

All Together Now:  
Building Growth Through  
Mission-Driven Cooperation

**ELEVATE**  
**TMSA CONFERENCE**

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# Today's Topic: Growth Through Cooperation

- Introduction to Wreaths Across America
- Growth and challenges
- Tools for collaboration & team adoption
- Opportunities for CSR-driven collaboration in transportation



# The Year Round Mission

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- Remember the fallen;
- Honor those that serve;
- Teach the next generation the value of freedom.



# GROWTH

- 3,700+ locations
- 6,000+ sponsorships groups raising more than \$20 million for local organizations
- 600+ truckloads of wreaths delivered by 300+ transportation partners
- ...and just 45 full time staff.



# & CHALLENGES

- Home grown technology, multiple systems
- Remote workers, distributed volunteer population
- Perceived seasonality
- Reaching new audiences

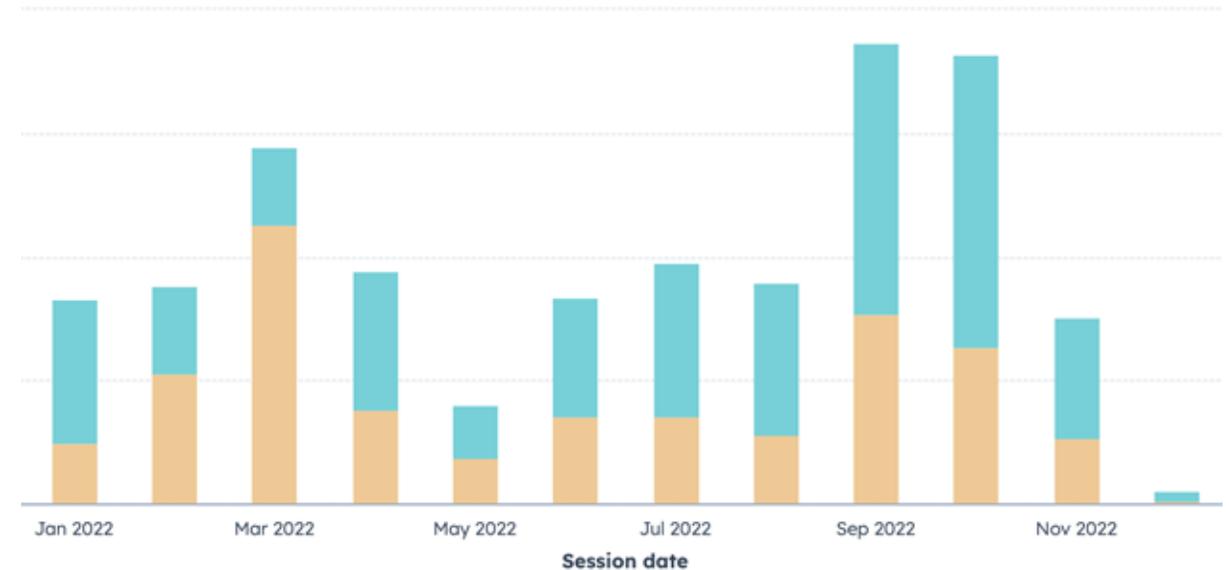
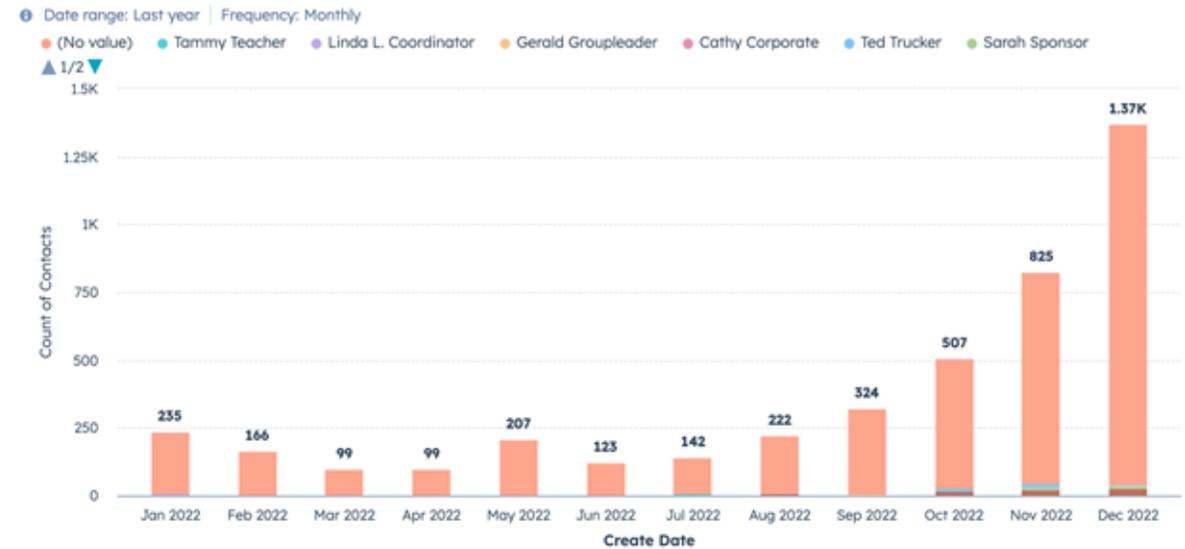


# It all started with a newsletter...

Email marketing was a consistent revenue driver, but with 240K+ subscribers many available solutions were high priced and lacked in user experience, collaboration and automation tools.

In addition, managing across multiple systems created customer service issues.

New Mission Matters Subscribers By Persona





Wreaths across AMERICA

# JOIN WREATHS ACROSS AMERICA

AS A CORPORATE PARTNER

Wreath sponsorship is the most popular way to partner with the Wreaths Across America mission, but there are many ways to make kind contributions and custom partnerships. Fill out the form below to start the conversation!

[Get In Touch](#)

Or find a participating location or group near you to support.

**BECOME A CORPORATE PARTNER**

When a deal reaches...  
**TRUCKING ASSOCIATION FORM RE...**

 **Enroll in workflow**

**Pipeline is "Trucking",  
deal stage is "Trucking  
Association Form  
Received"**

# Meet Renee

# Where we are today

- Most systems integrated with data flow between platforms
- 40+ users between internal staff & vendors
- Wide adoption of CRM, sales tools, landing pages, marketing automation
- Improved visibility into contact history for regional liaisons, customer service
- Improved reporting and revenue attribution
- Productivity increases, improved supporter experiences through automation
- Still managing across multiple systems
- Technology doesn't serve every purpose - Departments from finance to social media still use other platforms & processes as needed

# What did we learn?

- Success from a focus on the shared mission, willingness to embrace new processes and platforms.
- Progress, not perfection!
- Know the audience - user-friendly, flexible tools key to adoption and use.



Honoring the legacy and service of baseball Hall-of-Famer and U.S. Marine Corps veteran

# ROBERTO ENRIQUE CLEMENTE WALKER




### CFI Delivers for Wreaths Across America

NEWS PROVIDED BY  
EIN Presswire  
Dec 07, 2022, 10:00 AM ET

Truckload carrier honors nation's fallen soldiers with support for National Wreaths Across America Day's wreath-laying ceremonies this month in all 50 states.

JOPLIN, MISSOURI, UNITED STATES, December 7, 2022 /EINPresswire.com/ -- Truckload carrier CFI has joined with other trucking companies to support Wreaths Across America's annual mission to bring recognition to American's fallen who placed their lives on the line to defend the country's freedoms.



CFI has supported the annual wreath-laying ceremonies at Arlington National Cemetery and other sites across the U.S. for more than a decade. CFI was again recognized as an Honor Fleet member in 2022 and was one of several trucking firms chosen to make deliveries to Arlington, the nation's most revered memorial ground for our nation's fallen soldiers.

CFI professional driver Don Welch, a U.S. Army veteran, pilots a special "True to the Troops" truck delivering a truckload of commemorative wreaths to Arlington National Cemetery for the annual Wreaths Across America Day's wreath-laying ceremonies.

**“ We consider it a privilege to support Wreaths Across America and further its mission to remember our fallen U.S. Veterans, honor those who serve, and teach our children the value of our freedoms. ”**

— Greg Orr, president, CFI

CFI's delivery to Washington D.C. will be made by professional driver Don Welch, who has driven for CFI for 33 years and has over 3.6 million safe driving miles. In addition to Arlington, CFI drivers - all who are veterans of military service - are delivering wreaths to sites in Kansas, Missouri, Texas and Virginia.

Mr. Welch is an honorably discharged veteran of the U.S. Army and did tours of duty in Germany and Panama. For the delivery to Arlington, he is piloting one of seven unique CFI "True to the Troops" tractor-trailers, which feature special large format "wrap" graphics that cover the entire vehicle, and depict honorable military imagery, honoring members of each branch and their service to the country. The Arlington deliveries are slated for Saturday, December 17.



# PUTTING IT TO WORK