

DASHBOARD

Wreaths Across America

Why a Dashboard?





The WAA Dashboard is where you will manage your group(s) and/or location(s).

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- Customize how your WAA page looks: personalize with photos, create a page alert, add a news article!
- 3
- **Message** your supporters and invite them to sponsor wreaths, attend your fundraising events, and let them know what to expect on wreath day.
- 4
- View the **Wreath Count Report** to see the total number of wreaths sponsored for your group(s) and/or location(s)!
- 5
- Keep track of **Grave Specific Requests** and see who has volunteered to help on wreath day.



Thank donors for their generosity!

Getting Logged In

| UWAA - MANAGE PAGE | ···· [] × s Step 2: After you create your login credentials, enter your User Name and Password, |
|---|--|
| * User Name | Required then click Login. |
| * Password | Required |
| * Remember me next time | 0 |
| Step 1: Click Sign Up create your login create | Now to dentials. |
| Account Sig | ··· :: × s All Required fields must in Up be completed. |
| NEW USER INFORMATION Please enter user name and password include one non-alpha | J. Note that password must bus least 7 characters long and Calv approved up the will be able to login into the website. |
| * User Name | Required |
| * Password | Required |
| Confirm Password | Required |
| PASSWORD RECOVERY | ^ |
| These fields are required to help you will be asked to enter a user name. If answered. A correct answer will trigge email. | to recover a fore then password. During the recovery process you a user account exists the la security question is requested to be er an email while a tempo any password send to the registered |
| * Email used to register your group or location | Required Email address must match what WAA has on file for |
| * Password Question | Choose a four tigit pin number as your password que tion |
| * Password Answer | Required |
| Once complete, cl | ick Sign Up |

Access the WAA Account Dashboard by visiting: manage.wreathsacrossamerica.org



Every page owner needs to create their own unique login that's linked to their email on file with WAA.



On your first visit to the WAA Account Dashboard, click Sign Up Now to create your login credentials. After that, you will simply enter your Username and Password, then click Login.



Your password must be at least 8 characters, contain one uppercase, one number, and one special character. Your Username and Password are case *and* space sensitive.



If you get locked out or need your password reset, please contact your Regional Liaison and they'll fix it for you!

Bookmark this page on your internet browser for easy access later on.



Registration To-Do's

The Registration To-Do Items for your group(s) and/or location(s) are primarily completed by your Regional Liaison, however, please take the time to review each item to ensure the information listed is correct. *If you notice any corrections to be made, please update the information, then click Save & Complete or for help with this, contact your Regional Liaison right away!*

If an item is **gray**, it has been completed. You can still click on it to review the information on file and/or make changes. Click Save & Complete after making updates.



If an item is **blue**, it has not been completed and we need that missing information. Contact your Regional Liaison to provide this information or make updates, then click Save & Complete.



While we wish you could remain as a WAA volunteer forever, we are grateful for your service and understand if you need to pass the torch and let someone else take the lead! *Please let your Regional Liaison know if you are no longer able to continue in your volunteer role.*



Perform all registration and annual renewal tasks for all of your location(s)/group(s). Ensures that your pages are set-up properly with the proper features for your page types.

Registration To Dos

We want everything to run smoothly for you, so please help us help you by keeping your account information current.

Customizing Your Page: Why It's Important

- Your WAA page is the easiest way to connect with your local community about how they can help further the mission to REMEMBER, HONOR, AND TEACH.
- Highlight upcoming fundraising events or share details about your wreath laying ceremony.
- ★ Spotlight your local veterans and how they've made an impact on your community.
- Show your community what you're doing locally to give back and make a positive impact.

Customization

Customize your pages with your photos, logos and text. Note that customized pages perform significantly better than those that only display the default content.

Customization To Dos

Personalize Your WAA Page

BROWNEATHS across AMERICA

OVERVIEW NEWS REMEMBER LOCATIONS MEMBERS PHOTOS CONTACT



Baa WREATHS across AMERICA

Cards Can Promote Your Page!





Welcome to Arlington National Cemetery (ARLING) and thank you deeply for helping us with our goal to honor as many veterans as possible on Weathy Actors



Group "Cards" are visible on the location pages that your group supports.

Location "Cards" are visible on the group pages that support your location.







Customized cards are more likely to be clicked on than those that are not customized.



If your group supports multiple locations, by default, your card will show the info for your primary location. You can edit it with the details of your other locations as well!

Making the Most of Your Wreath-O-Meter



The Wreath-O-Meter on your WAA page turns green as wreaths are sponsored through your group or location!

The Sponsorship Goal for your group or location is linked to the Wreath-O-Meter on your WAA page.

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Adjusting your goal can be a great way to motivate your community to get involved and sponsor veteran wreaths!

Adjust The Goal For Your GROUP

For Group Leaders:

The Wreath-O-Meter is a great way to motivate your community to sponsor veteran wreaths!

Your **Sponsorship Goal** is linked to the Wreath-O-Meter on your group page, which turns **green** as wreaths are sponsored through your group.

Your goal can be updated at any time by going to your Registration To-Do's, then Set Your Wreath Sponsorship Goal. **If you need help with this, contact your Regional Liaison!**

Make note, wreaths are not set aside for individuals or groups, unless placed online as a Grave Specific Request or manually added to the Grave Specific Report on the dashboard.



If donations are coming in faster than anticipated, bump up your goal to encourage supporters to keep donating. If they are coming in slower than you hoped, lower your goal so it feels more achievable.

Adjust The Goal For Your LOCATION



If donations are coming in faster than anticipated, bump up your goal to encourage supporters to keep donating.

If they are coming in slower than you hoped, lower your goal so it feels more achievable.

For Location Coordinators ONLY:

What is the difference between your Veteran Grave Count and your Sponsorship Goal?

We ship based on your **Veteran Grave Count**, so it's important that you provide us with an accurate Veterans grave count or the *maximum* number of sponsored veteran wreaths that you will need at your location. Extras will be credited to your location the following year.

Your **Sponsorship Goal** is linked to the Wreath-O-Meter on your location page, which turns green as wreaths are sponsored for your location. It is a great way to motivate your community to sponsor veteran wreaths and can be updated at any time by going to your Registration To-Do's, then Grave Counts and Wreath Sponsorship Goal. **If you need help with this, contact your Regional Liaison!**

Make note, your Sponsorship Goal does NOT determine how many wreaths will be shipped to your location.

Base WREATHS across AMERICA

Wreath Laying Ceremony Start Time

ALL participating locations hold their ceremony and place wreaths on National Wreaths Across America Day, December 17th, 2022!

★ Location Coordinators determine what time the wreath laying ceremony will start at their location, in coordination with the cemetery wishes.

★ Whatever happens first (ceremony or wreath laying) will be listed as the start time. Any additional details will be listed to the right of the Wreath-O-Meter on the location page.

★ Your Regional Liaison will set the start time based on the information provided by the Location Coordinator. If that time changes, be sure to update your Regional Liaison right away!



Use Photos to Personalize Your Page



WREATHS across AMERICA

Use photos that show your group or location furthering the WAA mission!

REMEMBER HONOR TEACH

> Add photos of your local cemetery.

Ideas for a Photo Album

Share how your group and/or location has been furthering the WAA mission through photos!

Select photos of your community working together to REMEMBER, HONOR, and TEACH.

Show your volunteers in action at fundraising events!

Share what you are doing all year round to teach our children the value of freedom.

Photo Albums

Manage and share photo albums for your supporters to enjoy. Photo albums can be automatically posted on the "Photo Album" section of your Sponsorship Site. You can also allow your supporters to add their photos to your albums.

Manage Albums

Unite your community by inviting them to join you on National Wreaths Across America Day!

> Use photos of your wreath laying ceremony to share what the WAA mission is all about.

If your location is able to honor Grave Specific Requests, share the photos of those wreaths after they are placed.

Capture your community working together to dispose of the wreaths. We care about keeping the cemetery clean!

Create a Photo Album

Get started by clicking Manage Albums, then click the (+) plus sign in the bottom right corner to create a photo album.

| New Album | |
|---|---|
| Photo Album Settings | Photo Album Settings |
| PHOTO ALBUM | PHOTO ALBUM |
| * Name Hequired Give your photo album a hame. | Name Test |
| Description | Description Click here to add photos from your image library. |
| Then, click Save to add photos to your album. | ALBUM PHOTO NO records found. As you add photos to this Photo Album, they will appear here. You can add as many photos as you would like. Note, you can only add photos that are already in your Image Library. When you are done adding photos, click Close. |
| CANCEL SAVE AND NEW SAVE | CLOSE DELETE EDIT |

Get started by clicking Manage Articles, then click the (+) plus sign in the bottom right corner of the page.





DE News Articles

Post news articles on your page to engage potential volunteers and donors, as well as to keep your supporters informed of your progress. Distribute your news articles to media outlets or receive help distributing from WAA's media team.

Manage Articles

News articles that feature your group or location furthering the mission of Wreaths Across America to REMEMBER, HONOR, and TEACH are a great addition for your WAA page!



Create a Page Alert

A Page Alert is a message that immediately pops-up in a box when someone visits your page.

Use a Page Alert to encourage donors to help meet your goal!



Gather help for the wreath clean-up at the cemetery!

> Invite supporters to attend your fundraising events or share important details for the wreath laying ceremony.

Send MESSAGES



To protect donors and volunteers, their personal contact information is kept private. **Sending messages through your account dashboard is easy!**



Get started by clicking Send Messages, then Send New Message.



Follow the prompts to select who your message is coming from. If you oversee multiple groups or locations, it's important to select the correct Group ID or Location ID that you would like the message sent from.



Next, select your audience. Do you want to send a message to Sponsors, Groups, Your Contacts?



Then select your message template. The most commonly used template is the Simple Message, as it's a blank template and can easily be customized to fit your needs.



Send promotional messages to your supporters to inspire more participation and sponsorships. Send preformatted messaging pre-populated with links to your pages and then review message open and conversion rates.

Send Messages

Communication – the human connection – is the key to successfully inviting, inspiring, and uniting your community to get involved for National Wreaths Across America Day.

How to Customize a Simple Message

When drafting a message, you can adjust the font, recipient list, and settings.



Under the Preview tab, draft your message where it says Body. You can access the font style changes by right clicking anywhere in the body section.

Do NOT remove words in {{double brackets}}. These are "Wild Cards" that automatically pull information from the system into your message. If removed, your message may not format properly.



Under the Recipients tab, you can choose to message previous or current year sponsors and registered sponsorship groups. To message volunteers, follow the directions in the next slide.



Under the Settings tab, you can select to receive a copy of the message by toggling on Copy Sender. Once you are finishing composing the message, click Send.



How to Message Your Volunteers: Step 1



| REGISTERED PARTICIPANTS | s (s) = 👲 D | OWNLOAD | | | | | | | | | |
|--|--------------------|----------------------|---------------------|---------------------|---|------------------------------|------------------------|----------------|-----------------|---------------------|--|
| PageName 🕆 | EvertName | 1 Pan To Altend With | People Atlending | Contacts | My WIA. Sponsostip Group, Campany, Dz. (I Available) | Organiza Or Group Name | Pagistration Status | Plegistered At | Last Nessage | Nessage Template | |
| NCFACF - Fayetteville Area Veterans | Ceremony | Friends and Family | 5 | Tom Jones | n/a | n/a | Confirmed | 4:36 PM | 6/8 | 6/8 | |
| NCFACF - Fayetteville Area Voterans | Ceremony | Miltary Coleagues | 10 | Geoff Bright | n/a | 40eh Civil Affairs | Continued | 4:37 PM | r/a | n/a | |
| NCFACF - Fayettaville Area Voterans | Wreath Laying 1 | Just Mysolf | 1 | Rachel Worcester | n/6 | n/a | Continued | 6:32 PM | r/a | n/6 | |
| NGFACF - Fayettaville Area Voterans | Wreath Laying 1 | Friends and Family | z | Jone Jones | n/6 | n/a | Continued | 5.32 PM | r/8 | n/a | |
| NCFACF - Fayetteville Area Voterans | Wreath Laying 1 | Just Mysolf | 1 | Carey Worcester | n/a | n/a | Continned | 532 PM | r/6 | n/a | |
| | | | 19 | | | | | | | | |
| | | | | | | | | | | | |

For Location Coordinators ONLY:

This report is only available for Location Coordinators because they are responsible for planning the logistics for the wreath laying ceremony.

To view a detailed report of all volunteers signed up for your wreath laying ceremony, go to Manage, then Event Participants.

If you have created multiple time slots for laying wreaths on National Wreaths Across America Day, those will be listed as separate **Event Names**.

This report can be sorted however you prefer! Simply click the column header to select from available filter options.

If you are looking for a specific volunteer name or to see how many volunteers are signed up for a specific event, this tool will be really helpful for you!

How to Message Your Volunteers: Step 2

For Location Coordinators ONLY:

To edit a sign up or message a volunteer, click the 3 dots next to their name to bring up the menu and select a message template.

Resend Registration: This is perfect to use if someone says they never received their confirmation.

Send Reminder: Send this a week or two prior to the wreath laying ceremony to give them important information about the event.

Send General Message: Send this if you need to change plans. You may also consider using this as a way to reach out to volunteers, as you get closer to the Cutoff Date, to remind them to sponsor a wreath if they haven't already.

Each message can be customized, then when you click Save, it will become your new customized template. You can save a different message for each of your events, which will be helpful if you have different groups attending each event (Grave Specifics, Family Only, Sponsorship Groups, General Public). ** We recommend sending a test first to confirm that everything is formatted correctly. **



How to View Your Volunteer Report

Are you looking for a quick count of volunteers from your group or for your location?

Go to Manage, then Reporting, then Volunteers by Event.

When a supporter visits your group or location page and clicks the red Volunteer button to register to help at your event, they will be added to this list!

Make note, Location Coordinators can edit and message registered volunteers by following the instructions in the two previous slides.



Wreath Count Report



Reporting

Review your Sponsorship Site reporting, including wreath count analysis, yearover-year comparisions, page views, unique visitors, conversion to wreath sponsorships, and other key metrics.

View Reports







How long does it take for orders to show up on the Wreath Count Report?

- ★ Online Orders: 24-48 hrs.
- ★ Mail-In Orders: 3-4 weeks

Research Orders and Thanking Donors

Q Research Orders

Research order history involving all of your Sponsorship Sites. Search by donor name, email, check number, order date, or any other search terms needed to find records. Export to word, excel, and other formats.

Research Orders



| ADVANCED SEARCH Research Orders Match all conditions with specified | filters 🗢 🤛 Search by Wreath | ••• [] X Year |
|---|---|---|
| Order No contains 🗢 text | | |
| Wreath Year equals 🗢 text 🗸 | | |
| Transaction Type equals 🗢 text | ▼ | |
| Store Receipt No contains 🗢 tex | xt Filter your se | arch however |
| Line No contains \$ text | you would lik | 6: |
| Order Date between 🗢 date at | nd date Searching by | Donor Name |
| Donor Name contains 🗢 text 🚽 | easy to see a | ll of the orders |
| Donor Email contains 🗢 text | for one partic | ular donor. |
| Donor Phone contains 🗢 text | | |
| Location Name equals 🗢 text 🔹 | Click S | Search to see your results. |
| Group Name equals 🗢 text 👻 | | |
| | SHOW LESS | CANCEL RESET SEARCH |
| AMERICA Uashboard Promote - Manage - Libraries - | Contact your donors to thank them for the | neir support! |
| RESEARCH ORDERS (24) - OWNLOAD | Hover over their order, then click the 3 d | ots that appear in the top right |
| Matched: wreath Year equals "2021". × Order No 1598142 Wreath Year 2021 Transaction Type Digital Store Receipt No 960168 Line No 4772987 Order Date 11/16/2021 12:00 AM Donor Name | Corrier, Select Send I namk You of Send I Location Name SDWTCW - Warner Township Cemetery Group Name NV0116 - 702 Xventures Plan 3 Wreaths for 2 Group Member n/a Product Wreath Sponsorship Payment Type Digital Check Number n/a | Wreaths Paid For 19.0 Three Forz Wreaths 9.5 Matching Wreaths 0.0 Total Wreaths 28.5 Sale Anount: 228.500 Message Status Thanks Not Sent |



Thanking donors is a wonderful way to encourage their participation year after year!

The Grave Specific Report



Grave Specific Requests are only accepted at specific locations. If you aren't sure if your location accepts them, check with your Regional Liaison or Location Coordinator.

Volunteer Resource Page

Where Can I Find the Volunteer Resource Page? Go to <u>learn.wreathsacrossamerica.org/location-group-resources</u> or visit the main WAA page at <u>www.wreathsacrossamerica.org</u> and go to Location/Group Resources (Under the Menu).

What Is The Volunteer Resource Page? It is your go-to spot for all of the WAA approved (and updated!) order forms, documents, marketing materials, logos, press releases, and account dashboard tutorials.

What If I Want to Customize A Document? If you would like to customize an image or document, email the draft to your Regional Liaison prior to any printing or distribution to get approval from WAA. This is required.

Should I Use a QR Code? Yes! Be sure to link it to the WAA group page that you would like to support so they get credit for the orders. Remember ***** Honor ***** Teach

Us in Our Missi



★ December 17, 2022★ National Wreaths Across America Day



Help the (Insert your group name here) honor local heroes!

Sponsor a wreath today to be placed on a veteran's grave this December at the (Insert your location name here).

Just scan the QR code to your right with your smart phone camera to make a donation online. WREATH AMERIC



#FindAWay2022



Region 1 Support

Terra Delong, Regional Liaison: 207-470-0965 terradelong@wreathsacrossamerica.org

Emily Carney, Assistant Liaison: 207-221-5163 ecarney@wreathsacrossamerica.org

Region 2 Support

Trish Gardner, Regional Liaison: 207-618-5074 tgardner@wreathsacrossamerica.org

Miesa Bland, Assistant Liaison: 207-813-4376 mbland@wreathsacrossamerica.org

Region 3 Support

Richelle Bergeson, Regional Liaison: 207-618-5348 rbergeson@wreathsacrossamerica.org

Stephanie Molina, Assistant Liaison: 207-813-4281 smolina@wreathsacrossamerica.org

Region 4 Support

Meagan Erickson, Regional Liaison: 207-470-0970 merickson@wreathsacrossamerica.org

Amber Rocha, Assistant Liaison: 207 -813-4248 arocha@wreathsacrossamerica.org

Region 5 Support

Tiffany Lynch, Regional Liaison: 207-512-5263 tlynch@wreathsacrossamerica.org

Emily Carney, Assistant Liaison: 207-221-5163 ecarney@wreathsacrossamerica.org

RAG WREATHS across AMERICA

BOO WREATHS across AMERICA



Meet the Locations and Groups Team



Terra Delong Region 1 Liaison



Trish GardnersonRegion 2 Liaison







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Richelle Bergeson Region 3 Liaison

Meagan Erickson Region 4 Liaison

Tiffany Lynch Region 5 Liaison

Julie Bright Director of Locations & Groups

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Emily CarneyMiesa BlandRegions 1 & 5 AssistantRegion 2 Assistant



Stephanie Molina Region 3 Assistant



Amber Rocha Region 4 Assistant





THANK YOU

Wreaths Across America