

**Wreath Point-of-Sale Kit**

Thank you for supporting the mission of Wreaths Across America by using the Point-of-Sale (POS) Kit in your community!

This kit is designed to help you partner with local businesses to collect wreath sponsorships from customers — with no out-of-pocket cost to the business. It’s a simple, meaningful way for businesses to show support for our veterans and engage with your community. You can split this Point-of-Sale bundle across multiple small businesses to expand your reach!

**What’s Included in the Point-of-Sale Kit?**

* 100 die-cut paper wreaths, each with UPCs on the back with $1, $5, and $17 sponsorship options
* “We Support Wreaths Across America” window cling
* Customizable register display with your Group/Location info and National Wreaths Across America Day

**How it Works: Step-by-Step**

1. **Start the Conversation**

* Ask a local business if they’d like to support your efforts by displaying the Point-of-Sale bundle at their register.
* Emphasize: no upfront cost to them—just an opportunity to invite customers to participate!

1. **Customize & Set Up**

* Place the window cling in a visible location
* Customize the register display with your Group/Location information, then post it near the register to encourage customer support
* Display the die-cut wreaths near the register—ready for use with UPCs or as a sponsorship prompt

1. **Use UPCs at Checkout (If Store Has POS Capabilities)**

* Customers can “sponsor” a wreath by selecting $1, $5, or $17
* The cashier scans the matching UPC code

1. **If the Store Can’t Use UPCs – Use a Donation Jar or QR Code**

* Set out a donation jar or print your Sponsorship Group's WAA QR code on stickers and apply them to the back of each wreath tear-off
* Customers can scan your QR code to sponsor online or take it home as a reminder

1. **Track & Stay Connected**

* Check in with each business regularly to check donations, restock, and say thank you
* At the end of their campaign, the business writes a check to Wreaths Across America for the total amount collected
* You will mail the check to WAA-HQ with an Order Form—be sure to include your Group ID and Location ID so you get credit

1. **Celebrate & Share the Impact**

* Host a check presentation at the end of the campaign
* Share photos and thank you on social media
* Tag the business, submit a press release, or invite local media—this builds awareness and encourages future participation

If you have any questions about how to use this Point-of-Sale Kit, please reach out to your Regional Liaison Team — they’re happy to help!

Together, we can grow local support for the mission to Remember, Honor, and Teach!

Thank you,

Wreaths Across America