



# *Soldiers' Angels*

## *Event Guide*

**The Angel's Guide  
to Organizing, Running, and Reporting  
a Note Signing and Donation Table**



## A Message from the Founder

*Dear Angel,*

*Thank you for agreeing to supervise an event for Soldiers' Angels. I want to thank you personally for supporting our troops, and really DOING IT. Many talk about supporting the troops; it takes someone special to commit their time and energy to something as large as an event.*



*Please know that the Notes you collect do bring smiles to the faces of our troops overseas and our wounded, and that the money you raise is important to the various projects of Soldiers' Angels. It truly helps make a difference when you stand and work to support our troops.*

*You and your volunteers have my deepest respect and my sincerest thanks. Please feel free to contact me anytime.*

*Good luck on your event.*

*Patti Patton-Bader,  
Founder, Soldiers' Angels*

*May no soldier go unloved.  
May no soldier walk alone.  
May no soldier be forgotten,  
Until they all come home.*



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# Before the Event

## The Easy Way

The Easy Way is easy because almost all of the work is done for you.

### Venue

You will be informed of an event in your area. All information about the event will be sent to you.

### Requesting Volunteers

Volunteers will be petitioned from the list of Soldiers' Angels. A list of volunteers, their time slots, and their contact information will be sent to you.

### Equipment

Equipment, if required, will be solicited from the list of volunteers.

### Supplies

The majority of supplies will be sent to you. You may be asked to provide some inexpensive supplies such as a donation jar, a mailbox for the finished Thank You Notes, and tablecloths for your table. Please keep receipts for any purchases. You will deduct this from the money raised at the event.

### The Signboard

You will still have to assemble your own signboard, using the display board and spray mount that will be shipped to you.

After you purchase your display board and spray mount, go to the Files section of the Website (<http://www.teachspace.org/angels> and click on Files) and download the following files: Sign graphics, Care Package sheet, Backpack sheet.

There are two very similar signs asking the public to either donate or donate/purchase. Use one or the other depending on whether or not you will have merchandise.

### Merchandise

You may or may not sell merchandise, depending on the event. Any merchandise will be sent to you.

### Samples

A sample Care Package and Wounded Warrior Backpack will be sent to you from Minimus.

## Notifications

We will notify all of your volunteers prior to the event, reminding them about the event and including information on dress code and parking, as well as a map.



## The Hard Way

The Hard Way is harder because you do more of the work. You may choose to do as little or as much as you like. For example, you may choose to schedule an event with the volunteers you used on previous events; however you may want help from HQ in selecting a venue. You may select the venue but ask that HQ pay the fee to have a table.

## Venue

Soldiers' Angels seek out events where patriotic people congregate. In addition to obvious venues like Memorial Day, Veterans Day events, and air shows, consider car shows, Christmas craft fairs, and events that showcase the military. In addition to the type of event, know your audience. An Independence Day event at a military base will have a more pro-military audience than one held, for example, in Santa Monica or Chicago.

If the event requires you to pay an exhibitor's fee, and you do not have sufficient funds held in reserve from a previous event, contact Lauren at 909-450-4444 or [lauren@teachspace.org](mailto:lauren@teachspace.org).

When you have selected a venue, make a note of opening and closing times, as well as times for setup and tear down. A full event; with canopy, tables, and merchandise; takes about an hour to set up and about forty-five minutes to tear down.

Without merchandise, you can cut fifteen minutes off of set up and tear down. If the event is indoors, so that a canopy is not required, cut fifteen minutes off setup and thirty off tear down. If tables are provided, set up and tear down take only about fifteen minutes each.

Some venues have specialty set up rules. For example, an air show might start at 9:00. The set up might open at 6:00. You wouldn't normally have to be there until 8:00, even with a full event, but you are informed that the gates will close at 8:00 and all vehicles must clear the flightline before then. In that case, plan to arrive between 7:15 and 7:30, so that you can unload and remove your vehicle prior to the gate closure.

Make sure that you inform Management about these times, so that volunteers can be scheduled appropriately.

## Requesting Volunteers

If you have previously coordinated an event, contact your previous volunteers directly regarding the exhibit. Then send that list to Lauren at [lauren@teachspace.org](mailto:lauren@teachspace.org). She will contact all the other Angels besides your volunteers about the event.

## Equipment

Equipment will still have to be arranged locally, although Management can assist you in contacting local volunteers. However, you will have to coordinate this.

## Supplies

If you don't have supplies from a previous event, you can purchase things or use your own. Here is a list of supplies

825885	TRANSLUCENT PENCIL BOXES ASST	Use as a cashbox
645173	CLIPBOARD LOW PROFILE HRDBOARD	Clipboards – at least 6 and preferably 8
569444	SHARPIE PERM UF ASST 24	To write on the cards
607283	FOAM PROJECT DISP BOARD WHITE	To make the signboard
130831	ADHESIVE SPRAY MOUNT 10.25 OZ	To mount pictures on the signboard
DEF-77201	HOLDER,LIT, 2 LEAF,CR	To hold literature
415471	AVERY® LASER BUSINESS CARDS, WHITE, 2" X 3 1/2", 250/CARDS	For business cards – select laser or inkjet, depending on your technology
612630	AVERY® INKJET BUSINESS CARDS, WHITE, 2" X 3 1/2", 250/CARDS	
507447	WAUSAU ASTROBRIGHTS® CARD STOCK, 8 1/2" X 11", ASSORTED COLORS, 250/PACK	For printing cards – in neons or brights.
507446	WAUSAU ASTROBRIGHTS® COLORED CARD STOCK, 8 1/2" X 11", ASSORTED COLORS, 250/PACK	
590861	STARLIGHT MINTS	We always hand out candies. These are good, but if you can get peppermint twists in the wrapping with the US flag, even better.

## The Signboard

After you purchase your display board and spray mount, go to the Files section of the Website (<http://www.teachspace.org/angels> and click on Files) and download the following files: Sign graphics, Care Package sheet, Backpack sheet.

There are two very similar signs asking the public to either donate or donate/purchase. Use one or the other depending on whether or not you will have merchandise.

## Printing

After you purchase your cardstock and business card blanks, go to the Files section of the Website (<http://www.teachspace.org/angels> and click on Files) and download the following files:

About the Angels – Print 75 to 100 copies on white paper

Notes Masters – Print these onto your cardstock

Get Adopted Business Cards – Print on business cards. How many depends on the type of event to which you are going. For the general public, have about 25, or two sheets' worth to hand out to any military members present, especially at recruiting tables. If your event is going to be on a military base, take many more.

## Merchandise

Merchandise will be obtained from Management. If you want to sell things that Management doesn't have, please contact Lauren at [lauren@teachspace.org](mailto:lauren@teachspace.org) and let's talk about it.

## Samples

A sample Care Package and Wounded Warrior Backpack will be sent to you from Minimus.

## Notifications

You can choose to notify your own volunteers. You should include a map from Google Maps or Mapquest. Use <http://www.tinyurl.com> to encrypt the URL to make it shorter.

Remember to create volunteer passes from the Files section and include them with your notifications.

# The Day of the Event

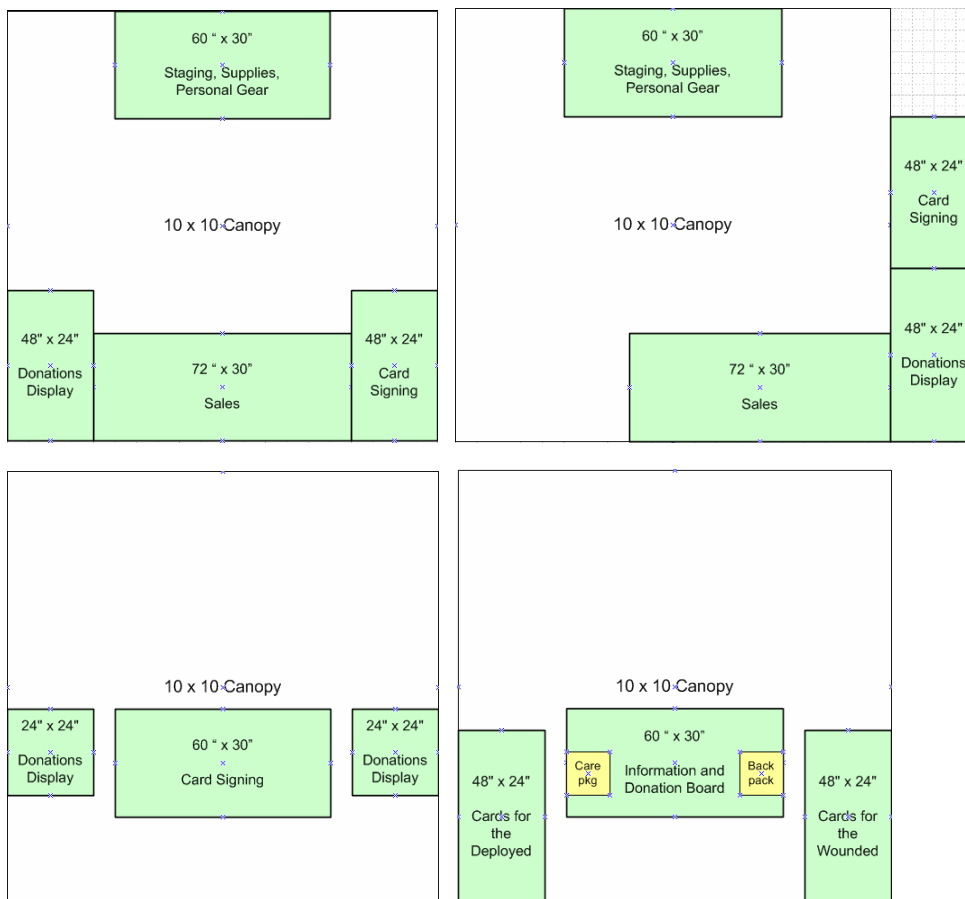
## Setup

Arrive promptly for setup.

Assemble the canopy, if used. Attach signs to the canopy prior to raising it.

Set up the table(s). Consider the flow of traffic. If you are right up against the walkway, and jammed against other tents, pull the tables back from the walkway to create a space for people to step out of the traffic flow. People who feel they are blocking traffic will not stay as long as people who feel more relaxed.

The arrangement of the tables depends on the allowed space and what activities are going on. Here are some suggestions.



If possible, stage chairs outside of the area by the Notes signing station for people to sit down while writing.

Layout items for sale, donation display, clipboards and Notes and pens, donation jar, and literature. Hang t-shirts if sold. Hang signs. For best results, segregate items by purpose. All

sale items should be in one place. Information on donating and the sample care package and backpack should be together. Notes should be together. The exception is when you are collecting Notes for both the wounded and the deployed. These can be displayed and laid out separately.

## Feeding the Kitty

People are more likely to put a donation in the donation jar when there is already money in it. For best results, put a five and five ones in the donation jar prior to the beginning of the show. Add each bill separately rather than in a wad, and crumple them differently so that they look like they come from different people. The person who “feeds the kitty” should announce the amount to other Angels present, e.g., “I’m putting \$10 in the donation jar.” That will minimize confusion later when the Angel reclaims his or her money.

Hopefully the Angel who feeds the kitty will be staying all day, so that the donation jar is not opened in front of the public. If not, the jar should be opened discreetly when the Angel has to go.

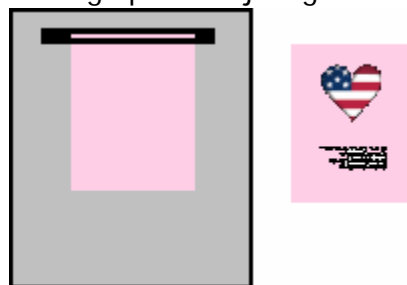
## Notes Signing

### Displaying the Notes

Each Note consists of a half sheet of cardstock paper with one blank side and a graphic and “address” on the other. The graphic and address are upside down with respect to each other.

Weather permitting, display the cards on the table with the graphic facing the public. If it is windy, stack the cards in a box of some sort. Allow the signers to select a card if they desire. Keep cards on the clipboards so that signers who don’t care about the graphic can just grab a clipboard and sign.

When loading the clipboard, the blank side should be up, and the graphic side should be under the clip. That way, when the soldier opens the Note, the message is upright. Obviously, the other way is acceptable, but this is desired.



### Approaching the Public

Be forward and assertive. As people walk by, ask “Would you like to sign a free card for our soldiers overseas?” If someone asks if a donation is required or says that they don’t have any money, say, “It’s free. It’s for the troops.” If people ask what the donation is, say, “We can take a donation if you would like to make one, but there is no cost to sign a card.”

If you have sufficient volunteers, some may want to “work the crowd,” by going out with a few clipboards, pens, and Notes.

If one person in a group is signing a Note, as if others would like to sign one, too. Encourage children to make Notes, even if they are just drawing a picture and having their parents write their name. Encourage children to put their ages on the Notes.

Encourage people to sign at least their first name and city, e.g., Jill – Rosemont, CA. If people want to write their full name, that is fine. If people put their mailing addresses and e-mail addresses, sometimes a soldier will contact them back.

We will accept Notes in other languages. Many of our soldiers speak Spanish.

When a person has signed a Note, accept their clipboard and pen and deposit the Note in the mailbox; or encourage the signer to “mail” the Note.

Signers can include additional items with their Note. Some people include photos. Some purchase pins and pin them to the Note.

### **Do not fold the Notes!**

Thank the user for signing the Note.

Put another Note on the clipboard.

## **Donations**

We do accept checks with a valid form of ID (state drivers license or ID card, military ID, passport). Make a reasonable effort to ensure that the check is valid (e.g., the name on the check matches the name on the ID). We do not expect you to be an expert in recognizing bad checks. Checks should be made out to Soldiers’ Angels.

At some events, it is important to separate sales from donations. (For example, at the March Air Field Museum, the charge for a table is \$35 + 10% of sales. We do not pay a percentage of donations.) For that reason we report sales and donations separately.

## **Receipts**

If a person makes a donation in cash, they may request a receipt. You have a receipt book for that purpose. The receipt book creates carbonless duplicates. It has a flap to prevent more than one copy from being made. Insert that flap between the yellow form of the current receipt page and the white form of the next one.

On the receipt write: the person’s name, “Soldiers’ Angels,” our 501-(c)-3 number, and the event name. Sign it.

00023

Ian Smythe

Soldiers' Angels 20-0583415

\$50

Janet Engel

July 4, 2007

## Donations to the Donation Jar

If someone puts money in the donation jar, thank them.

## Donations for Care Package or Backpacks

For a \$20 donation, a person can send a care package to a soldier. For a \$50 donation, they can send a backpack to a wounded soldier.

If someone would like to donate a care package or backpack, give them an Angelwings card. Encourage them to write a personal note to the soldier who will receive their item.

Put the Angelwings card in an envelope, but **do not seal it**. On the back flap of the card write either B for backpack or C for care package. These envelopes may be placed in the mailbox.

## Greeting Special People

### Military Personnel, Veterans, and Their Families

The event may include or attract uniformed members of the military or uniformed veterans. Your booth may also attract military members and veterans out of uniform. Additionally, people may identify themselves as family members of the military using phrases like "My son is over in Afghanistan now," or "My daughter just signed up and is at basic."

First of all, **thank them**. Thank active duty military members or veterans for their service. Thank family members for their relatives' service.

Second, spread the word about Soldiers' Angels. In your kit you have some Soldiers' Angels business cards. If someone is an active duty member of the military or a family member of someone deployed, give them a card and explain how Soldiers' Angels adopts deployed military members. While family members may support their relative stationed overseas, others are not fortunate enough to have loving families.



### Potential New Angels

If a person thinks he or she might be interested in becoming an Angel, give out a flyer or tri-fold.

## Schoolteachers, Camp Counselors, Church Group Leaders, Scout Leaders

Some people represent large groups, especially groups of children. These people can adopt a soldier on behalf of their group. They may also want to have children prepare Thank You Notes.

They may call or contact the Project Manager for more information.

Lauren Pomerantz

[lauren@teachspace.org](mailto:lauren@teachspace.org)

909-964-9260

They may also send cards homemade cards to:

Soldiers' Angels: Project Thank You Notes

Lauren Pomerantz

P.O. Box 2339

Montclair, CA 91763

## Closing Up

Put away all merchandise. Sample items should be removed from the display board and packed in their plastic box. Make sure that all plastic bags are zipped up.

Gather pens, clipboards, and other items. (Clipboards take up less room if stacked in pairs so that the clip of one points at the opposite end of the other.)

Unsigned Notes should be stacked neatly and kept in groups as near as possible.

If the Notes have been in a bin, the public will have disorganized them, but try to minimize shuffling. Flyers, tri-folds, and business cards should be stored with the cards.

Signed cards should be stacked neatly.

If the Angel who fed the kitty has not already claimed the starter money, he or she should do so now.

A supervising Angel should open the donation jar and count the donations. The Angel should then count sales. If there was change in the cashbox prior to the event, that money should not be counted, but should be left in the cashbox. Both amounts should be noted. Once the amounts have been noted, the money can be combined. This amount should be announced to any Angels present for closing. Angels appreciate tangible evidence of their hard work.

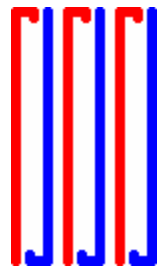
Take down all signs and hanging merchandise. Store signs neatly. Roll banners.

Fold all tables and chairs.

Collapse and secure the canopy.

Gather all trash and take to a disposal bin. Leave our area clean.

Thank everyone for coming.





# After the Event

## The Easy Way

### Supplies

You will be instructed what to do with the supplies. This may include returning them to Soldiers' Angels, sending them to another location in your area, or holding them for a future event.

Please note any supplies that are running low, including unsigned cards. This information should be included in the notification.

### Merchandise

Please note any merchandise that is running low. This information should be included in the notification.

### Notifications

On the evening of the event, please send an e-mail to [lauren@teachspace.org](mailto:lauren@teachspace.org) with the results of the day. This includes money raised and care packages and backpacks sold. If you know your expenses, approximate them.

Also mention any volunteers who did not show up.

For example:

"We raised \$270 in sales, \$113.20 in donations, and my expenses are around \$50. We sold 5 care packages and 2 backpacks. We are down to two small and five medium t-shirts. We need new Sharpies, and I can pick those up if you want me to. We also need new Notes. Everyone showed up except Karen, who called and sounded horrible. She probably has that flu that's going around."

### Thank You Notes

Signed Notes should be left unfolded. They should be put into a shipping box or padded envelope.

### Angelwing Cards for Backpacks and Care Packages

Add these cards, still unsealed, to the Notes package.

### Money

From the cash, deduct money for any expenses. You must have a receipt for those expenses. Make sure that your "expenses" include shipping supplies and merchandise, if required, and sending signed Notes and the checks back.

Take the remainder of the cash and either deposit it into your own checking account and write a check for the amount or purchase a money order for the amount. (Deduct the cost of the money order.)

Download the reconciliation form from the Files area. If you have Excel, complete it in Excel. Otherwise, you can write in the values on the graphic and submit it along with your money and receipts.

Fill out the easy side of the lower section.

If you have an upcoming event in your area, and you would like to keep money for those expenses, please contact me at 909-450-4444 or [lauren@teachspace.org](mailto:lauren@teachspace.org).

The check or money order should be made out to **Lauren Pomerantz**.

**Why am I making the check out to you instead of to Soldiers' Angels?**

**We do this because most likely I have expenses that have to be deducted as well, and because not all of the money goes directly to Soldiers' Angels. See the Money section of *The Hard Way*.**

**If you have any questions about this, you may contact Patti Patton-Bader at [brandonblog@aol.com](mailto:brandonblog@aol.com).**

## Sending Stuff Back

The Angelwings cards, the Thank You Notes and all checks should be sent to:

Lauren Pomerantz  
P.O. Box 2339  
Montclair, CA 91763

## Equipment

If an Angel lent something for an event and was not able to retrieve it at the end of the event, contact him or her to return it. Try hard to get all of the equipment back before the next weekend.

# The Hard Way

## Supplies, Merchandise, Equipment, and Notifications

Handle the same as in *The Easy Way*, page 11.

## Thank You Notes

### Supplies

Purchase a quantity of 1 cent stamps from the post office and a box of 5.75" x 8.75" greeting card envelopes in pastels. (Staples carries these.)

Print out a quantity of the PreTeena cartoons and cut them into slips. Print out a quantity of Thank You pages and cut them into quarters. You may write a personal message on these and sign your name.

Request a list of names.

### Read Each Note

Read each Thank You Note for content. Messages should be upbeat. Messages should generally not contain references to death or injury. If you collected cards for the wounded, a card may say "I am sorry you got hurt." A card for a deployed soldier should not say, "So many people get hurt or killed. I guess you are one of the lucky ones." Cards should not be overly suggestive. One woman put on lipstick and kissed her card; that's OK. Cards from veterans can be overly negative. One Vietnam vet wrote, "I know what you are going through, and I can tell you that when things seem darkest, that is when you have to bear down and focus on your mission." That's OK. Another wrote, "I hope you get treated better than I did when I got home." That's not.

Some people, especially veterans can be somewhat graphic in their descriptions of violence. We always have to distinguish between sentiments aimed at insurgents or terrorists and at Iraqis in general. There is a big difference between "Kick terrorist butt!" and "Kick Iraqi butt!" The former is OK; the later is not.

It is never appropriate to use slurs that denigrate Iraqis, Arabs, or Muslims. Using the name "Mohammed" to refer to combatants is not appropriate. (Yes, the Viet Cong were called "Charlie," but that is short for "Victor Charlie," military code for "VC." Charlie was not the name of the founder and most revered member of the Vietnamese's predominant religion.)

Do not be afraid to discard Notes that are offensive or inappropriate. If you have any questions, contact me.

### Fold the Notes

Each Note has the printed side and the written (formerly blank) side. When folded, the printed side will be on the outside and the writing will be inside.

The printed side of a Note has an address and a graphic of some type. Fold the address part up so that it falls about one inch below the opposite edge of the card. Fold the flap down. Seal the flap with a one cent stamp placed in the upper right corner, so that the Note looks like a small envelope. Crease the folds.

After you have folded about ten Notes, take the stack. Curling the Notes slightly serves to also crease the folds.

### **Packing the Notes**

Look at your list. Most will have counts of 25 or fewer cards. Starting at the top, put the number of requested cards into an envelope. It helps to put them in two stacks with overlapping ends rather than one big stack. Add a cartoon and a Thank You page. Seal and address the envelope. You may add other things, such as phone cards, puzzles, small candies, etc.

When you have run out of cards, take your envelopes to the post office. They will have to be weighed to determine the correct amount of postage. (Postage should be deducted from money collected.)

Return the address list to Lauren, noting who received Notes and who did not.

### **Angelwings Cards**

Read all cards for appropriateness, using the same guidelines as for Thank You Notes. Any inappropriate card should be replaced by one in which you write "This <care package or backpack> was purchased for you by <donor name>."

Seal all Angelwings Cards and place in a padded envelope.

### **Money**

From the cash, deduct money for any expenses. You must have a receipt for those expenses. Make sure that your "expenses" include shipping supplies and merchandise, if required, and postage for all the things to send back.

Deposit the remaining cash in your checking account or use it to purchase money orders.

Count the number of care package Angelwing cards and the number of backpack Angelwing cards. Multiply care packages by \$20 and backpacks by \$50. For example, if you have three care packages and four backpack cards, then  $(3 \times 20) + (4 \times 50) = 60 + 200 = \$260$ . Write a check or money order for \$260 and send it with the Angelwing cards to:

Minimus  
914 Tourmaline Dr.  
Newbury Park, CA 91320  
Attn: Soldiers' Angels

Download the reconciliation form from the Files area. If you have Excel, complete it in Excel. Otherwise, you can write in the values on the graphic and submit it along with your money and receipts.

Fill out the hard side of the lower section.

This balance sheet and a check for the remaining cash and all checks made out to Soldiers' Angels should be sent to:

Soldiers' Angels  
1792 E. Washington Blvd.  
Pasadena, CA 91104  
Attn: Project Thank You Notes

If you have an upcoming event in your area, and you would like to keep money for those expenses, please contact Lauren Pomerantz at 909-450-4444 or [lauren@teachspace.org](mailto:lauren@teachspace.org).

## **In Conclusion – A Letter from the Project Manager**

Thank you for supervising a Soldiers' Angels event. I hope that you enjoyed the experience.

The majority of Soldiers' Angels activities is individual Angels like yourself writing letters and sending care packages to a soldier. But there are other projects organized out of Headquarters. Backpacks and care packages go out each day. Living Trees are given as gifts to the families of those who fell in defense of our freedom. Voice operated computers have gone to military hospitals so that soldiers who have suffered hand injuries can e-mail their friends and families while they recuperate. The money that you have helped raise goes to these and other projects.

As for the Notes, well, I think I will let the soldiers speak for themselves:

Thank You for all the "Thank You Notes" that were send to me. I appreciate the time that was spent on these cards and I love the fact that people back in the States are thinking about us. I don't have much to say at this point because I just got back from a 48 hour mission and my body is about to collapse. I'm taking few minutes to write back because you guys deserve it. Thanks again and have a wonderful day!

SSG Isaias N.

Thank you so much from writing me and sending me the letters from the kids.  
...It makes me feel good to come in contact with people like you.

CSM Augustus P.

Thank you for the kindness you showed the soldiers of Alpha Battery, 1-15 Field Artillery here at Camp Hovey, Korea. The Christmas Cards you sent, each personally signed, really touched and encouraged our guys during their holiday away from family.

Capt. Kyle D., Battery Commander

Rest assured that all of your hard work is really and truly appreciated.

Project Thank You Notes is always looking to improve. If you have suggestions about running events or additions or corrections to this manual, please let me know. Please also let me know about events in your area that would be a good fit for Project Thank You Notes.

Yours very truly,



Lauren Eve Pomerantz,  
Manager, Project Thank You Notes