



WREATHS *across* AMERICA

LOCATIONS & GROUPS

WEBINAR SERIES

Wreaths Across America

August 2021

Customizing Your Page – Why It's Important!

- ★ Your 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 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.



Your Wreath-O-Meter is a Helpful Tool!



Locations – Enter Your Goal Here:

MANAGE TO DOS
MANAGE TO DOS (12) PUBLISH & VIEW GET HELP

To Dos: **For Locations, go here to enter your goal.**

Grave Counts and Wreath Sponsorship Goal

So that we can properly match our resources to the size of your cemetery, please click this row to provide your location's total number of veteran graves eligible to receive a wreath on Wreaths Across America Day & your goal, as well as the ceremony type supported by your location. Please note, there may be various reasons why your goal number is different than the number of eligible graves and that's ok. When finished, please mark this to do as complete.

Grave Counts, Delivery Instructions, Sponsorship Goal

* (1) Veterans Interred (total at your cemetery) 110,000

* (2) Ceremony Type

- Full Ceremony: Participants may participate in a ceremony as well as wreath laying for all sponsored wreaths
- Ceremonial Only: There will be no wreath-laying for the general public, but ceremonial wreaths will be placed

* (3) Graves to Cover

- All Graves: We plan to cover all veteran headstones at our location
- Special Arrangements: We need to make special arrangements to place wreaths at MORE or LESS than the available veteran headstones

* (4) If we receive more sponsorships than needed, please credit the extras to:

- Next Year
- Another Location

5. Sponsorship goal to show on fundraising pages (including desired "extras") **110000**

For Locations, enter your goal here.

NOT YOUR WREATH COUNT

RESULTS

2021 SO FAR

1,384 Wreaths Sponsored
27.7% to Goal
3,616 To Go!

The Wreath-O-Meter on your group and location page(s) helps your supporters know how close you are to meeting your goal.

Inspire your local community and invite them to contribute!

★ The Wreath-O-Meter will turn green as you get closer to your goal.

★ If donations are coming in faster than anticipated, go ahead and bump up your goal. If they are coming in slower, lower the goal so it feels more achievable.

Groups – Enter Your Goal Here:

MANAGE TO DOS
MANAGE TO DOS (8) PUBLISH & VIEW GET HELP

To Dos: **For Groups, enter your goal here.**

Set Your Wreaths Goal

Click here to provide your Wreath Goal for this year. This is the number of wreaths that you're hoping to encourage supporters to sponsor through your sponsorship initiatives. Since this is one of the most important "To-Do's", please click help to contact your Location Liaison if you have any questions at all. Please mark this to do as "Complete" when finished.

Set Your Wreath Sponsorship Goal

Please set your wreath sponsorship goal for your Group or Fundraiser Site's below. This goal will show on your "Wreath Gauge" on the Overview page of your Fundraising Site. Please note that most people set their goal to reflect 20-30% growth each year.

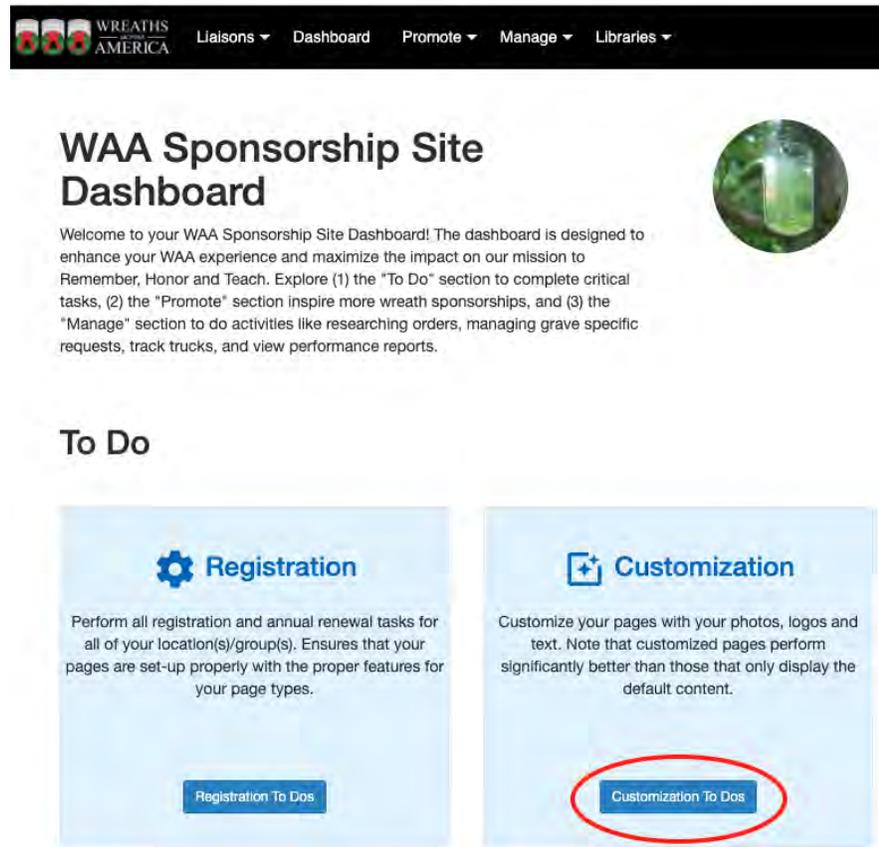
* Goal **5000** **For groups, enter your goal here.**

Sub Page Type (select)

CLOSE SAVE

Customizing Your Location & Group Pages – Step by Step

*To get started, click on **Customization To Dos** in your dashboard. Then simply click on the section you want to edit.*

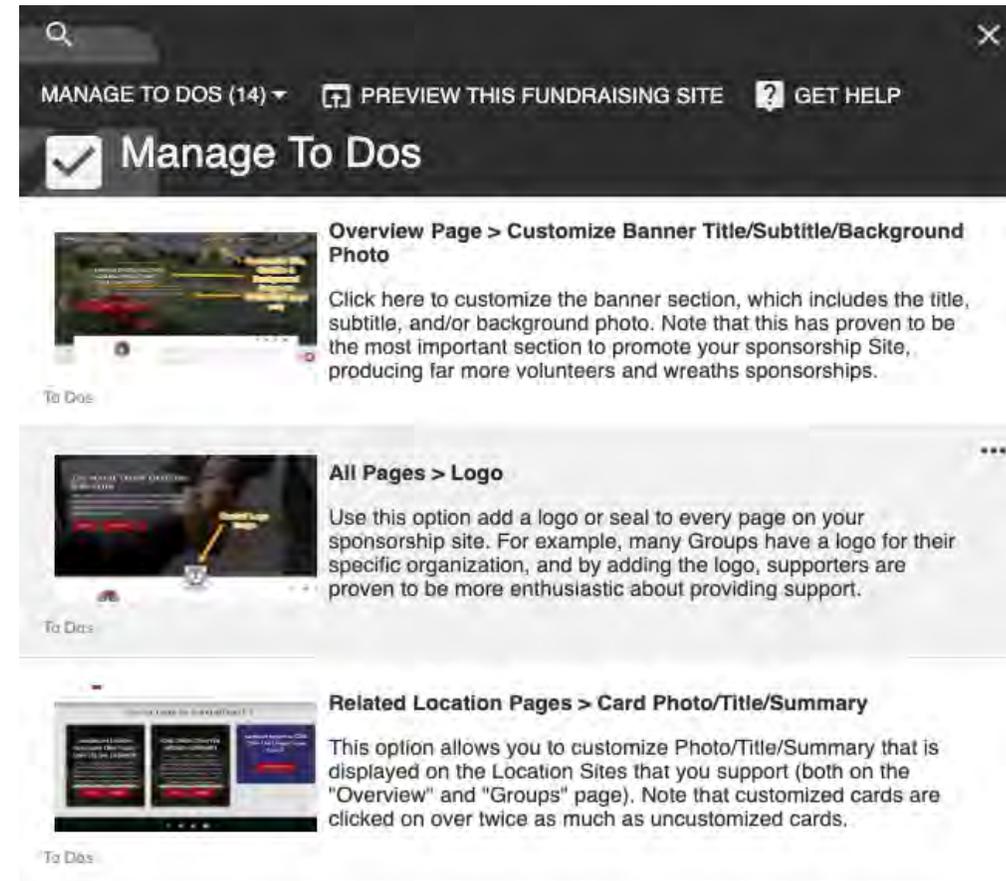


WAA Sponsorship Site Dashboard

Welcome to your WAA Sponsorship Site Dashboard! The dashboard is designed to enhance your WAA experience and maximize the impact on our mission to Remember, Honor and Teach. Explore (1) the "To Do" section to complete critical tasks, (2) the "Promote" section inspire more wreath sponsorships, and (3) the "Manage" section to do activities like researching orders, managing grave specific requests, track trucks, and view performance reports.

To Do

- Registration**
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](#)
- 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](#)



Manage To Dos

- Overview Page > Customize Banner Title/Subtitle/Background Photo**
Click here to customize the banner section, which includes the title, subtitle, and/or background photo. Note that this has proven to be the most important section to promote your sponsorship Site, producing far more volunteers and wreaths sponsorships.
- All Pages > Logo**
Use this option add a logo or seal to every page on your sponsorship site. For example, many Groups have a logo for their specific organization, and by adding the logo, supporters are proven to be more enthusiastic about providing support.
- Related Location Pages > Card Photo/Title/Summary**
This option allows you to customize Photo/Title/Summary that is displayed on the Location Sites that you support (both on the "Overview" and "Groups" page). Note that customized cards are clicked on over twice as much as uncustomized cards.

WREATHS across AMERICA

OVERVIEW NEWS REMEMBER LOCATIONS MEMBERS PHOTOS CONTACT

TEAM BEAR (VA0080)

PLEASE HELP US REMEMBER, HONOR, AND TEACH ON DECEMBER 19TH AT 8:30AM AT ARLINGTON NATIONAL CEMETERY BY SPONSORING A WREATH, VOLUNTEERING, OR INVITING FRIENDS TO HELP.

SPONSOR WREATHS VOLUNTEER

Annotations:

- The background image here is your banner. The banner is the easiest way to quickly make your location or group page stand out!
- This is the title and subtitle. We do not recommend adding too much text here or it will throw off your page format. **Always be sure to check your date and time, and DO NOT remove your wildcards so they will update automatically each year.
- Your logo can be added here. You can edit that under the Logo section of your customizations to do's. This is a great way to show off the logo of the organization you are affiliated with!

RESULTS

2020 SO FAR

4,162 Wreaths Sponsored
32.1 % to Goal
8,798 To Go!
92 Views

REMEMBER the Fallen. . . HONOR those who Serve. . . TEACH our children the value of Freedom.

Welcome to Team Bear's Wreaths Across America Page.

On Saturday, December 19th at 8:30AM Team Bear will be helping Arlington National Cemetery to Remember and Honor our veterans by laying Remembrance wreaths on the graves of our country's fallen heroes.

Please help us honor and remember as many fallen heroes as possible by sponsoring remembrance wreaths, volunteering on Wreaths Day, or inviting your family and friends to attend with you.

Thank you so much for supporting Team Bear and Wreaths Across America!

With deep appreciation of our veterans and Gold Star Families,
Bre Kingsbury

Don't forget to click "Save and Complete"!

Customize Item

Please provide the customizations you desire below then click save. If you would like to remove this customization go back to the default settings, click the "Ri

Format - B I U S

You can change the format of your text by clicking in this box. This is great if you want to make certain words like the date stand out.

Please help us Remember every Fallen Veteran, Honor those who still serve, and their families, and Teach our youth, the value and price of Freedom, on {{CeremonyDateTime}} by sponsoring a wreath, volunteering, or inviting friends to help.

Do not edit anything in the ({}) because this will update automatically according to the ceremony info set by the location.

* Chose image

From image library

Random from photo album

Image Name **MEMORIAL DAY IGNC.jpg** >

Thumbnail

You can choose any photo from your library by typing the name of the image or you can click see all from the menu that will pop up to view your photos.

If you get a broken thumbnail instead of the picture you may need to reprocess your image.

REVERT CUSTOMIZATION SAVE AND "COMPLETE" SAVE

INDIANTOWN GAP NATIONAL CEMETERY (PAIGNA)

PLEASE HELP US REMEMBER EVERY FALLEN VETERAN, HONOR THOSE WHO STILL SERVE, AND THEIR FAMILIES, AND TEACH OUR YOUTH, THE VALUE AND PRICE OF FREEDOM, ON SATURDAY, DECEMBER 19, 2020 AT 12:00 PM BY SPONSORING A WREATH, VOLUNTEERING, OR INVITING FRIENDS TO HELP.

SPONSOR WREATHS

VOLUNTEER



This is the summary text that will show on your main location or group page.

This is where you can add specifics to your page, share links to your Facebook or other social media pages, or list important dates.



RESULTS

2020 SO FAR

5,790 Wreaths Sponsored
14.1 % to Goal
35,210 To Go!
770 Views

REMEMBER the Fallen. . . HONOR those who Serve, and their families . . . TEACH our children the value and price of Freedom. Welcome to the Indiantown Gap National Cemetery's Wreaths Across America Page. Thank you for Playing a Part!

Please visit one of the many Fundraising Groups supporting Indiantown Gap National Cemetery Location, so we can continue to Remember every Veteran buried here, and place a wreath on every grave.

Special Requests are accepted at IGNC. Please make sure to order through Grave Specific, and specify whether you wish to have a volunteer place the wreath, or whether you wish to pick up the wreath, which we call Set Asides, and place it yourself. Set Aside wreaths are only available on Wed, Thur and Fri, before the Ceremony, from 9 AM to 5 PM, at the Cemetery. If you wish to receive a photo of your Grave Specific special request, please email wreathsindiantowngap@gmail.com.

Please register youth groups with our Youth Coordinator, Daisy Detwiler, at waaindiantowngap@yahoo.com, by November 5, 2020.

Please remember to sign up as a Volunteer, and include the number of folks joining you so we can plan for parking and location prep. Follow us on Facebook at <https://www.facebook.com/WAAIGNCPA/>.

It's easy to edit your pages!

Quickly grab the attention of your page visitors.

Get supporters excited by having custom text that gets them excited to support your group and location.

Be sure leave the {{Wildcards}} as is.

Customize Item

Please provide the customizations you desire below; then click save. If you would like to remove this customization and go back to the default settings, click the "Revert Customization" button.

REMEMBER the Fallen. . . HONOR those who Serve. . . TEACH our children the value of Freedom.

Welcome to the {{PageName}}'s Wreaths Across America Page.

On {{CeremonyDateTime}}, {{PageName}} will be helping {{LocationName}} to Remember and Honor our veterans by laying Remembrance wreaths on the graves of our country's fallen heroes.

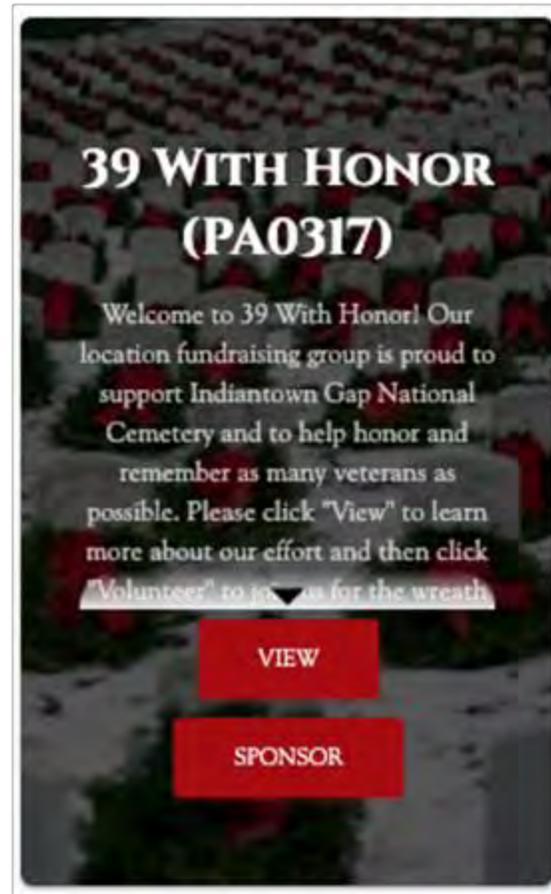
Please help us honor and remember as many fallen heroes as possible by sponsoring remembrance wreaths, volunteering on Wreaths Day, or inviting your family and friends to attend with you.

Thank you so much for supporting the {{PageName}} and Wreaths Across America!

REVERT CUSTOMIZATION SAVE AND "COMPLETE" SAVE

Cards – How They Can Promote Your Page!

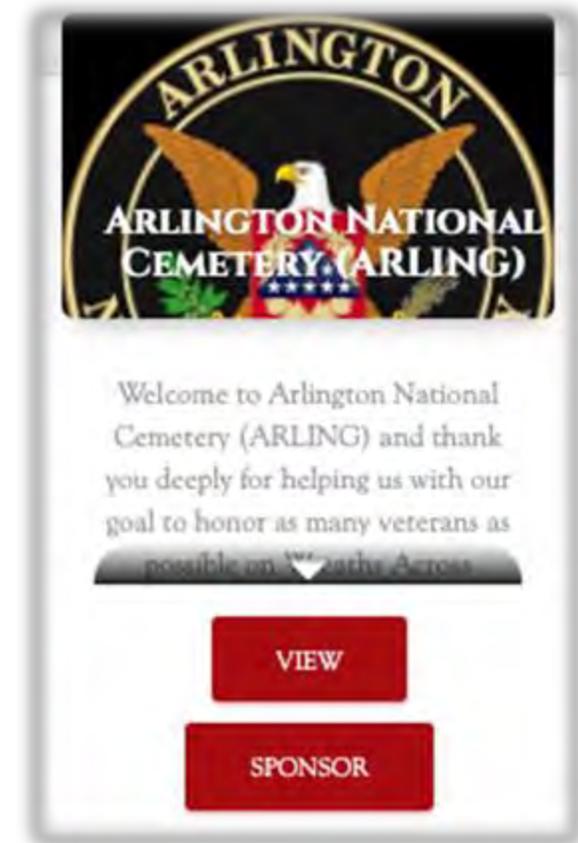
*Group “Cards” show up on the supporting locations page under the Groups tab.
Location “Cards” show up on the sponsorship group page under the Locations tab.*



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

Please note that if you are a group that supports multiple locations, it is very important that you edit your card summary text to indicate that.

By default, the group card will only show your main location.



For Location Coordinators Only!
These To Do's are where you edit the ceremony details section of your location page.

MANAGE TO DOS

MANAGE TO DOS (16) PREVIEW THIS FUNDRAISING SITE GET HELP

Overview Page > Ceremony and Volunteer Information Tab > Customize Text

Do you have specific information that you need to disseminate to your supporters? For example, information on utilizing public transportation to attend your ceremony or what time to arrive before the ceremony? This is the perfect place to post that information. When you are finished with editing this text, your changes will show on the red "Ceremony and Volunteer Information" tab near the bottom of your Overview Page.

Overview Page > Directions to Ceremony Tab > Customize Text

Be sure that your supporters know how to get to your location on National Wreaths Across America Day. This is the place to post information such as the best address to enter into a GPS device or other pertinent location information. When you are finished customizing this section, your changes will show near the bottom of your Overview Page, on the red tab that reads "Directions to Ceremony."

Overview Page > Parking Instructions Tab > Customize Text

Does your location's parking lot fill up early on National Wreaths Across America Day or do you have other information to tell attendees regarding where to park or where not to park for your ceremony? This is where you post parking information. When you are finished with this customization, the changes will show near the bottom of your Overview Page on the red tab that says "Parking Instructions."

CEREMONY DETAILS

These sections should be edited by every location in order to provide directions for volunteers attending the ceremony. This will be especially important this year for modified ceremonies due to COVID.

LOCATION INFORMATION
DIRECTIONS TO CEMETERY
PARKING INSTRUCTIONS
CEREMONY AND VOLUNTEER INFORMATION

CEREMONY AND VOLUNTEER INFORMATION

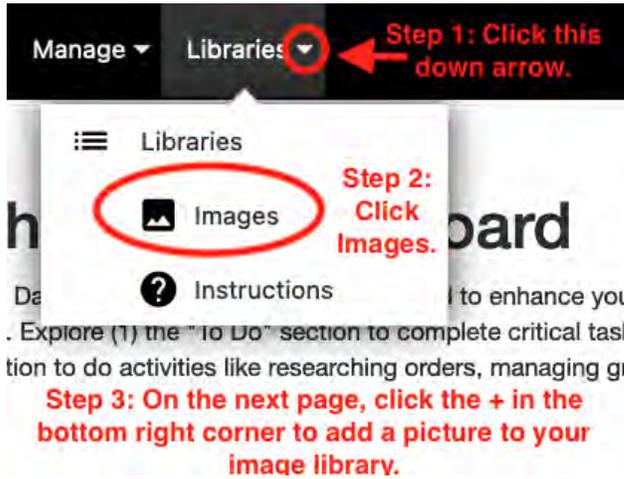
*Operation Clean Sweep - Saturday Feb 1, 2020 - 8 AM. LIMITED PARKING ON CEMETERY. PARK AT COMMUNITY CLUB AND RIDE SHUTTLE BUS STARTING AT 7:30 - FOLLOW THE EVENT ON FB at <https://www.facebook.com/events/1391339327687168/>.

We are happy that you are willing to help with our Wreath Across America Day at Indiantown Gap National Cemetery. Please do not forget to register to volunteer! That way you will get all updates about the cemetery itself.

- We especially appreciate volunteers willing to help clean-up. Please check in with the location coordinator if you are interested in helping with the clean-up of 40,000 wreaths, on February 1st, 2019 starting at 8 am. All volunteers should report to the PA Veterans's Memorial for a briefing at 8 AM. Parking is available at The Community Club (next to PX), beginning at 7:30, and running until all volunteers are returned to their vehicles. No parking will be permitted throughout the Cemetery during OCS. Please follow our Facebook page for instructions on parking.

The most important thing to remember is to have a wonderful experience participating and honoring our Heroes, and thank you so much for Playing a Part in helping WAA-IGNC achieve our mission to Remember, Honor and Teach.

Using Photos to Personalize Your Page -



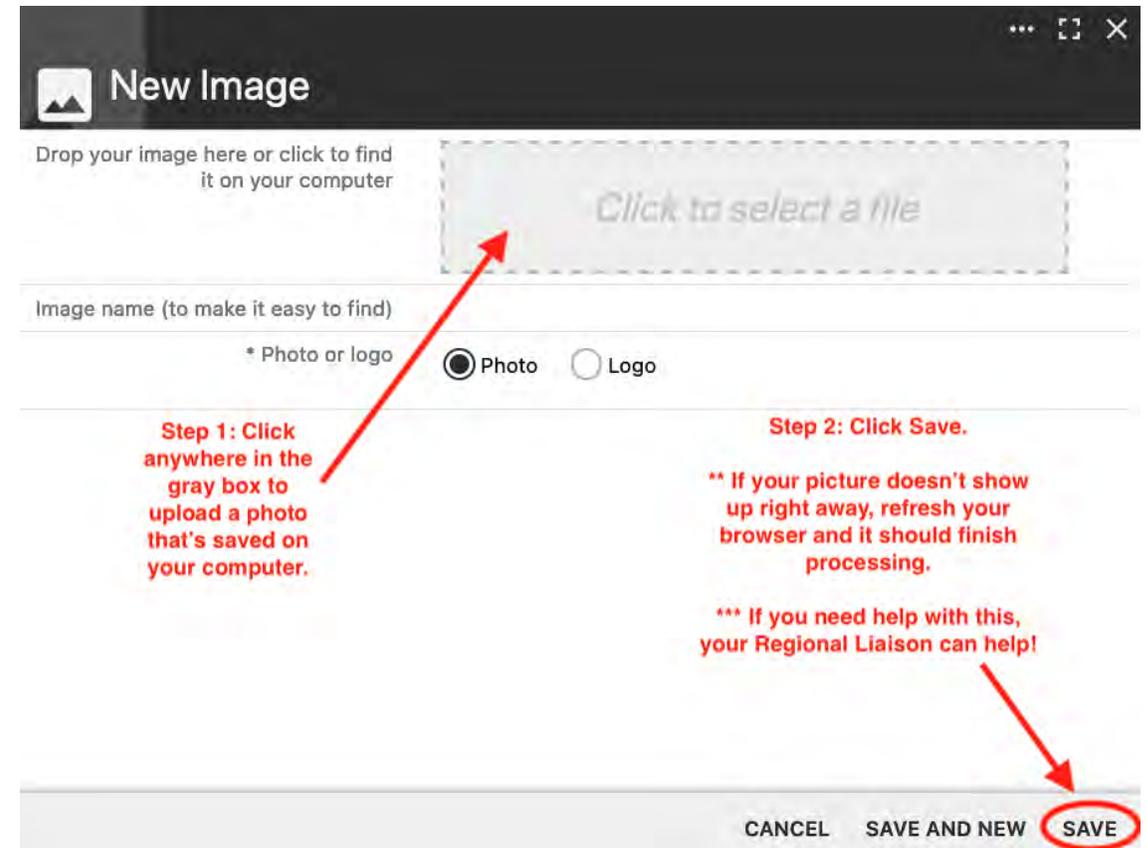
Your supporters will love seeing pictures of your community working together to honor and remember our nation's heroes!

Add Photos to Your Image Library

- ★ Just like you have an image library on your cell phone, you have an image library on your dashboard.
- ★ This is where you will store all the pictures that you may want to put on your page.

Trouble Adding Photos?

- ★ Once you save an image in your library, it might take a minute to fully process. Next, add the pictures to a Photo Album!
- ★ If you can't see the picture, refresh your internet browser.
- ★ This should fix it, but if you still can't see the picture, reach out to your Regional Liaison for help.



New Image

Drop your image here or click to find it on your computer

Click to select a file

Image name (to make it easy to find)

* Photo or logo Photo Logo

Step 1: Click anywhere in the gray box to upload a photo that's saved on your computer.

Step 2: Click Save.

** If your picture doesn't show up right away, refresh your browser and it should finish processing.

*** If you need help with this, your Regional Liaison can help!

CANCEL SAVE AND NEW **SAVE**

How Do I Create a Photo Album?

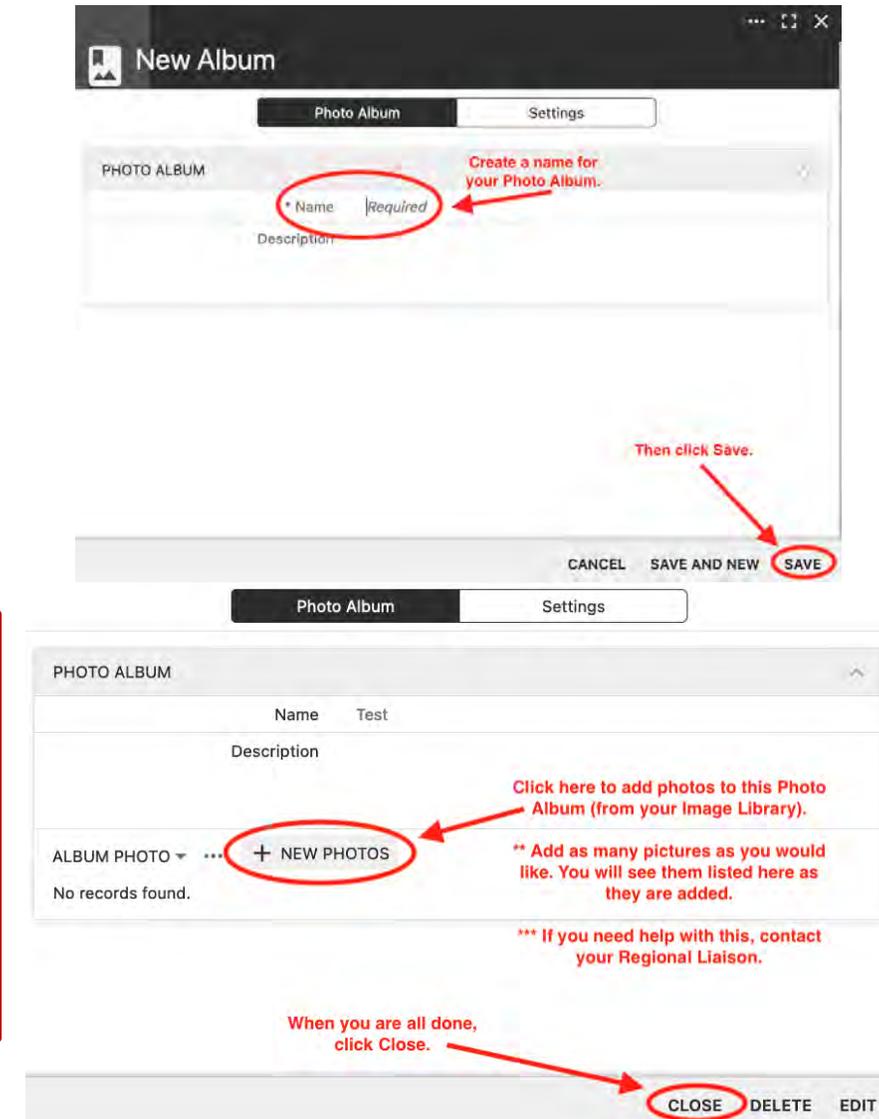
What Should I Put in My Photo Albums?

Any pictures of your community working together to further the mission to REMEMBER, HONOR, and TEACH.

- ★ Fundraising Events – This is a great way to show your volunteers in action!
- ★ Wreath Laying Ceremony – This is what it's all about! Use these photos to inspire your community to stay involved all year round.
- ★ Wreath Clean-Up – Show your community how you care about keeping your cemetery clean and how you work together to dispose of the wreaths.
- ★ Grave Specific Wreaths – If your cemetery is able to honor Grave Specific requests, a photo album is a nice way to share the photos of those wreaths.

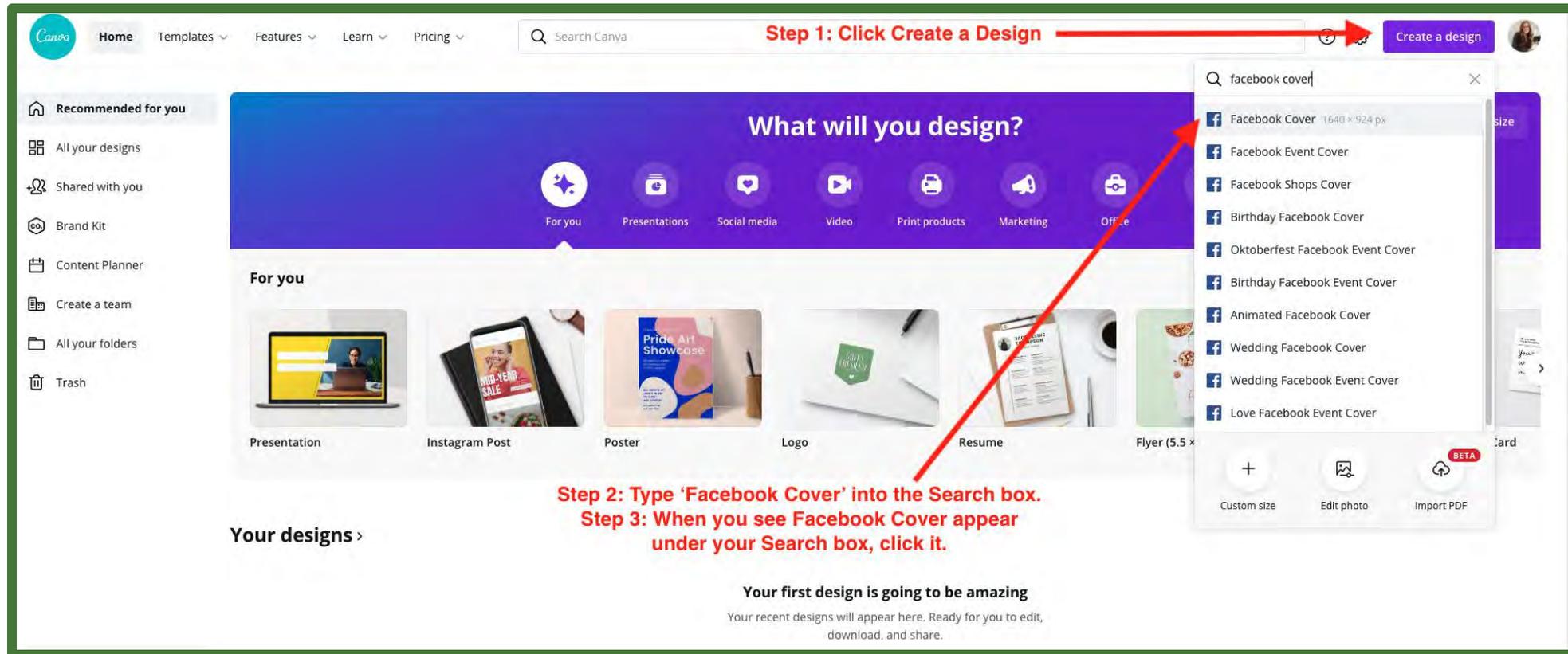


NOTE: After you click Manage Albums, click the + sign in the bottom right-hand corner of the next page to start your new album.



Using Canva to Format Pictures for Your Page:

To optimize your pictures so they fit nicely into the templates for your page, we recommend creating a **free** account on **canva.com**.



The screenshot shows the Canva homepage with a search bar at the top. A red arrow points to the 'Create a design' button, labeled 'Step 1: Click Create a Design'. Below the search bar, a dropdown menu is open with 'facebook cover' entered. A red arrow points to the first search result, 'Facebook Cover 1640 x 924 px'. Below the search results, a red arrow points to the search bar, labeled 'Step 2: Type 'Facebook Cover' into the Search box. Step 3: When you see Facebook Cover appear under your Search box, click it.' The main content area shows various design templates like Presentation, Instagram Post, Poster, Logo, Resume, and Flyer. At the bottom, there is a message: 'Your first design is going to be amazing' and 'Your recent designs will appear here, Ready for you to edit, download, and share.'

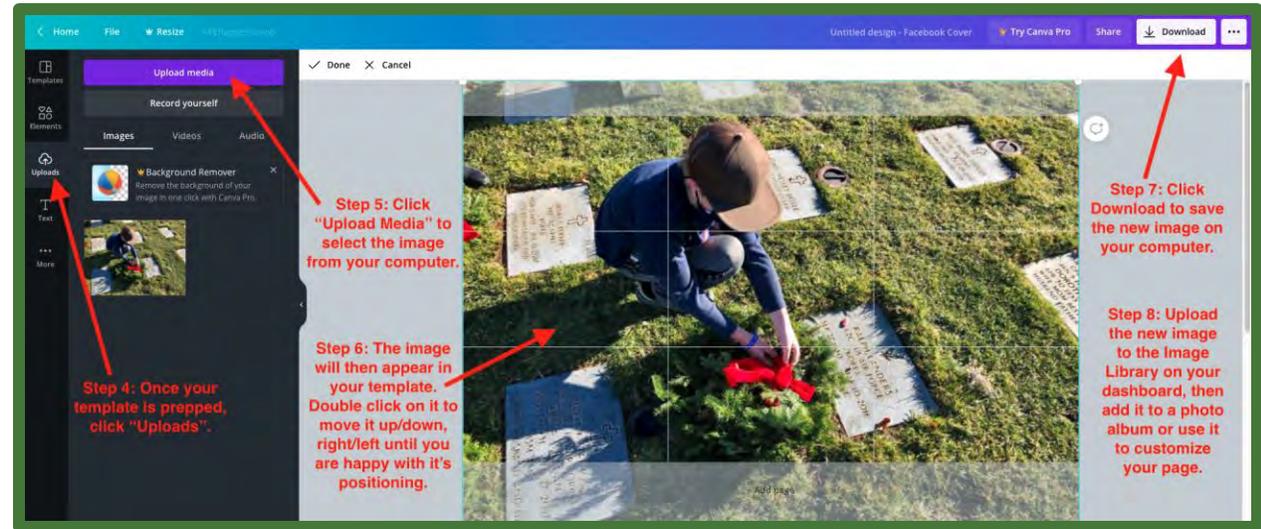
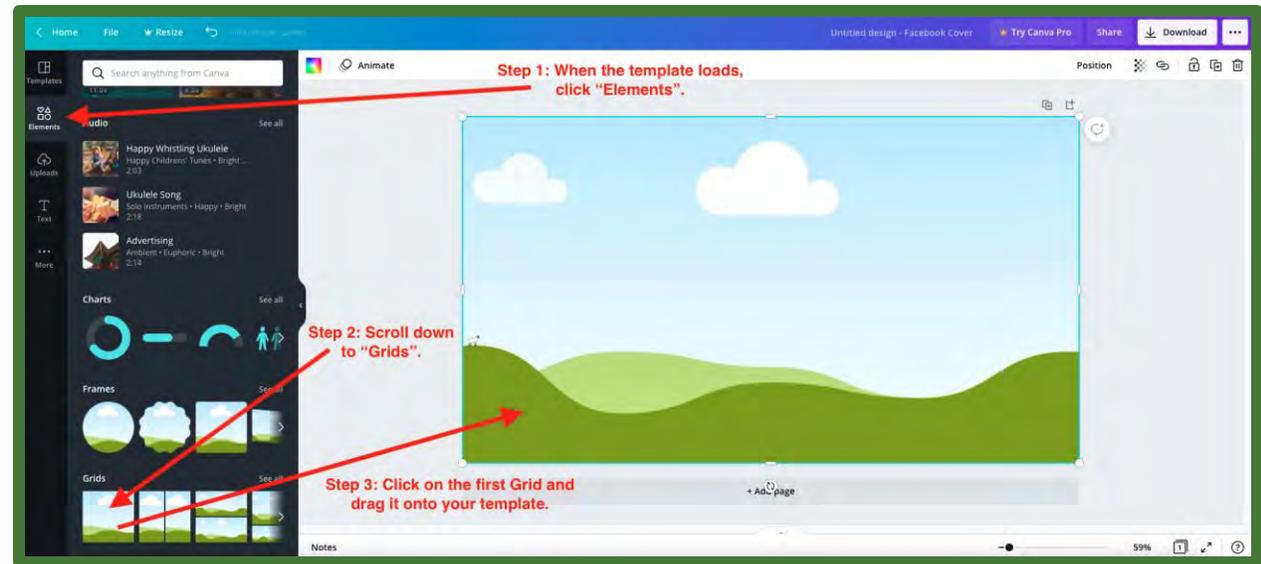
Note: If you are uploading a Logo, you can search "Logo" instead.

Using Canva to Format Pictures for Your Page:

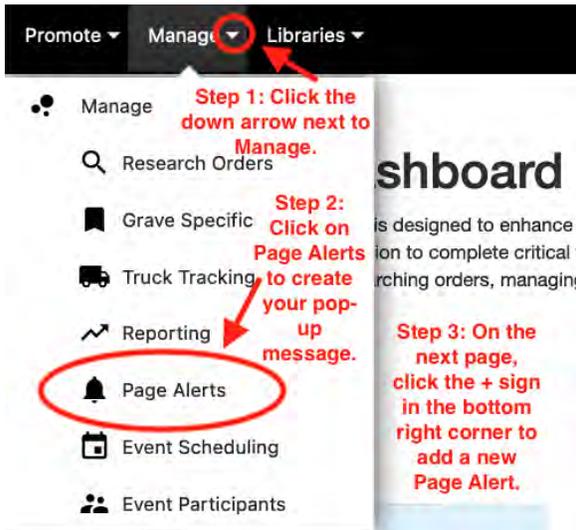
Next, prep your template!

★ This template will allow you to use any image you would like, resize it, and then add to your page without sacrificing any image quality.

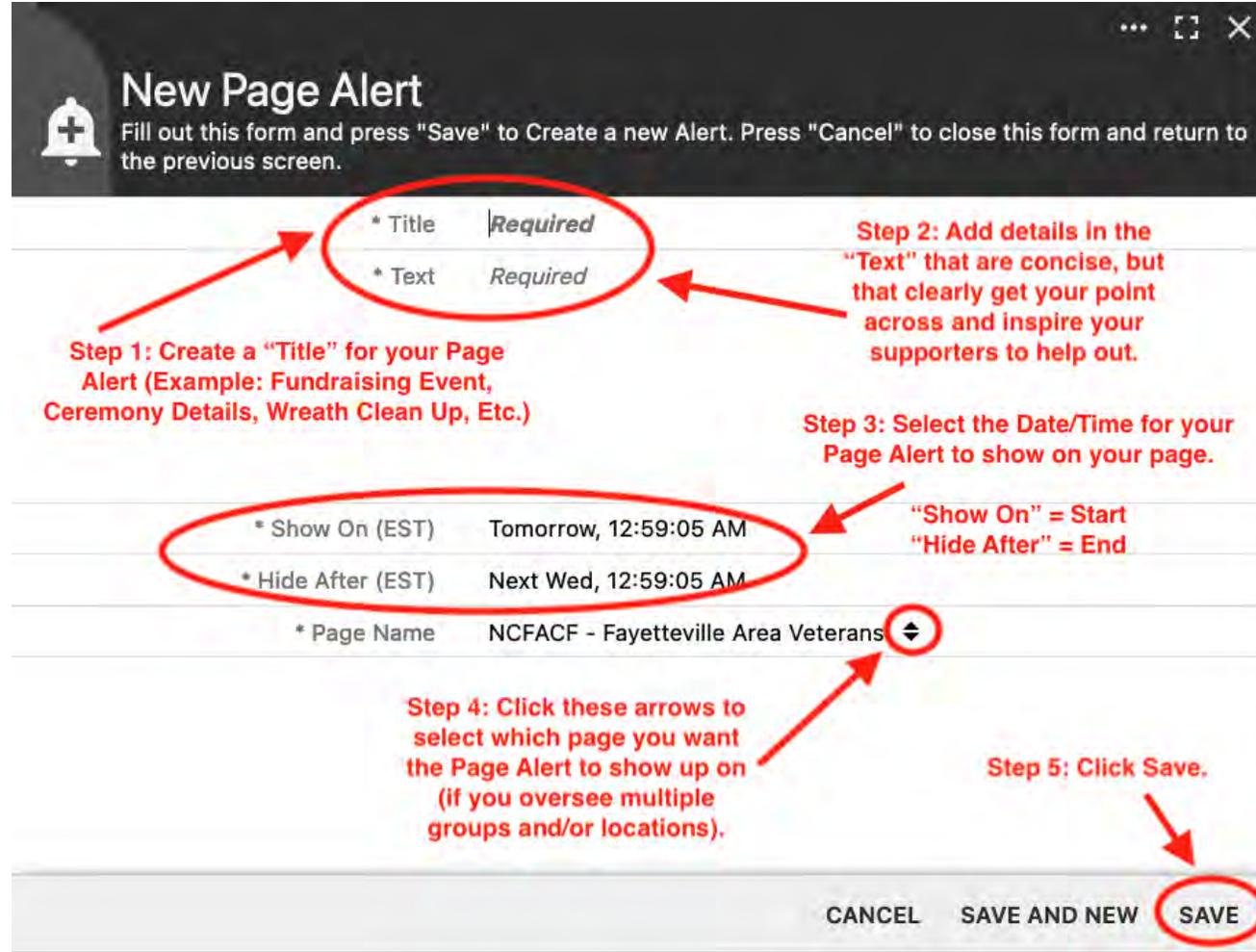
★ If you have a picture in portrait mode (vertical), you can use this same template! Drag the sides of the template in to bring your picture back into portrait mode. Move the picture sideways to center it or make it flush left or right.



Should I Use A Page Alert?



A Page Alert is a great way to communicate with your supporters!



Fill out this form and press "Save" to Create a new Alert. Press "Cancel" to close this form and return to the previous screen.

* Title *Required*

* Text *Required*

Step 1: Create a "Title" for your Page Alert (Example: Fundraising Event, Ceremony Details, Wreath Clean Up, Etc.)

Step 2: Add details in the "Text" that are concise, but that clearly get your point across and inspire your supporters to help out.

* Show On (EST) Tomorrow, 12:59:05 AM

* Hide After (EST) Next Wed, 12:59:05 AM

"Show On" = Start
"Hide After" = End

* Page Name NCFACF - Fayetteville Area Veterans

Step 3: Select the Date/Time for your Page Alert to show on your page.

Step 4: Click these arrows to select which page you want the Page Alert to show up on (if you oversee multiple groups and/or locations).

Step 5: Click Save.

CANCEL SAVE AND NEW SAVE

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

- ★ Share about upcoming fundraising events or important notes about the wreath laying ceremony.
- ★ Invite volunteers to help clean up wreaths on the designated date for your cemetery.

You can also use it to encourage donors to help meet your goal!

MEET THE LOCATION & GROUP TEAM



Julie Bright

***North
Carolina***

Director of
Locations
and Groups



**Rachel
Worcester**

Maine

Region 1 Liaison



Trish Gardner

Florida

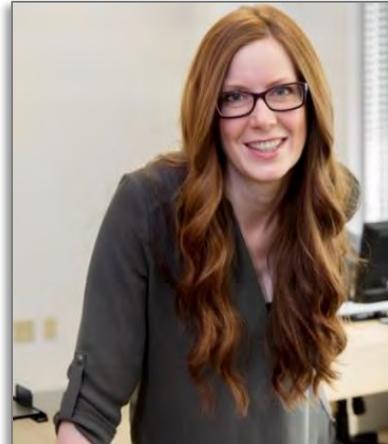
Region 2
Liaison



**Richelle
Bergeson**

Iowa

Region 3
Liaison



**Meagan
Erickson**

Nevada

Region 4
Liaison

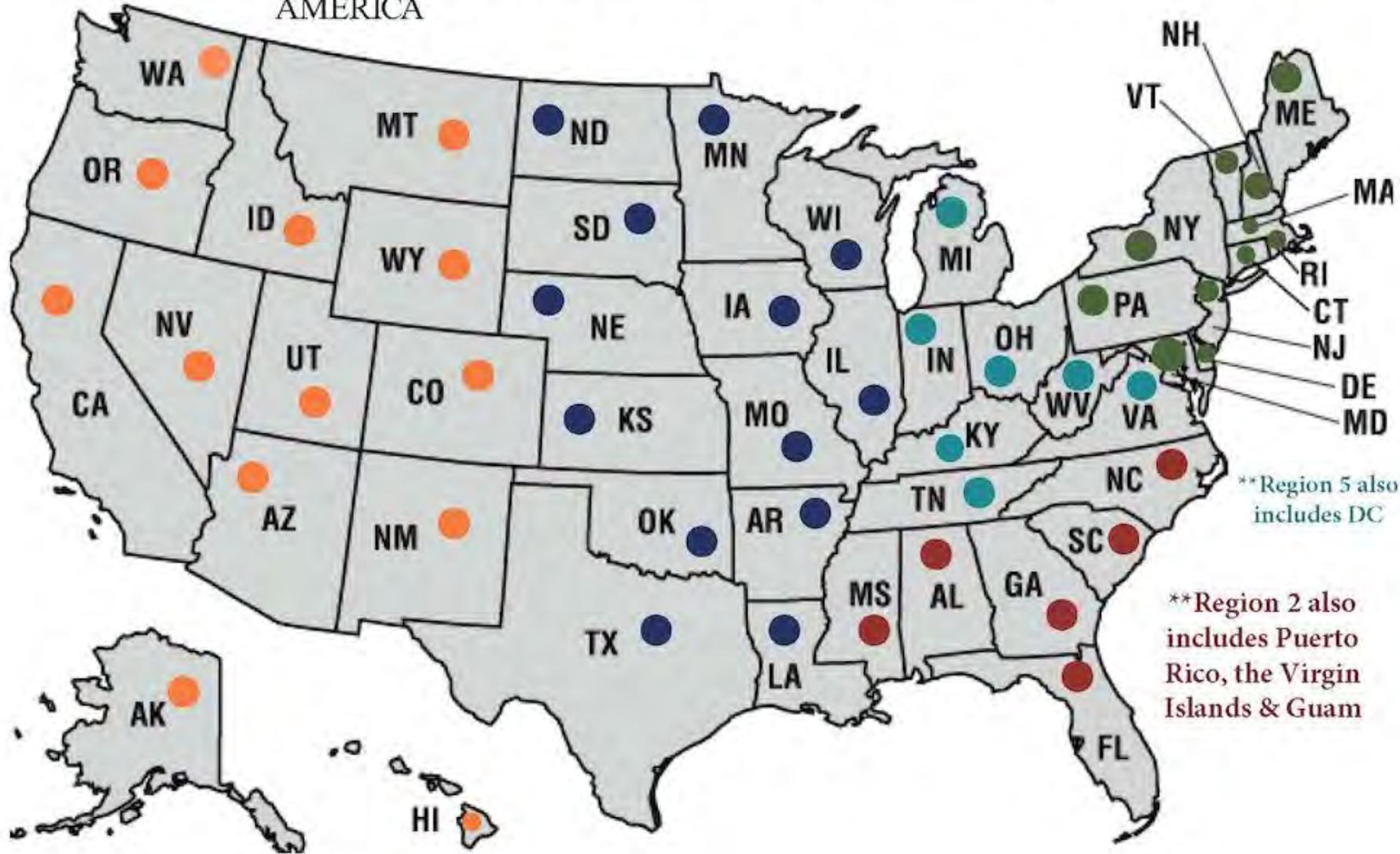


Tiffany Lynch

Indiana

Region 5
Liaison

REGION MAP



Region 1

Region 2

Region 3

Region 4

Region 5



WREATHS *across* AMERICA

THANK YOU

Wreaths Across America

August 2021