XAN WREATHS across AMERICA

FUNDRAISING IDEA GUIDE

WAA Marketing Materials

The <u>Volunteer Resource Page</u> is where you will find everything you need as a volunteer! It contains our Regional Map with Liaison contact information and the Locations and Groups Handbook, as well as all approved (and updated!) files and forms, volunteer tutorials, and media/marketing materials.



Use Marketing Materials that TEACH about WAA when you invite other organizations to get involved.

Plan ahead for your fundraising efforts by using the Marketing Materials for EVENTS!



Fundraise any day of the week, all year round by using the **Marketing Materials for SOCIAL MEDIA.**



Unite your community and get them excited for National Wreaths Across America Day by sharing the **Press Releases** for Local NEWS & RADIO!



All customized materials must be approved prior to printing and/or distribution. Be sure to email the proof to one of your Regional Liaisons beforehand.

Easy to Customize Resources!



* 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 (Insert your location name here).

just scan the QR code to the right with your smart phone camera to make a donation online or visit www.wreathsacrossamerica.org/INSERTGROUPID.

#FindAWay2022





Your Regional Liaisons are happy to help you customize marketing materials!



Create a custom QR code for that is linked to the WAA page for your sponsorship group. Use this on all your marketing materials!



Customize the WAA Day Poster template to invite supporters to sponsor veteran wreaths through your group and for your location. Be sure to replace the QR code with your custom QR code so that your group gets credit!

Print your custom WAA Day Poster as a flyer to pass out at fundraising events. If you copy the wreath sponsorship order form on the backside of the flyer, be sure to pre-fill it with your Group ID and Location ID.

LET THEM PLAY!

Organize a golf, bocce ball, cornhole, pickleball, bowling or billiards tournament. Local sporting goods stores may donate giveaways and you could include a silent auction or raffle to add to the event.



How it works?

Collect an entry fee for those participating in the event. That event fee can be a wreath sponsorship or a different amount that you collect and then send into Wreaths Across America, where it is turned into wreath sponsorships.



How to cover the cost?

If you are a \$5 back group, you can use your payback funds to cover the cost of the event. Another option is you can have the entry fee cover part of the cost. An example for this would be advertising: "For every \$20 entry fee, we (your group name) will sponsor a \$15 veterans' wreath to be placed this December 17th at (your location)."



RAFFLE IT!

Hold a local raffle! This can be done online, or it could be an opportunity to get the community together for an event.



How it works?

Ask a local hobbyist to donate items they make (art, quilts, jewelry, paintings, pottery, woodworking, etc.) or get a local business to donate items for you to raffle off. The example you see to the right was a group that had different prize levels, based on the ticket cost. They earned over \$7,000 with this one event. Take the profit and turn it in to Wreaths Across America for wreath sponsorships!



How to cover the cost?

Get raffle items and printing of the tickets at a local print shop donated so that all your profits go towards wreaths!

Helpful Tip: We offer In-Kind Donation Forms for items donated!

Wreaths Across America Pequea Valley Cemeteries		Wreaths Across America – Pequea Valley Cemeteries	
Covid-19 N			
Extravaganza Raffle		"Keeping it Cool"	
August 2, 2020 – F			
2:00pm		Yeti Roadie 20 with Two	
Donation \$25.00 Each		Rambler 18oz. Bottles	
Ervin Steel Picnic Grove		Donated by Dutchland, Inc.	
Gap VFW, Post 7418		Donated by Dutchland, Inc.	
		\$5.00 a ticket	
1. Makita Brushless Impact Driver	14. We All Can Use Some WAWA	SS.00 a ticket	
2. Kobalt 119 Piece Tool Bag			
3. Get that BBQ Ready Basket	15. Let's Try to Find the Big One Hunting Basket	Wreaths Across America – Pequea Valley Cemeteries	
 Keep that Hair Looking Good Gift Basket 	16. Hope You Win the Big Money Basket		
5. Paint that Man Cave Basket	17. Andy's Oil Change Basket	"Let's Get that Smoker Going"	
6. Stock Up the Bar Gift Basket	18. Pick Out Your Own Tools Gift Certificate	Masterbuilt MES 35/B Electric	
7. Dewalt Palm Sander 8. Let's Do Some Hunting Basket	19. Throw those Hatchets Gift Certificate	Smoker	
9. Outdoor Games Basket	20. Let's Go Bird Watching Monocular	Donated by Friends of WAA-Pequea Valley Cemeteries	
10. Let's Eat Basket			
11. When You Need Your Haircut	21. Hunting Bag is Ready Basket	\$5.00 a ticket	
Basket	22. Let's Go Fishing Bag		
12. Weed Wacker	23. Car Wash Bucket	Wreaths Across America –	
13. Yeti Fishing Bucket	24. Clean up the Man Cave Shop Vạc	Pequea Valley Cemeteries	
Do not need to be present to to join us in the Grove on Au		"Proud to be an American"	
We will have 50150 drawing raffle prizes. Food and d	g that day as well as small	Custom-made Corn Hole Gam Donated by CK Boardworkds	
\$25.	.00	\$5.00 a ticket	
Ead	-h		

FEED THEM!

Organize a Spaghetti Dinner, Taco Dinner, Fish Fry, BBQ Plates, Boiled Dinner, or for a fun spin, turn it into a cook off!



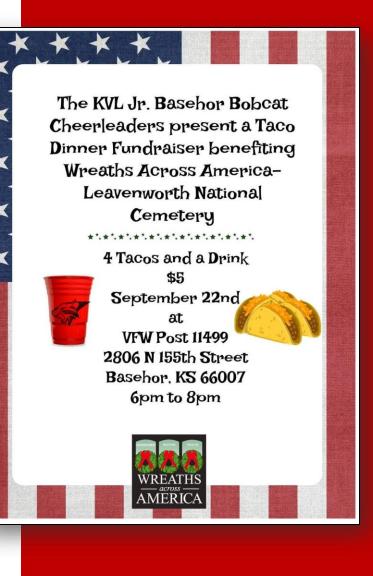
How it works?

Set a price and get the word out. Print flyers to share around town, create an event on Facebook and get people to invite their family and friends by sharing the event on their social media pages, contact your local media and let them know about the upcoming event. At the event, you will collect the funds and then turn the profit into Wreaths Across America wreath sponsorships.



How to cover the cost?

Ask local companies to donate the ingredients or items like plates and silverware. If you are a \$5 back group, you can use those funds to cover the cost of the event. Another option is you can have the entry fee cover part of the cost.



RESTAURANT NIGHT!

Partner with a local restaurant to host a night where a percentage of their proceeds go to Wreaths Across America.



How it works?

Check with local restaurants to see if they will host a Fundraiser Night for your group. During that night they will take a percentage of their sales to donate to Wreaths Across America. This is a great opportunity to do a big check presentation and to show your community that your local restaurant supports veterans!



How to cover the cost?

The only cost is getting the word out! Print flyers, share on Facebook, and let your local media know.





Please join us on Wednesday, March 20th between the hours of 4:00PM-10:00PM to support *The Robert T Sweeney Fallen Hero's Memorial* benefiting Wreaths Across America



10% Donation Night

Support this cause by presenting this invitation to the listed Texas Roadhouse[®] location and Texas Roadhouse[®] will donate 10% of your total food purchases to the fundraiser!

> *Dine-in or Take-out* Present this flyer in hand or via your mobile device

> > (508) 427-6244 124 Westgate Dr. Brockton, MA

MOTORCYCLE RUN!

Partner up with a local motorcycle club to hold a poker run or benefit ride to raise money for Wreaths Across America!



How it works?

A poker run is when riders visit 5-7 checkpoints where they draw cards and the person with the highest hand at the end wins a prize. With a benefit ride, the riders can either donate or sponsor a wreath to ride. You can create more draw to the event by having a raffle at the last stop and having local vendors there as well! Share your event on Facebook, with the local media, and print flyers.



How to cover the cost?

Get raffle items and printing of the flyers at a local print shop donated so that all your profits go towards wreaths!



INCLUDE YOUR PETS!

Have a Bark In The Park event where you can host a Pet Parade. At the park you can have a booth set up to help spread the word event more!



How it works?

Give supporters a chance to show off their furry friend! Participants can dress their pets up in cute outfits as part of the parade, making this fundraising idea a great fit for Halloween. Your group could charge for tickets to this event as your fundraising revenue source. After the parade, you might award small prizes to different pets for the best outfit, the most talented pet, or the cutest pet.



How to cover the cost?

Check with the local park to see if you can host this event at no cost. Get any ticket or flyer printing donated by local printers for a low-cost fun event!



CASH CALENDAR!

Calendar fundraisers are always popular, but this is a fun twist where each month you can draw a winner to win some cash!



How it works?

A cash calendar fundraiser offers a way to increase the net profit without requiring much in the way of additional work. A calendar fundraiser is ordinarily priced around \$10 with an upper range of \$15 for custom calendars with your group's submitted pictures. A cash calendar fundraiser bumps that price up to \$20 with the extra funds going toward the cash prize raffle. Depending on total sales, there can be a single prize drawing or a series of drawings with even larger prizes.



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the event. Another option is you can have the calendar fee cover part of the cost.



CAR WASH!

Suds up and host a car wash to raise money for Wreaths Across America veteran wreaths!



How it works?

Check with local businesses to see if they will host your groups Car Wash in their parking lot. Set a price and get the word out. Print flyers to share around town, create an event on Facebook and get people to invite their family and friends by sharing the event on their social media pages, contact your local media and let them know about the upcoming event. At the car wash, you will collect the funds and then turn the profit in to Wreaths Across America for wreath sponsorships.



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the event. You could also try to get car wash supplies donated so that all your profits go towards wreaths!



POINT-OF-SALE WREATHS!

Help local businesses show their support for veterans and for the mission of Wreaths Across America by giving them a Pointof-Sale bundle of wreaths for patrons to sponsor a wreath or donate a dollar amount as part of their purchase.



How it works?

The WAA Point-of-Sale Wreaths are FREE (plus shipping) and can ordered through the <u>WAA Online</u> <u>Store</u>! There are 100 wreaths per bundle, with three levels of giving with active UPCs: \$1.00, \$5.00, \$15.00. When the business has finished selling their wreaths, they will present a donation check to your group for the total amount collected. You could use the check-presentation as a PR opportunity and invite the local media, which in turn could help them generate more business!



How to cover the cost?

The only cost is getting the word out! Print flyers, share on Facebook, and let your local media know about the businesses supporting your efforts.



BAKE SALE!

Hold a bake sale at your school or local park! You could do this as a lemonade stand too.



How it works?

Set a price and get the word out. Print flyers to share around town, create an event on Facebook and get people to invite their family and friends by sharing the event on their social media pages, contact your local media and let them know about the upcoming event. At the bake sale or lemonade stand, you will collect the funds and then turn the profit in to Wreaths Across America for wreath sponsorships.



How to cover the cost?

Ask local companies to donate the ingredients, baked goods, or cups and plates. If you are a \$5 back group, you can use those funds to cover the cost of the event. Another option is you can have the funds that you collect cover part of the cost.



FLAG A FRIEND!

The Flag-A-Friend fundraiser can be a fun way to show your love for our country and raise money for wreaths!



How it works?

The idea is that an individual pays to have someone's yard flagged with American Flags, then that person can pay to have them removed or they can pay to flag someone else. You can use the Flag A Friend templates on the <u>Volunteer Resource</u> <u>Page</u>, then watch your community fill with flags and inspire supporters to sponsor veteran Wreaths!



How to cover the cost?

If you are a \$5 back group, you can use those funds to cover the cost of the flags. You could also try to get flags donated so that all your profits go towards wreaths! Check with your American Legion or VFW's to see if they have flags, they may be willing to donate - you do not need a lot.

Flag A Friend				
My friend loves America! I am sure they would love to wake American Flag flying in their front yard! To arrange a visit simply: 1. Call (insert phone number)	e up and find the	AME		
 Mail the form to (insert address) Drop this form off to (insert group or contact name) at the second s	above address.			
Name of Friend:Address:				
City: Your Name and Contact Number:				
Would you like to be notified the night before the flags will appear				
Would you like us to leave a note <u>from</u> you? Please find my enclosed donation to ensure my friend does not miss out on this unique				
opportunity. Signed:	Replace this image with a QF	, T		
Amount:	code for your group page here for online donations.			
Make checks payable to (insert your group name) or pay online by above. All donations are tax deductible. All proceeds go to support America program. This program strives to place a wreath on every part of National Wreaths Across America Day!	the Wreaths Acr	oss		
See the pictures from your flag request on Facebook! Like (insert y name) to see where the flags are and to keep up on all of our activ learn more about Wreaths Across America and <u>signup</u> to volunteer on Dec 17, 2022 by visiting (Insert your groups shortlink) or use the taken to our landing page.	ities. You can also to help place wr	eaths		
WREATHS across AMERICA				

RICA

ASK FOR \$1!

Ask your supporters to donate \$1 per person in their family, then use those funds to sponsor wreaths!



How it works?

Depending on the size of your community, you may be able to successfully raise enough funds to place a wreath for every veteran at your local cemetery by simply asking for your supporters to donate \$1 per person in their family. Another spin off this fundraiser is to see if a business will do a "Dress Down for \$1 Day" and allow employees to dress down by donating \$1, to help you fund wreath sponsorships!



How to cover the cost?

The only cost is getting the word out! Print flyers, share on Facebook, and let your local media know about the businesses supporting your efforts.



ADOPT A VETERAN!

Post a picture a veteran's headstone on social media or share their name and grave information and ask supporters to "adopt" them.



How it works?

You can post pictures of the veteran's headstone on social media requesting supporters adopt them. They could research the veteran to learn who they are and to ensure that a wreath is sponsored for their grave, making it a wonderful way to TEACH about why we do what we do! You could also have a wreath or tree with tags of the veterans at your cemetery to be "adopted" to display at your fundraising booth. When someone adopts a veteran, they ensure that they get a wreath sponsored for their headstone and even better if they can attend the wreath laying and place it themselves.



How to cover the cost?

Ask a local printer to donate the printing of the tags. That's it, everything is just sharing the information!



WREATH-O-METER STATS!

Share your Wreath-O-Meter progress to motivate your community to help you meet your goal!



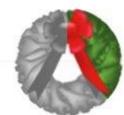
How it works?

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, so adjusting your goal can be a great way to motivate your community to get involved and sponsor veteran wreaths! Share your Wreath-O-Meter progress on social media so your supporters can help you meet your goal. *Be sure to always share the direct link to your group's WAA page so that you get credit for orders.*



How to cover the cost?

There is no cost to this fundraiser, making it a simple option for quick and effective outreach!



RESULTS

2022 SO FAR

467 Wreaths Sponsored 31.1% to Goal 1,034 To Go!

FACEBOOK FUNDRAISER!

Hold a Facebook Fundraiser for your birthday or other event. Complete the <u>Facebook Fundraiser Form</u> so that your Group and Location receive credit!



How it works?

On Facebook, go to Fundraiser, then select your charity (which will be Wreaths Across America). You will then create a fundraiser page that can share to ask people to give to. Once the fundraiser has ended, you will notify us by filling out the Facebook Fundraiser Form (found on the Volunteer Resource Page). *Make sure you take a screenshot when the fundraiser ends - you will need it for the form.*



How to cover the cost?

The only cost is getting the word out by sharing on Facebook! After the fundraiser has ended, Facebook sends the money to Wreaths Across America and it will be disbursed within a month of completion to your group or location.



Only 13 hours left and only \$105 away from every veteran in section 2 at Miramar National Cemetery being remembered with his/her name said out loud to keep their spirits alive. I know I am shameless with this....help me with the last \$105!

BTW- Every nickle goes to WAA. Facebook keeps 0!



SHARE YOUR WHY!

Use a script that shares WHY your group is part of the mission of WAA to Remember, Honor, and Teach.



How it works?

Have members of your group create videos to share on social media, inviting supporters to sponsor veteran's wreaths. Use our Video Script Template (found on the <u>Volunteer Resource Page</u>) that shares WHY your group is part of the mission of WAA to Remember, Honor, and Teach. Inspire your supporters by sharing stories of veterans in your local community and how you are working to make sure their service and sacrifice is remembered! **Be sure to always share the direct link to your group's WAA page so that you get credit for orders.**



How to cover the cost?

There is no cost to this fundraiser, making it a simple option for quick and effective outreach! Supporters would sponsor wreaths from the direct link to your group page (so that you get credit), making it easy to obtain wreath sponsorships.



SHARE WAA VIDEOS!

Use the WAA marketing videos to inspire your community and share with them WHY we do what we do!



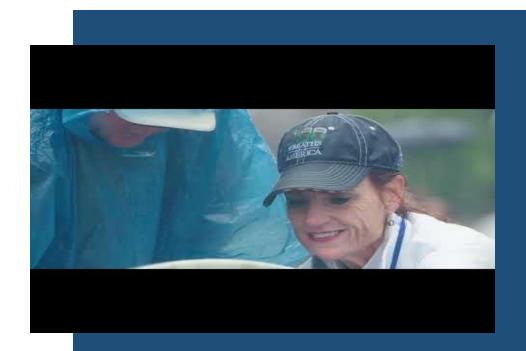
How it works?

WAA videos can be shared on social media, along with the direct link to your group page, to inspire your community to get involved and to TEACH them about why we do what we do! The WAA YouTube Channel is an excellent place to find short marketing videos. You can also find the links to these videos on the Volunteer Resource Page! Be sure to always share the direct link to your group's WAA page so that you get credit for orders.



How to cover the cost?

There is no cost to this fundraiser, making it a simple option for quick and effective outreach! Supporters would sponsor wreaths from the direct link to your group page (so that you get credit), making it easy to obtain wreath sponsorships.





Bring out the FUN in Fundraising!

Here is a list of some other FUN Fundraising ideas! If you have questions on how any of these work, please reach out to your Regional Liaisons, as they are happy to help!

- *** ROCK OUT:** Host a themed dance party with live music and food. Your community will love coming out and supporting a good cause!
- Dog Walking Alliance: In a dog walking alliance, members offer up their services as a dog walker when other members will be out of town or away from their home. To become a member, your group could charge a one-time or recurring donation. Then, you'll connect different members with one another when they need the service.
- **Polar Plunge:** Participants pay a participation fee.
- **Garage Sale:** Supporters will donate their gently used items to the sale.
- ★ Battle of the Bands: Host a battle of the bands between local musical acts. Consider reaching out to local schools and universities as well and as k if there are any upand-coming performers! This event is a great way to both allow young people in your community to express their creative sides as well as get them involved in giving back through your group. Charge tickets to the events or an entrance fee for participants. Then, at the event, you can also fundraise by selling concessions or holding a raffle.
- Drive-In Movie or Movie in the Park: You'll sell tickets to this event beforehand and sell popcorn or other snacks to attendees before the movie starts. Since so many people already have a streaming service subscription, finding the right movie for the event will be a breeze. You can even hold themed nights if you decide to host these regularly.
- * Paint and Pour Canvas Art Lesson in the Park: Host an "art studio" at a local park and teach attendees how to paint a painting. Participants pay a participation fee.
- ★ Host a Paddle Race on a Lake: Participants pay a participation fee
- Geocaching Treasure Hunt: This is a fun activity where individuals go searching for secret items with GPS coordinates hidden in them. Once they find the GPS coordinates, they'll set out to find the next item. Eventually, they'll reach the grand prize and win the treasure hunt! Consider selling tickets to a geocaching event. With their ticket, explorers will get the coordinates to the first item.

Social Media Tips

Create a Facebook Page for your WAA Group to encourage your community to get involved!

★ DO share stories about heroes being honored or celebrated.

★ DO share stories about communities coming together to celebrate veteran's birthdays. There's no shortage of these stories!

★ DO share "Thank You" messages to heroes.

★ DO always share your direct link to your Wreaths Across America page so that your group or location receives proper credit.

★ DON'T share articles that are political or religious. Even if it's good news, this creates a platform for people to share disagreements.

Be sure to always share the direct link to your group's WAA page so that you get credit for orders.

SOCIAL MEDIA SUPPORT

READY TO GET STARTED ON SOCIAL MEDIA? REACH OUT TO OUR RESIDENT SOCIAL MEDIA PRO, SAMANTHA CLARK!

> Contact Information 207-221-5169 sclark@wreathsacrossamerica.org



Social media content can include images, articles, links to the WAA page for your group/location, videos, fundraisers, new WAA campaigns and more!

My Link for Online Orders?

The direct link to your WAA page is: <u>www.wreathsacrossamerica.org/</u> plus your Group ID or Location ID.

Example: <u>www.wreathsacrossamerica.org/NV0116</u>



Share the direct link to your group page. The only way your group will get credit for online orders is if they are placed on your group page. *Groups will not get credit for orders placed on a location page.*



Payments can be made online using a credit/debit card, Google Pay, or PayPal. Online orders can be seen on your reports within 24-48 hours.



How to Mail an Order?

For your group and location to receive credit, all forms must have your Group ID and Location ID printed clearly in the required sections.

Mail Checks To:

Wreaths Across America PO Box 249 Columbia Falls, ME 04623

Checks must be made payable to Wreaths Across America.

Orders with missing, incomplete, or illegible information will experience delayed processing times.





To mail donations for your group, first convert any cash into a check or money order.

Include a Wreath Sponsorship Order Form for each check or complete a Tally Sheet (in lieu of individual Wreath Sponsorship Order Forms) if you are sending multiple checks in one envelope. These forms are found on the <u>Volunteer Resource Page</u>.



Make a copy of all forms and checks included in the envelope that you mail to WAA-HQ. If you can get tracking, we suggest it.



Mailed in orders process approximately 3-4 weeks after received at WAA-HQ. You will see the details of each order on your Wreath Count Report once processing is complete.

Order Tracking and Corrections

After online and mailed orders have fully processed, view their details on the Wreath Count Report. Visit the <u>Volunteer Resource Page</u> to view the <u>Dashboard:</u> <u>Step-by-Step Instructions</u>.

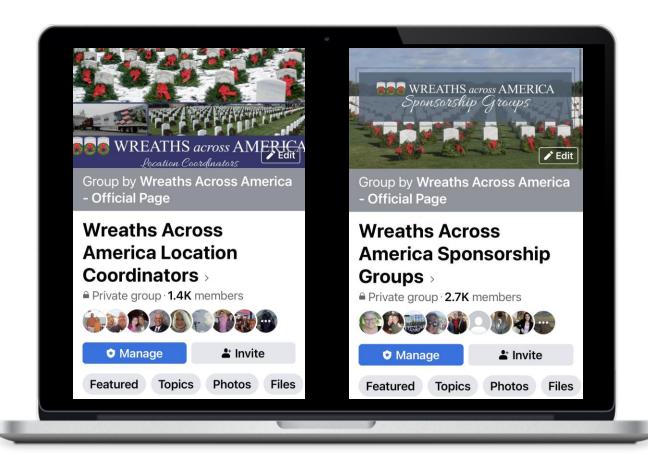
If you need help locating an order on your Wreath Count Report, contact your Regional Liaisons. They will need the sponsors name, check # or online order #, dollar amount, and date of the order.

Wreath sponsorships can only be corrected by the sponsor and must be requested within 60 days of their order processing. *Volunteers should never contact a sponsor to request a change to their order.*

If a sponsor wishes to update their order, they should call WAA Customer Service at 877-385-9504 to do so.



Join us on Facebook!



We encourage all WAA volunteers to connect with us online to learn, share photos and stories, get ideas, and more!

2 The Official WAA Facebook page can be found at www.facebook.com/WAAHQ. This is a great place to find graphics and stories to reshare on your group and location pages!

Registered Group Leaders are invited to join our **Private FB Groups for GLs:** https://www.facebook.com/groups/w aafundraising

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Registered Location Coordinators are invited to join the **Private FB Group for LCs:** https://www.facebook.com/groups/wa alocations

Share Your Stories on Wreaths Radio!



WAA Radio supports the mission 24/7!

We love sharing with our audience about the work volunteers are doing in their communities!

Between the What's Your Why feature (which includes a recorded interview with Susan and a blog post) and daily slots on the Morning Show with Michael W. Hale, we have many opportunities for Volunteers to share what they are working on and WHY the mission matters to them.

Anyone interested should email <u>waaradio@wreathsacrossamerica.org</u> or contact their Regional Liaisons to be connected to our WAA Radio Team.

Tune in daily to hear from other volunteers and learn what people might be doing in other communities!

Listen LIVE 24/7 at: www.wreathsacrossamerica.org/radio



Region 1 Liaisons region 1@wreathsacrossamerica.org

Terra Delong: 207-470-0965 Emily Carney: 207-221-5163

Region 2 Liaisons region2@wreathsacrossamerica.org

Miesa Bland: 207-813-4376 Richelle Bergeson: 207-618-5348

Region 3 Liaisons region3@wreathsacrossamerica.org

Stephanie Molina: 207-813-4281 Richelle Bergeson: 207-618-5348

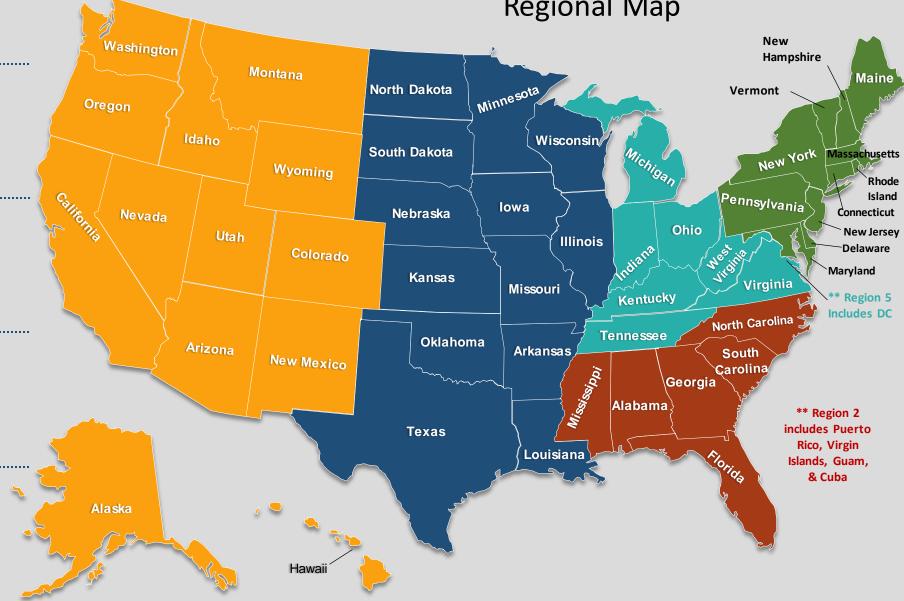
Region 4 Liaisons region4@wreathsacrossamerica.org

Meagan Erickson: 207-470-0970 Amber Rocha: 207 -813-4248

Region 5 Liaisons region5@wreathsacrossamerica.org

Tiffany Lynch: 207-512-5263 Emily Carney: 207-221-5163





Meet the Locations and Groups Team



Julie Bright Director of Locations & Groups

jbright@wreathsacrossamerica.org 207-618-5078



Terra Delong Region 1 Liaison



Emily Carney Regions 1 & 5 Liaison



Miesa Bland Region 2 Liaison



Stephanie Molina Region 3 Liaison



Richelle Bergeson Region 2 & 3 Liaison



Meagan Erickson Region 4 Liaison



Amber Rocha Region 4 Liaison



Tiffany Lynch Region 5 Liaison

REATHS across AMERICA

THANK YOU

Wreaths Across America