supporters can choose between two giving models through participating Sponsorship Groups:

### \$5 Back Plan

- \$5 from each \$17 sponsorship is returned to the Sponsorship Group
- Funds support local missions and community programs
- Paid back on a 30-day reimbursement cycle

### \$5 Forward Plan

- \$5 from each sponsorship is automatically applied toward sponsoring an additional veteran’s wreath
  - Helps honor more servicemembers nationwide
-



## Social Media Assets + Tips

- Download [Giving in July graphics](#), and share them on social media. Use your post to share what makes your Sponsorship Group unique and why people should support you during Giving in July. Tell your story!
  - Don't forget to tag [Wreaths Across America](#) for a chance to have your story shared on our Official Facebook page!
  - Remember to always share a direct link to your Group's sponsorship page in your social posts—this is [www.wreathscrossamerica.org/YOURID](http://www.wreathscrossamerica.org/YOURID).
- **Go Live!** Facebook Live broadcasts are a fun and easy way to update your supporters about the opportunity to get involved. Learn how to go live from your mobile device [here](#).
- **Join the July Facebook Challenge!** We're launching a 31-Day Walking Challenge on META this July. Join in to raise funds and stay active! Watch for the details on Facebook starting in June.
- **Create a Facebook Fundraiser!** Log in to Facebook, click to “Create a Post” and choose Raise Money > Search for Wreaths Across America > Add a personal story about why the mission means so much to you > Post!
  - **REMINDER:** If you participate in a Facebook fundraiser or challenge and want to ensure the dollars you raise are allocated to your group or location, please be sure to fill out the [Notification of Facebook Fundraiser FORM](#) at the end of your campaign.

## Sample Giving in July Post Copy

1. This July, you can help honor America's veterans while supporting organizations making a difference in local communities. Sponsor a veteran's wreath through a Wreaths Across America Sponsorship Group [always use your direct link] and help us “Do Good Twice.” #GivingInJuly #RememberHonorTeach
  2. This July, every \$17 sponsorship honors a veteran AND lifts up your local community. Help us carry the mission to Remember, Honor, Teach all year long. #GivingInJuly
-



## How to Get Involved

- **Get the word out!** Add your sponsorship group details in our Giving in July press release and media pitch templates. Then, share your customized documents with your local media contacts.
    - [Template for \\$5 back groups](#)
    - [Template for \\$5 forward groups](#)
    - [Media pitch template](#)
  - **Customize and send an op-ed to your local media!** Use the guide and template [provided here](#) to share why your community should get involved.
  - **Interview on Wreaths Radio!** Wreaths Radio wants to hear about your Sponsorship Group's important work in your community. Email [waaradio@wreathscrossamerica.org](mailto:waaradio@wreathscrossamerica.org) to schedule an interview today!
  - **Give Your Time!** Giving in July isn't just about sponsorships. The gift of time can sometimes make an even bigger impact on lives and communities. If you support the mission year-round, we invite you to share that effort with us!
  - **Utilize your Dashboard Messaging App:** During the campaign, send Giving in July message templates through your Dashboard to help with email outreach to previous sponsors!
  - **Boost Your Impact with a Free Point-of-Sale Kit!** Looking for an easy way to expand your reach during Giving in July? Request a free Point-of-Sale Kit [here](#), and shipping is waived! This kit is designed to help you partner with local businesses to collect wreath sponsorships from their customers at checkout. There's no out-of-pocket cost to the business, making it a simple and meaningful way for them to show support for our veterans. Click [here](#) to learn more about how the point-of-sale kits work.
  - **Share your WHY!** Regardless of your group type, share your **WHY** early and often. How has your group "done good twice" for your community? Help your supporters understand the meaning behind **WHY** you're part of this mission, and show them exactly how they can help.
-