

WREATHS ACROSS AMERICA™
POLICY HANDBOOK
LOCATION LEADERS AND FUNDRAISING GROUPS



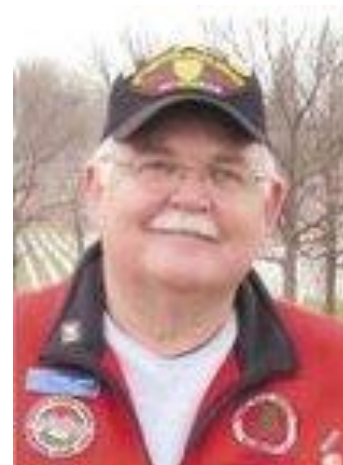
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*This Policy Handbook was designed to help you get started quickly on your location or fundraising program. Please refer to the Reference Guide often. We have worked hard to ensure common questions and policy issues are answered.

WELCOME



My Open Letter to All Location Leaders, Fund Raisers and Volunteers

First, let me thank you personally for your continued support and commitment in helping Wreaths Across America to expand their mission to **Remember the Fallen, Honor Those who Serve, and Teach our Children the Cost of Freedom**. Through each of your efforts in 2010, in excess of 160,000 volunteers placed over 219,000 wreaths on the final resting places of American soldiers, sailors, airmen, Marines, Coast Guardsmen and their family members in 545 locations around the world, including such historic locations as Normandy, Pearl Harbor, Bunker Hill and Valley Forge.

Each day, in cemeteries throughout this country, family members of our veterans and active duty military members who have made the ultimate sacrifice for our freedom, listen to the sorrowful sound of TAPS played as their loved ones caskets are lowered into the ground and American flags are folded and presented in remembrance of their service and sacrifices.

It is our commitment and that of Wreaths Across America to not only honor those currently being buried, but also to remember those who have gone long before and who might not have family members to visit their grave sites and thank them for their sacrifices.

I have been the location leader for Arlington National Cemetery in Arlington, Virginia, since 2005. I have had the opportunity to meet hundreds of some incredibly wonderful and inspiring volunteers who willingly give their time and efforts to ensure that thousands of those buried at Arlington are not forgotten and will continue to be remembered. It is these volunteers, and those from all of your locations, including the trucking companies; corporate sponsors; package handling companies; veterans organizations; school and church groups; scout troops; law enforcement agencies, et. al, that serve as the backbone of Wreaths Across America's efforts.

Relying on the participation of volunteers is key to the success of Wreaths Across America. While we encourage individual creativity and initiative, we must have established standards and guidelines to insure that our mission to Remember, Honor and Teach is paramount. Therefore, please review and use the attached Location Leader and Fundraising Group Reference and Quick Start guides as a basis for your future work in promoting the mission of Wreaths Across America.

Thanks for all you do. We will never forget!

Sincerely,

A handwritten signature in blue ink that reads "Wayne G. Hanson".

Wayne G. Hanson
Chairman, Board of Directors
Wreaths Across America

Forward

Wreaths Across America™ (WAA) is a 501 (c)(3) organization founded by the Worcester family in 2007 as a result of interest in their Arlington Wreath Project. In 2008, 2009, 2012 and 2011 the United States Congress unanimously decreed the second Saturday of December as Wreaths Across America Day.

WAA's mission, Remember, Honor and Teach, is carried out in part by placing wreaths on veterans' graves and having simultaneous ceremonies during the holiday season at locations all over the country and beyond. WAA ceremonies are held at over 750 locations in the USA and 24 offshore sites. There is no charge to conduct or attend WAA ceremonies.

WAA could not carry out its ambitious day of remembering and honoring veterans without the help of volunteers, location leaders, sponsors, fund raisers and the generous donations of trucking companies. We extend a special thanks to all involved.

Our programs have expanded to include additional opportunities to educate our children and communities, and thank and honor veterans throughout the year. We are governed by a board of directors representing diverse interests and organizations from around the country.

Wreaths Across America™ is a trademarked name and a recognized 501(c) (3) corporation. To protect our mission, our nonprofit status, and our name, all funds raised in association with WAA must be processed through our headquarters, and all activities executed in association with WAA, including fundraising, must be sanctioned through affiliation with our organization.

This booklet explains how you can put your passion into action, and get started right away coordinating a ceremony and/or wreath laying event, or raising funds to sponsor the wreaths that are placed to honor veterans.

Please read the *WAA Reference Guide* for more details and background on this and all our programs.

WREATHS ACROSS AMERICA: CEREMONY AND WREATH LAYING LOCATIONS

WHAT IS A LOCATION?

Locations are the sites at which wreath laying events and/or memorial ceremonies occur. Our goal is to have these events marked by a ceremony on a Saturday of December at 12 noon. Typical locations include:

1. National or State Veterans Cemetery
2. Community Cemetery
3. Monument
4. Park or Memorial
5. School
6. Special Request location (Church, Community Hall, etc.)

WHAT IS A CEREMONY?

A ceremony is a formal tribute to veterans, coordinated and often executed by a Location Leader. Wreaths Across America™ locations hold two types of ceremonies: those that include remembering individual veterans by placing wreaths on their graves, and those that use only Ceremonial Wreaths. All ceremonies are scheduled to take place on a Saturday of December at 12 Noon EST.

1. “Ceremonial Only” Locations are typically locations without individual internments, such as memorials or parks. Each of these locations receives seven Ceremonial Wreaths donated from the Worcester Wreath Company in Harrington, Maine. Each wreath represents a branch of the service plus a wreath for POW/MIA. Each wreath is decorated with a red bow, American flag and a corresponding service flag to represent each branch of the military.
2. When a Ceremony does include laying wreaths on individual graves, that location also receives the seven donated Ceremonial Wreaths. In addition one or more fundraising groups will work to secure wreath sponsorships for individual grave placement at that location.

WHAT IS A LOCATION LEADER?

WAA volunteer Location Leaders are the backbone of our organization. A Location Leader organizes and conducts all aspects of the December ceremony in their community:

1. Organizes volunteers, and works with any interested group

2. Reaches out to members of the community with the WAA experience, including veteran's organizations.
3. Receives the delivery of wreaths, at the location or elsewhere
4. Facilitates the 12 noon ceremony (sample script provided by WAA)
5. Coordinates the Ceremonial Wreath laying, and the individual wreath laying
6. Works with fundraising groups to honor special requests if possible
7. Coordinates local press reports according to WAA policy
8. Work with cemetery officials and volunteers to ensure wreaths are removed after an appropriate period.
9. Communicates regularly with WAA support staff



HOW DO I REGISTER MY LOCATION?

Locations can be registered by completing the Location Registration Form AND the Location Leader Agreement online at <http://www.wreathscrossamerica.org/act-now/>. You can get help by calling 877-385-9504. All registered locations will receive the seven Ceremonial Wreaths compliments of Worcester Wreath Company, Harrington, ME. All Location Leaders will be listed on our website on the location page, with contact information.

WREATHS ACROSS AMERICA: WREATH SPONSORSHIPS AND FUND RAISING GROUPS

WREATH SPONSORSHIP PROGRAM

In 2007 Wreaths Across America™ expanded its program to enable cemeteries all over the Country to place wreaths on individual graves to emulate the Arlington Wreath Program. In 2011, we placed 325,000 wreaths on graves in all 50 states and beyond.

We are seeking groups who would like to help us remember and honor veterans laid to rest all over the country by raising funds to sponsor wreaths. We will return \$5 of every \$15 wreath sponsorship you raise to support your organization and its ongoing work.

Wreaths may also be sponsored on line by individuals for placement on graves at participating locations.

HOW TO BECOME A FUND RAISING GROUP

1. Select a cemetery you will raise funds for. It could be Arlington National Cemetery, or a cemetery in your state or local community. A list of participating locations, along with location ID, can be found on our web site.
2. You must register with WAA office, AND complete a Group Fundraising Agreement Form before you begin fundraising. You can access this form at <http://www.wreathscrossamerica.org/act-now/>.
3. You will be assigned a group ID number and a cemetery ID number. It is important to include this information on all donations remitted to us.
4. You will need a Group Leader. The group leader is responsible for passing along all information and communications from WAA to the rest of the fundraising group, for being the main point of contact for WAA, and for ensuring remittances are made at least every two weeks.
5. Read the WAA Reference Guide to get ideas on how to raise funds.
6. Wreaths Across America™ wreath sponsorships are \$15 per wreath.
7. Funds are collected by each participating group. \$5 of each \$15 will be returned to the registered fundraising group.
8. If you are not interested in having the \$5 per wreath returned to your group, you can choose our 3 for 2 option. For every two \$15 sponsorships, three wreaths will be sent to the participating location of choice. No funds are returned to your fundraising group.

9. Sponsored wreaths will be shipped to a participating cemetery designated by your fundraising organization.
10. Wreaths Across America™ cannot honor grave specific requests. Some location leaders do make special arrangements if contacted in advance by fund raising groups.
11. Fund raising may be done all year.
12. Please let us know if you are a 501-c3 organization.
13. We encourage all fundraising groups to participate in the Ceremonies at your cemetery.***

*****There is no requirement to raise funds to participate in the Wreaths Across America™ Ceremonies.**

WAA is a trademarked name. All funds collected must be processed through the WAA Headquarters. **You may not raise funds using the WAA name unless through this program.**

*Please refer to the *WAA Reference Guide* for fund raising ideas, answers to FAQs, and information you will need on WAA's history, goals, and mission

Wreaths Across America
Public Relations and Media Policy

Wreaths Across America's mission to remember, honor and teach has been taken up by eager groups and individuals all through the country and beyond. We are humbled and grateful for the response we have received, and at the rate of growth we have experienced as we help accommodate people's willingness to help.

At the same time we have a responsibility to protect the principles and core values this organization was founded on, and we must ensure that our message is not distorted, corrupted, or used in any way that could unintentionally hurt our ability to achieve our mission. Failing to do this could put all our work at risk. We must remember that above all, our work is about veterans, men and women in the armed forces, and military families. Our work is not about religion, a political party or agenda, or any group or affiliation.

Our goal is a consistent and positive message that helps educate the public about the importance of honoring the memories of all who sacrificed their time, their family, their health, and often their lives, to protect the freedoms we enjoy.

Our policy, which relates to all Board Members, Groups and Location Leaders, is the following:

1. The Executive Director of Wreaths Across America is the official spokesperson of the organization.
2. The use of the Wreaths Across America™ name or likeness on any printed or electronic form of communication by anyone other than a registered Group or Location leader is prohibited.
3. Groups and Location Leaders will use Press Release templates provided in the *WAA Reference Guide*. If WAA is mentioned in any other press releases, press kits, special articles, guest columns, etc., prepared in advance, they must be approved by WAA headquarters before they are distributed and/or published.
4. When working directly with the media, (such as in interviews) Groups and Locations Leaders may speak OF Wreaths Across America, but not speak FOR it. Comments, quotes and other official information will be provided for you or the media by WAA if requested.

No Board Member, Group or Location Leader may use the letterhead, logo, or name of Wreaths Across America to give an implicit or explicit impression that they are employed by or officially represent Wreaths Across America. Board members may represent Wreaths Across America with permission from the Executive Director.