

Instructions for your “What A Difference A Day Makes” ~ Thanks A Million Event

Thank you for participating in our special project **WHAT A DIFFERENCE A DAY MAKES~THANKS A MILLION EVENT**, which is part of our ongoing national campaign to thank members of America’s military, their families and veterans for their service.

Follow these instructions for a successful **WHAT A DIFFERENCE A DAY MAKES**:

1. **Complete the letter to a local high traffic area** with your information, and **deliver** it to your local store Manager or Community Involvement Coordinator **AS SOON AS POSSIBLE**. Many groups like to use these high traffic areas, and you need to send in your request as far in advance as possible. Please choose a busy weekend day in May, June or July. (Please avoid conflict with the VFW’s “Buddy Poppy” day)
2. **Please let us know the date** you have arranged to be “stationed” at your chosen location. Email info@wreathscrossamerica.org to let us know, and tell us how many cards you will use. Typically, our volunteers give out 100 to 250 cards in a high traffic area, but you know your local area best.
3. **Find Volunteers**. You will need at least one extra person, since you may have two entrances to cover. Plan to be there from at least 10 am to 4 pm. Breaking up the time spent by each person makes it easier, and working in pairs is fun and effective.
4. **Organize your display**.
 - a. We have provided you with a graphic you can use to create posters, handbills, can wrappers, and other promotional tools.
 - b. We suggest you have a covered table at each entrance and have a poster on the wall behind you, and/or standing on the table. You could even set up a computer and play our video or show the slide show on our web site. (www.wreathscrossamerica.org) or you can request a DVD.
 - c. Place containers for collecting donations on each table. This could be a combat boot, which many groups have good luck with, or a can or box wrapped with the graphic.
 - d. You will need a secure place to keep money once your containers are full, preferably in your locked vehicle.
5. **Plan the day**. You and your other volunteers will be handing out our Thanks a Million cards. This small gesture will have a big impact on you. Be sure to sign your cards in advance.
 - a. Focus on handing out the cards to everyone you see who is, or knows, a member of the military.
 - b. If they aren’t wearing a uniform or aren’t obviously a veteran, ask them if they have served.
 - c. If they aren’t current or former military, ask them if they would like one or more cards to thank people in the military that they know.
 - d. If people are interested in donating to Wreaths Across America, you can direct them to the display. **GIVING THE CARDS** is the mission- it will undoubtedly help you with donations. Remember that the cards are given freely with no requirement of donation.
6. **Turn in your Funds**. Go to a bank and have any donations you collected converted to a money order or check made out to Wreaths Across America. Send it to us along with the completed submission form within a week of your **WHAT A DIFFERENCE A DAY MAKES**. Participating groups will be recognized on our Facebook page. Please email photos of your “What a Difference A Day Makes” Event to info@wreathscrossamerica.org .

Wreaths Across America is nonpolitical and nondenominational; our programs are open to all.

GOOD LUCK and THANKS!

WREATHS ACROSS AMERICA
HELP US HELP AMERICA REMEMBER

TALKING POINTS FOR HANDING OUT CARDS

“Good morning. Have you served in the military?”

If “yes” Hand them the card: “I just want to thank you for your service.”

If no: “Do you know someone who has served in the military? Here’s a thank you card you can give them. Feel free to add your name.”

TALKING POINTS FOR FUND RAISING

- ❖ Wreaths Across America is the nonprofit organization that places live wreaths on the graves annually to honor those who have served.
- ❖ Wreaths Across America does not receive any government money. Most of their funds are from private individuals that sponsor wreaths, either for Arlington, or for other participating locations all over the US and beyond.
- ❖ In 2014, Wreaths Across America and their national network of volunteers laid over 700,000 memorial wreaths over 1000 locations in the United States and beyond with help from 2048 fundraising groups, corporate contributions, and donations of trucking, shipping, and thousands of helping hands.
- ❖ Their annual pilgrimage from Harrington, Maine to Arlington National Cemetery that started in 1992 has become known as the world’s largest veteran’s parade, stopping at schools, monuments, veteran’s homes and communities all along the way to remind people how important it is to remember, honor and teach.
- ❖ Wreaths Across America is nonpolitical and nondenominational; its programs are open to all.

WREATHS ACROSS AMERICA
WHAT A DIFFERENCE A DAY MAKES
DONATIONS FOR THE 2015
FUNDS SUBMISSION SHEET

Your name: _____

Mailing Address: _____

Email address: _____

Group ID: _____

Date of fund raiser: _____

Location of fund raiser (city): _____

Business Name where fund raiser was held: _____

Amount raised: _____

Please send this completed form along with a check or money order in the amount of funds raised to:

**Wreaths Across America
PO Box 249
Columbia Falls, ME 04623**

THANK YOU FOR YOUR SUPPORT IN HELPING WREATHS ACROSS AMERICA CONTINUE OUR MISSION

REMEMBER~HONOR~TEACH

