



MOBILE EDUCATION EXHIBIT (MEE)

Event Resource Guide



Wreaths Across America
4 Point Street
Columbia Falls, Maine 04623
wreathsacrossamerica.org/mee

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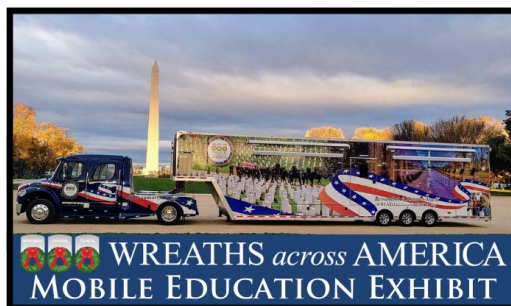
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RESPONSIBILITIES OF HOST CHECKLIST



☐ Determine the GOAL for your event

- ☐ Wreath Sponsorship
- ☐ Veteran Remembrance
- ☐ Teach
- ☐ Awareness

☐ Complete online MEE request

- ☐ Complete MEE request [HERE](#)
If you are associated with a participating group or location
include your WAA-ID
- ☐ If you will be hosting the event as a DAR member or
Chapter use [THIS](#) specific request

☐ Obtain permission for event location

- ☐ See page 8 "Footprint" for sizing
- ☐ Confirm your event time. Example: Start at 9AM End at 3PM or 10AM to 4PM

☐ Form a committee to help you create a successful event

☐ Complete Event Media Marketing Form as soon as you have found a location!

- ☐ This must be done in order to confirm your event and
receive marketing assistance
- ☐ <https://learn.wreathsasscrossamerica.org/mee-event-marketing>
- ☐ Confirm press release you receive after confirming marketing form

☐ Send invitations; i.e., paper or e-vite

- ☐ Customizable Flyer [HERE](#)
- ☐ Social Media Graphic [HERE](#)

Include event information in copy/caption of post

"The Wreaths Across America Mobile Education Exhibit is on the road and will be making a stop in (town/state). Please join us for a free tour on (date/time/location) to learn more about the Wreaths Across America mission!"

☐ Ambassador Needs

- ☐ Access to restrooms
- ☐ Food and drink provisions

☐ We require there to be a host member present throughout entire event

☐ Thank you message to key volunteers, companies, organizations, etc.

☐ Please complete our [After Action Survey](#)

PURPOSE



- An instrument to bring communities together to learn about the Wreaths Across America (WAA) mission to Remember the Fallen; Honor Those Who Serve; and Teach Our Children the Value of Freedom, but also to bridge the gap between active-duty service members, veterans and civilians.
- Teach about patriotism, while remembering the services and sacrifices of our military members.
- Expand the WAA mission to bring on new participating locations, along with sponsorship groups.
- Keeping the WAA mission relevant and the the forefront of the areas that are served by our volunteers.
- Sponsorship event in support of locations.
- Thank carrier partners



ATTRIBUTES



THEATER

- Seats up to 20 guests for visual presentations



STORYBOARDS AND VISUALS

- Highlighting the mission, growth and programs that have grown due to the wreath laying events



EXTERIOR VISUAL DISPLAYS

- Two exterior televisions to accommodate larger additional displays



INTERACTIVE COMPUTERS

- Allows guests to sponsor wreaths
- Search for participating location
- Sign up to be a part of the Honor Fleet



MERCHANDISE SALES



WAA AMBASSADORS

- Staff conducts free tours

SPECIFICATIONS



1,500 ft² OF
MOSTLY
LEVEL, HARD
SURFACE

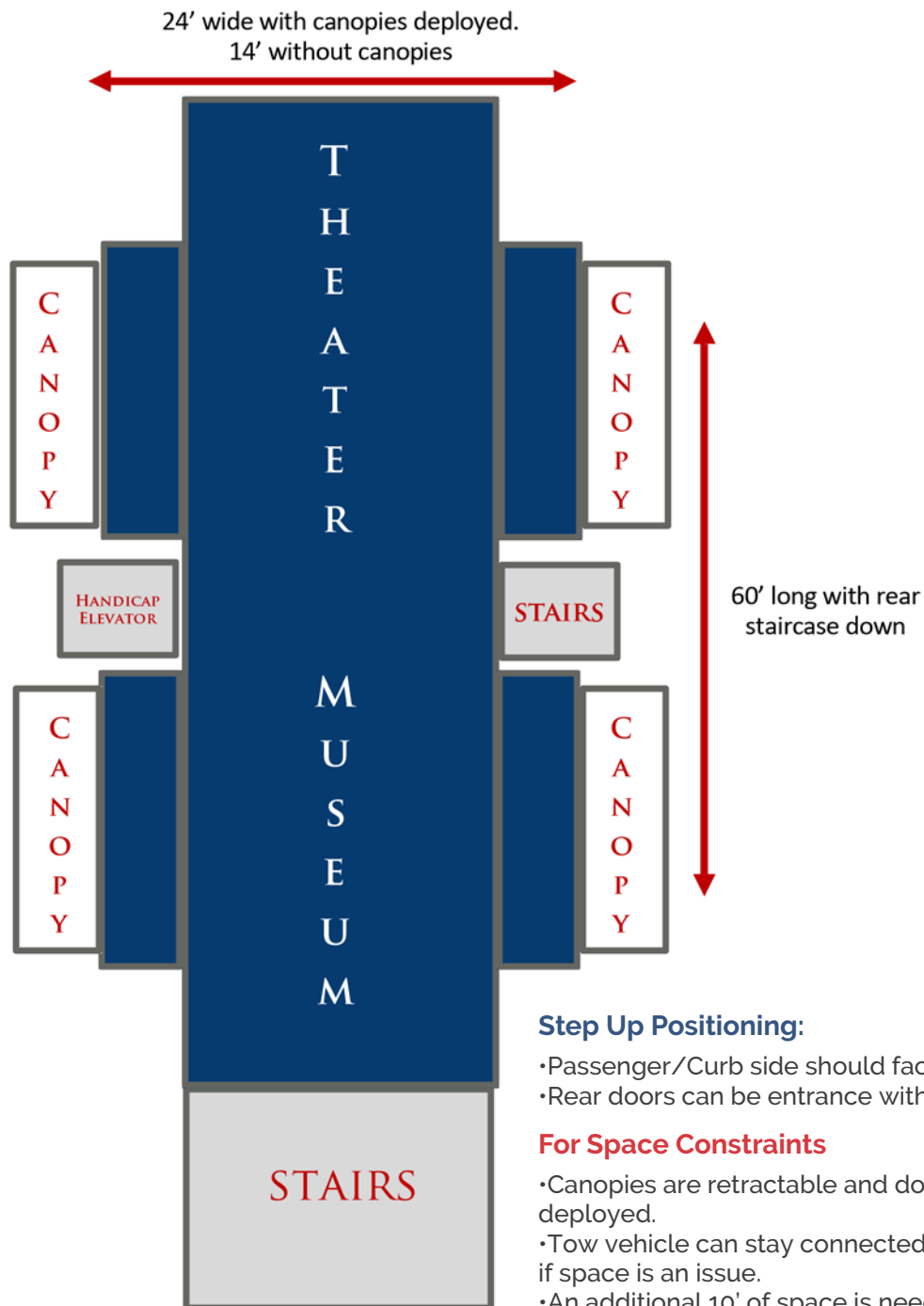
APPROVAL
TO RUN
GENERATOR

HANDICAPPED
ACCESSIBLE

INDOOR EVENTS
REQUIRE 30AMP
HOOKUP



FOOTPRINT



Step Up Positioning:

- Passenger/Curb side should face public.
- Rear doors can be entrance with side door exit.

For Space Constraints

- Canopies are retractable and do not need to be deployed.
- Tow vehicle can stay connected or disconnect if space is an issue.
- An additional 10' of space is needed for additional full cab parking.

TYPES OF EVENTS

PRIVATE

PUBLIC

CORPORATE

WHO TO INVITE

- | | |
|---|--|
| <input type="checkbox"/> Active-duty military | <input type="checkbox"/> Schools |
| <input type="checkbox"/> Veterans | <input type="checkbox"/> Chamber of Commerce |
| <input type="checkbox"/> VFW | <input type="checkbox"/> Local officials |
| <input type="checkbox"/> American Legions | <input type="checkbox"/> Media |
| <input type="checkbox"/> Military Organizations | <input type="checkbox"/> Sponsorships Groups |
| <input type="checkbox"/> Military Support Organizations | <input type="checkbox"/> Neighboring Location Coordinators |

EVENT ACTIVITIES (OUTSIDE THE BASIC TOUR)

Make Your Own Wreath Kits

- Guests can learn the characteristics of a veteran's wreath depicted by Founder Morrill Worcester's "What is a Veteran's Wreath" poem.
 - It is the hosts responsibility to order these kits. Must be ordered **3 weeks** in advance of event. We do not carry these with us.
Click [HERE](#) to order
 - Download "[POEM](#)"
 - View "What is a Veteran's Wreath" [VIDEO](#)
- Download "What is a Veteran's Wreath" [COLORING PAGE](#) available for children. Children can also write a message to an active duty/veteran

Place a ceremonial wreath on the Remember*Honor*Teach headstone

Welcome Home Pinning

- WAA is a partner of the Vietnam Veteran Commemoration. With this partnership the WAA ambassadors "Welcome Home" our Vietnam veteran's ceremony. This is an extremely moving ceremony and long overdue for our Vietnam Veterans.



TYPES OF EVENTS (CONTINUED)

PRIVATE

GOAL: To showcase or bring to focus the partnership between your organization/company and WAA to invited guests. This is NOT open to the public. This can be a fundraising event where wreath sponsorships are being raised for participating location(s). If you will be holding a fundraiser, please communicate with the Director of the MEE and your liaison prior to confirming an event.

PUBLIC

GOAL: To showcase or bring to focus the partnership between your organization/company and WAA to your community and guests.

Opportunity to highlight your participation in the WAA mission and bring new volunteer and sponsors. This can be a fundraising event where wreath sponsorships are being raised for participating locations. If you will be holding a fundraiser, please communicate with the Director of the MEE and your liaison prior to confirming an event. Public events are best located in high traffic areas for optimal visitation.

CORPORATE

GOAL: To showcase or bring to focus the partnership between your company and WAA and highlight the mission to your employees, network

of contractors, community you serve and social media following. This can be a fundraising event where wreath sponsorships are being raised for participating locations. Fundraising events must be communicated with the Director of the MEE and the Director of Development and Partnerships prior to hosting the event. Corporate events may be private or open to the public.

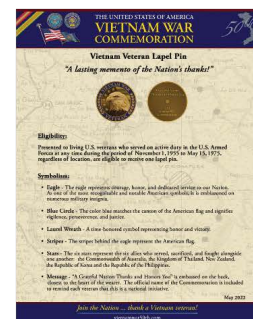
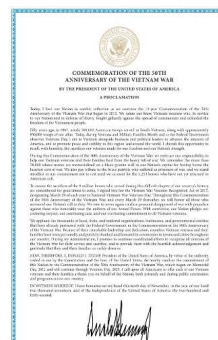
EVENT ACTIVITIES (CONTINUED)

MAKE YOUR OWN WREATH KIT BE SURE TO ORDER AHEAD OF TIME



CEREMONIAL WREATH LAYING

WELCOME HOME



PROMOTING



Wreaths Across America has a team of communication specialists that are ready to help you promote your event. Please fill out the Mobile Education Exhibit [Event Media and Marketing Sheet](#) within 48 hours for WAA to help you promote.

WAA Comm team will help develop:

- An event on social media
- Graphics for social media
- Utilize the press release template (pg. 12-13)
- Share stories of your involvement with WAA
- Share stories of active duty and veterans within your community. (Stories make a personal connection)
- Invite and rely on veteran organization and support organization to help spread the word about your event
- Reach out to local newspapers, radio, blogs, and television with date, time and WHY this event is important (Use the WAA Comm team is a resource in securing local media contacts)



COMMUNICATION TEAM

Wreaths Sean Sullivan - Public Relations Coordinator

ssullivan@wreathsacrossamerica.org

Samantha Gatcomb - Social Media

sgatcomb@wreathsacrossamerica.org



The Wreaths Across America Mobile Education Exhibit National Tour Will Make a Stop in (your town)

This unique museum on wheels is free to the community and helps honor local veterans.

[YOUR TOWN, STATE] — (DATE, 2022) — Wreaths Across America (WAA) in **[TOWN]** is proud to announce a local stop for the WAA Mobile Education Exhibit (MEE) national tour. The MEE started its tour at the WAA Headquarters in Maine and will be in the area **[DATE]** for a scheduled event that is both free and open to the public. The event will take place at **[LOCATION NAME]** located at **[ADDRESS]**.

“The goal of the Wreaths Across America Mobile Education Exhibit is to bring community together and teach patriotism while remembering the service and sacrifice of our nation’s heroes,” said Karen Worcester, executive director, Wreaths Across America. “Over the last two years we feel this exhibit has taken on even more meaning by providing the opportunity for people to safely participate in something that is both educational and inspiring, while supporting and giving back to the communities it visits.”

The MEE achieves this goal by bringing the local community, veterans, active-duty military and their families together through interactive exhibits, short films, and shared stories. The exhibit serves as a mobile museum, educating visitors about the service and sacrifice of our nation’s heroes as well as to serve as an official ‘welcome home’ station for our nation’s Vietnam Veterans. Learn more [HERE](#).

All veterans, active-duty military, their families, and the local community members are invited and encouraged to visit, take a tour and speak with WAA representatives and volunteers. They can also share more about the national nonprofit, and the work its volunteers do to support our heroes and their communities year-round.

The public tours for the MEE are free and open to the public with social distancing, sanitation and safety procedures in place to protect the health of all visitors in accordance with the CDCs recommendation for large gatherings stemming from concerns surrounding the pandemic. Members of the media, dignitaries, veterans and other interested groups are urged to come, ask questions, share stories and experience this one-of-a-kind exhibit.

Wreaths Across America is the non-profit organization best known for placing wreaths on veteran’s headstones at Arlington National Cemetery. However, in 2021, the organization placed more than

2.4 million sponsored veterans' wreaths at more than 3,100 participating locations nationwide. Throughout the calendar year you can tune in to [Wreaths Across America Radio](#), 24/7, to learn more about the mission and those who support it across the country, as well as the hundreds of local charitable efforts nationwide that are funded through the Group Sponsorship Program.

You can sponsor a veteran's wreath anytime for \$15 at www.wreathscrossamerica.org. Each sponsorship goes toward a live, balsam wreath that will be placed on the headstone of an American hero as we endeavor to honor all veterans laid to rest at noon on Saturday, December 17, 2022, as part of National Wreaths across America Day.

[Click here](#) to find a local participating cemetery near you to support go to and type in your town and/or state.

#

About Wreaths Across America

Wreaths Across America is a 501(c)(3) nonprofit organization founded to continue and expand the annual wreath-laying ceremony at Arlington National Cemetery begun by Maine businessman Morrill Worcester in 1992. The organization's mission – Remember, Honor, Teach – is carried out in part each year by coordinating wreath-laying ceremonies in December at Arlington, as well as at thousands of veterans' cemeteries and other locations in all 50 states and beyond.

All Wreaths Across America Day events are, non-political/religious events, open to all people. For more information, to donate or to sign up to volunteer, please visit www.WreathsAcrossAmerica.org/YOURID

Press contacts:

Local Person

[local persons email address@where](#) you need it sent .com,org,net
(and) number

Sean Sullivan

ssullivan@wreathscrossamerica.org

(207) 230-4599

Visit www.wreathscrossamerica.org to learn about our mission to *Remember, Honor, Teach*, sponsor a wreath for a veteran at any participating cemetery, or sign up to volunteer.

A veteran's wreath is a symbol of
HONOR, RESPECT, and VICTORY.



10 BALSAM BOUQUETS
make up each veteran's wreath, representing the
10 SPECIAL QUALITIES
that our veterans embody.



Evergreens =
**LONGEVITY
& ENDURANCE**



Red Bow =
**GREAT
SACRIFICE**



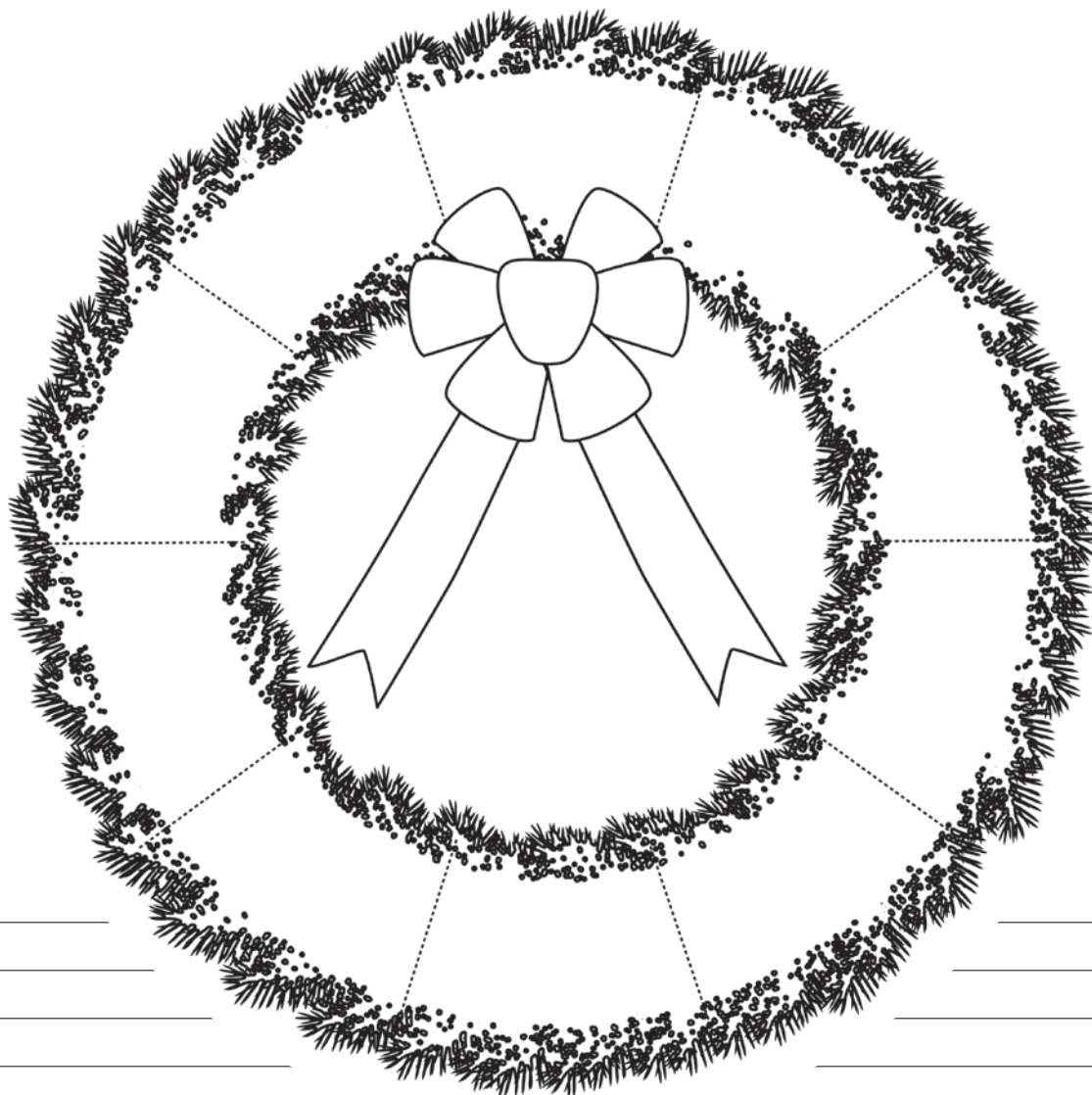
Forest Scent =
**PURITY &
SIMPLICITY**



Circular Shape =
ETERNITY

1. Their **BELIEF** in a greater good
2. Their **LOVE** for each other
3. Their **STRENGTH**, work ethic, & character
4. Their **HONESTY** & integrity
5. Their **HUMILITY**, selflessness, & modesty
6. Their **AMBITIONS** & aspirations
7. Their **OPTIMISM** for America
8. Their **CONCERN** for the future
9. Their **PRIDE** in their duties
10. Their **HOPES & DREAMS** that didn't always come true, but left them with no regrets

COLOR YOUR WREATH,
and write a thank you note for a local veteran
or active duty military in your community.



www.wreathsasscrossamerica.org

AFTER ACTION SURVEY



Thank you for allowing Wreaths Across America's Mobile Education Exhibit to be apart of your event.

We hope that our message was insightful, meaningful and creates a surge of support in your community.

We would love your feedback.
Please complete this [SURVEY](#)

REMINDER
NATIONAL WREATHS ACROSS AMERICA DAY
SATURDAY, DECEMBER 17, 2022

THE 2022 THEME IS:

