



Honoring The Sacrifices They Make To Preserve Our Freedom

# Freedom Day USA

Freedom Day USA: Business Participant's Electronic Media Kit

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**Freedom Day USA**



2000 Industrial Drive East, Suite 200 Bridgeport, WV 26330

[www.freedomdayusa.org](http://www.freedomdayusa.org)

Dear Business Owner,

It is VERY IMPORTANT that you **Watch the Video** BEFORE You Read This Letter.

You can find the video at: <https://www.freedomdayusa.org/>

**REALLY** –you need to watch the video first!

Did you watch the video? Good! Now please turn the paper over to read on and learn how you can be part of ***Freedom Day USA....***

## **Freedom Day USA**

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*Do you still have tears in your eyes from the Video? Feeling a bit emotional? Imagine how the individuals who are LIVING out those stories feel ... Our vision is to have a National Day where active duty personnel and their immediate family members and all Veterans, who have sacrificed so much for our freedom, receive free services wherever they go on October 13, 2022 We are inviting your business to join our Thank You Movement as a participant, and show our military families how much you appreciate their service and sacrifice.*

**How Freedom Day started** - One day I was getting ready for work thinking about some challenges that lay ahead of me. And as I do every morning, I listen to music. As I tuned in the radio that day, a song came on that I was familiar with. It is sung by Lone Star and titled “I’m Already There”, but the version being played was different. Overtop of the song lyrics were messages from family members of our military, describing how they were missing their loved ones overseas. In those families voices I finally realized the sacrifices they make for our country. Wiping away tears I decided we needed to do more to help our troops and their families. **FREEDOM DAY WAS BORN.**

**Why We Need This Event** - Our soldiers make a great sacrifice for our freedom, but what I failed to realize is so do their families at home. I think we all focus on the holidays and birthdays they miss, but it's much more than that, including the small everyday things. I can't imagine not being there when my son hit a game-winning shot, to comfort my daughter when she got braces or to change the high burnt out light bulb in the entry way. These families not only have to worry everyday about their loved one's safety, but have to go on with life like normal. Will this day of free change their lives? Probably not, however, it will show that we appreciate the sacrifices they make every day.

**Why YOU Should Participate** – There are many reasons you should join Freedom Day USA. When you go home this evening and your child needs homework help, remember the ones that cannot be there to do the same for their children. They may be serving overseas, or they may be at home – spread so thin by other family obligations they’ve had to assume that other things get put aside. Along with that, Freedom Day USA will be good for your business. Generating PR, media recognition, community involvement; all are by-products of this generous event. We’re all in business for a reason. Let’s remember there is no better business than taking care of families.

I sincerely hope you sign up for Freedom Day USA, and am looking forward to working together!

Sincerely,

*Robert Martino*

Dr. Robert Martino



## Freedom Day Participation form

Please Provide Your Business Information for the Participant Listing on the Website, Facebook and any Press Announcements. Be sure to list everything exactly as you would like it to appear on printed and online materials:

Business Name: \_\_\_\_\_

Type of Business: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

\_\_\_\_\_

Phone Number : \_\_\_\_\_

Business Website: \_\_\_\_\_

Freedom Day USA Offer (what you will provide Military, their Immediate Families, and Veterans on event day):

\_\_\_\_\_

Who is your Main contact for Freedom Day \_\_\_\_\_

Contact Phone Number: \_\_\_\_\_

Contact Email Address: \_\_\_\_\_

Return your form – use the method of communication you are most comfortable with.

Mail: **Freedom Day USA Committee**  
Attn: Wendy Boyce  
2000 Industrial Drive East, Suite 200  
Bridgeport, WV 26330

Fax: 304-933-3633

Email: wendyboyce@wilmarmanagement.com

*You Can Also Sign Up  
Online at:  
[www.freedomdayusa.org](http://www.freedomdayusa.org)*



## Freedom Day USA



2000 Industrial Drive East, Suite 200 Bridgeport, WV 26330

[www.freedomdayusa.org](http://www.freedomdayusa.org)

Dear Business Owner,

*Welcome to Freedom Day USA!*

*Thank you for becoming a Freedom Day USA Business Participant! Our vision is to give American Military and their immediate family members, along with Veterans a "DAY OF FREE". We are hosting America's Largest Thank You Movement in order to show our appreciation to those who provide our freedom, and recognize the sacrifices' they and their loved ones made in order for us to be and remain FREE. You are now part of this historic event, joining forces with businesses across our Country to say "We appreciate what you've done for us!"*

Enclosed you will find media samples, FAQ sheets, and other important information to help make Freedom Day USA a successful event for your business. All of the press releases, forms, information and PSA's are also available for download at: [www.freedomdayusa.org](http://www.freedomdayusa.org)

Your City Coordinator and/or State Director will be contacting you soon to answer any additional questions you may have. You can also contact any member of our National Committee through the website. Again, thank you for joining Freedom Day USA!

Sincerely,

*Robert Martino*

Dr. Robert Martino



**All Gave Some,  
Some Gave ALL.  
Honor Their Sacrifices!**



**What Would YOU GIVE in  
order to say THANK YOU?**

**Join Our National Thank  
You Movement!**

**Sign Up to Participate Today!**

**[www.freedomdayusa.org](http://www.freedomdayusa.org)**

Businesses that sign up to participate in FREEDOM DAY will receive:

- Electronic Media Kit—containing press release templates, information and helpful hints on how to publicize your participation.
- Recognition on FreedomDayUSA.org
- Recognition on Freedom Day's Facebook and Social Media Feeds
- The opportunity to THANK our Military for their service!

**"I LOVE This Idea! Let's all help to make it a great success!" - Bonnie Bradbury**



**Freedom Day USA**

2000 Industrial Dr. E, #200  
Bridgeport, WV 26330

[www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

***Honoring the  
Sacrifices  
They Make  
To Protect  
Our Freedom***

**Freedom Day USA  
Oct. 13, 2022**



*Join The  
Movement, Let's  
give them a  
DAY OF FREE*

[www.freedomdayusa.org](http://www.freedomdayusa.org)

## FREEDOM DAY USA



Imagine missing out on the most important things in your life:

- Your Child's First Steps
- Their First Words
- Birthdays and Anniversaries
- The Birth of Your Child
- Your family missing you during holidays, vacations and outings.
- Your children wondering where you are during their ball game or dance recital.

Active Duty means our soldiers miss out on family and friends. It also means their family is missing a key member, for the big events and even the smaller ones. They do it gladly, with honor and pride, they do it for us!

Let's Give Back, Say Thank You, and give them a **DAY OF FREE!**

## October 13, 2022

### WHAT IS FREEDOM DAY USA?

It is a day where businesses across our nation will join together to show their appreciation to the members of our armed services and their immediate families, and our Veterans, by providing a **Day of Free.**

The idea is for each business to provide **FREE** services, goods, products, a meal, etc... as a way to honor the sacrifices, service and **FREEDOM** which these men and women have provided to us.



This national event was founded by Dr. Robert Martino, owner of Wilson Martino Dental, West Virginia's largest dental organization; and built upon by the members of The Platinum Circle, a group of elite dentists who practice throughout our country.



Freedom Day USA has gained the support of Jon Runyan, a US Congressman from NJ, who serves on the House Armed Services Committee and the Committee on Veteran Affairs. Congressman Runyan has stated he loves the idea of A Freedom Day.



"Watching your spouse walk away to go to a combat zone is the most heart wrenching and stressful moment that one can endure."

- Eve Lavendier, Army Wife.





## CONTACTING FREEDOM DAY USA

There are multiple ways to contact the Freedom Day USA Committee, making communicating with us easy and simple!

**WEBSITE:**

[www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

Utilize the "contact us" tools, online sign up feature and view the FAQ and other great information!

**FACEBOOK:**

<http://www.facebook.com/FreedomDayUSA>

Post on our page, send us a message, leave a comment or share your photos and experiences with Freedom Day USA!

**PHONE:**

1-855-5THANK YOU

**EMAIL:**

[robertmartino@wilmarmanagement.com](mailto:robertmartino@wilmarmanagement.com)

[wendyboyce@wilmarmanagement.com](mailto:wendyboyce@wilmarmanagement.com)

**MAIL:**

Freedom Day USA

2000 Industrial Drive East, Suite 200

Bridgeport, WV 26330

**Fax:** 304-933-3633

### FREEDOM DAY USA – Business Participant Guidelines

Prior to signing up for this wonderful day of acknowledgement and thanks, please read through the following guidelines. Signing up to participate means your acceptance of the do's and don'ts. THANK YOU!

#### Health Care Providers and Professional Services Do's and Don'ts

1. DO offer some free services and DON'T put those services toward the patient's insurance.
2. If the procedure or service will go beyond the specific day, DON'T start the procedure unless you are willing to complete it for free. We would advise you try to stay within what can be accomplished during that visit that day and not go beyond what is comfortable for you and the patient.
3. We DON'T want or encourage offers like "free orthodontic exam" or "free oral cancer screening" as the only service you are providing for free as most dental offices do that for "free" anyway.
4. We DON'T want any 'free' offers made with the intent of selling something in the future.
5. Here is what we DO know. We want everyone involved doing the right thing. There might be situations when you cannot proceed without some future cost to the patient. Use your best judgment. Let the person know how you can help. The National Committee as well as all the State and City Coordinators are not going to be able to monitor all of these individual situations. Be professional and make a difference. DO remember the goal of Freedom Day USA!

#### Retail Donators Do's and Don'ts

1. DO offer a 'free' item, from a cup of coffee to a free sandwich. If it is a free food item or meal, be very specific in your offer. An example would be "between the hours of 1 and 3 pm to the first 50 customer's free hot dog and soda combo #3. We think that is terrific!
2. DO offer something above and beyond your "normal" sale situation and offer a greater discount. What we DON'T want is a participant offering just enough to get them into your place of business to buy more.
3. DO offer a raffle for some type of product for qualifying military Perhaps an expensive clothing store might want to raffle off a free dress or sweater. DON'T make the raffle contingent on buying anything. Make whatever you are offering very specific.
4. All offers of a discount will be evaluated by the National Committee to see if we feel it is appropriate. If you are offering a discount it must be profit free.
5. National Committee reserves the right to gratefully and gracefully decline your offer.
6. We are ALL in this to say Thanks.

We want all participants to know that we understand and fully appreciate everyone's efforts. What we DON'T want is for this to appear as anything less than a day of 'thank you' to our active military, their families, and veterans. If you DO a great job on Freedom Day and the people who visit your place of business want to patronize you and your services or buy your products in the future, that is great!

# ***Participant***

## **Goals**

- 1. Learn as much about Freedom Day USA as possible!**
- 2. Get as much media attention as possible for Freedom Day USA and for your business** *(The National Committee will provide all marketing materials for you and help with finding outlets)*
- 3. Share ideas with other Participants, City Coordinators and State Directors through emails or during National Committee Calls**
- 4. Bring your entire team (management/employees) together to support Freedom Day USA.**

## **Benefits**

- 1. Showcase Your Appreciation** – for those protecting our Country!
- 2. Media Exposure** – your business will stand out in your community!
- 3. Education Opportunity** – learn about event marketing through community service!
- 4. Networking** – connect with other professionals on Local, State and National levels.
- 5. Teambuilding** – bring your team together while supporting the event.

# Giving Our Military A DAY OF FREE Thursday, October 13, 2022

**(Business Name) in (City Name) THANKS MILITARY WITH (Offer) during Freedom Day USA's 10<sup>th</sup> Anniversary.**

What would it be like to miss your child's first birthday, their first steps or their high school graduation? What if you could not talk with your spouse or family for weeks at a time? What if you didn't know if a family member was safe? For most of us these situations are rare, however, for those in our military and their family members they are part of their daily life.

"Our men and women of our Armed Forces make great personal sacrifices in order to secure and protect our freedoms," said Dr. Robert Martino, founder of the Freedom Day USA event. "Their families have endured hardships and some have given all they have so that we may live in peace – free to pursue our dreams. Let's join together to say 'Thank You' for their sacrifices and for our freedom, by giving them a Day of Free!"

On October 13, 2022 businesses across the United States will join in Freedom Day USA, a national Thank You Movement for the members of our military and their immediate families, along with Veterans. For 2022, Freedom Day USA is Celebrating its Tenth Anniversary and each business participant is providing a thank you gift, in the form of free services, goods, discounts, and various other offers. Locally, **(your business name)** has partnered with our Freedom Day USA city coordinator **(their name)** to present **(your offer)** to those who serve our country. A complete list of local participating businesses and the services they are providing can be found on [www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

To learn more about this National Thank You Movement or to sign your business up as a participant for future events, you can visit [www.FreedomDayUSA.org](http://www.FreedomDayUSA.org) or the event's Facebook page at <http://www.facebook.com/FreedomDayUsa>. The services provided to our country by these ladies and gentlemen are very much appreciated. -END



## Freedom Day USA - FAQ for Event Participants

### How Can Our Business Participate?

It's simple! Freedom Day USA is about giving back to those who are fighting for our freedom, protecting our Country and making sacrifices we cannot even imagine. They are leaving their families, homes, and more to keep us safe. Our goal is to offer as many free services as possible as a thank you for their service. Visit the website to sign up: [http:// www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

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### How Long Will the Event Last?

Freedom Day USA is held for ONE DAY each year. The first event was held on September 12, 2013 and future events will be held annually, with dates being announced in advance notice.

Your event should be held on Freedom Day USA, during your regular business hours. In the case where businesses choose to provide a special "time-sensitive" offer - for example a buffet lunch, free class, motivational or educational seminar or perhaps a concert - it's fine to set a schedule. If your times differ from your storefront hours, please be sure to include that on your participation form.

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### What Should We Give to Our Military?

All offers should be for FREE services or products with no strings attached. For example, a dentist office might offer FREE services like teeth cleanings, exams, x-rays, fluoride and all necessary dental work. Other examples may include: Free Hair Cut, Free Massage, Free Oil Change, Free Pedicure, A Free Meal, Free Tank of Gas, Free Car Wash, etc...

Remember, you do not want to link your offer with something our Military personnel must pay for. This is not a "Free Drink with Purchase" type of promotion. This is a sincere, heart-felt THANK YOU for those who protect us and ensure our freedom.

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### How Do I Let My Community Know I Am Participating?

Once you fill out your participation form, we will send you a press kit containing public service announcement samples, frequently asked questions, and other promotional items. In addition, your business will be listed on our official website and on the Freedom Day USA social media pages.

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### Who Can Receive My Offer?

Active Duty Military and their Immediate Family Members and Veterans.

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See Back of page for additional FAQ

### How Do I Know My Guests Are Active Military?



All Active Military and their immediate family members carry a Military ID. Veterans will have discharge papers (DD214 form) or a Military ID with retired status. If you decide to require these documents, we suggest noting that requirement on your advertising and press announcements.

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### **How Can I Be Sure Participants Will Visit My Business?**

Utilize the information found in your media kit. By sending press releases, posting your event on Facebook, Twitter and other social media outlets, work with your city and state coordinator, hand flyers out to current customers, tell your friends and family, contact local National Guard posts and recruitment offices – the sky's the limit!

For healthcare professionals, we encourage you to APPOINT your guests on Freedom Day USA! You should block your schedule for these appointments and follow the guidelines above. We also have a Healthcare Providers guide in your media kit, to help you through the documentation, scheduling and follow up process!

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### **Is there a cost to participate?**

Signing up for Freedom Day USA is free to your business. The only costs you incur would be the offer you provide and any supporting business costs (operations, printing, etc...)

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### **Do I pay my employees for working the Freedom Day event?**

There is no right or wrong answer to this question. Some participants are paying their employees for the day and some are not. We suggest giving your employees the opportunity to give back by volunteering their time for the day – however, this is completely up to you!

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### **Are any of the services I provide tax-deductible?**

We do have a 501C status and all donations to Freedom Day are tax deductible, however, please check with your accountant on your specific case.

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### **I have more questions, what do I do?**

The Freedom Day USA committee, state directors, and city coordinators are here to support you! Start by contacting your city coordinator (our website has a list of numbers). Once you send your question to them, they will either provide an answer or involve the state and national teams to help. You are not alone in this event and we have experts on our panel to assist you!

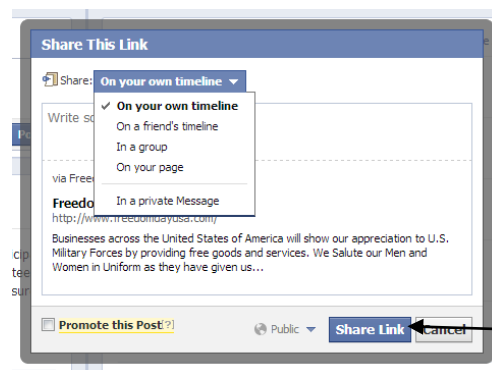
[http:// www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)



# Freedom Day USA - Social Media Tips

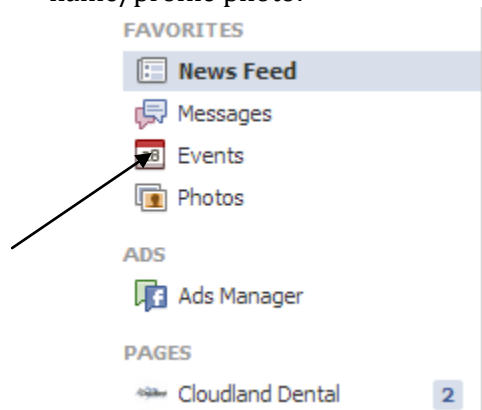
## For FACEBOOK

- As soon as your business participant form is completed and sent in, be sure to “LIKE” the Freedom Day USA official Facebook page.
- Share the Freedom Day USA official Facebook page on your own business page, personal page and with friends.
  - Invite them to like the Freedom Day USA Page by posting the link on their wall.
  - SHARE photos and information from Freedom Day USA by clicking the SHARE button on individual posts and then choose the correct friend/business from your list. Then write them a message and click “SHARE LINK”.

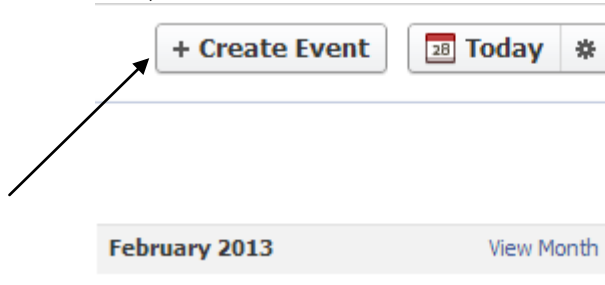


- Create a status update on your personal page, note that you've joined the movement and what you will be offering our Military and their families along with Veterans on Freedom Day.
- Post status updates and reminders about the event weekly on your page.
- Share your participation and the official Freedom Day USA Facebook page by posting the link on local group pages, civic organizations, and your local military recruitment page and with friends who own local businesses.
  - Join the group, and then invite others by posting on their pages.
  - Watch not to post too many at once, Facebook will block you if they believe you are sending spam – which is indicated by mass posts/messages in a single time period.
- Be sure to become a fan of these local groups and businesses by clicking “like” on their page before posting anything about Freedom Day or your business on their page. Failure to do so could result in your post being marked as spam, removed or you could be reported for utilizing features of Facebook incorrectly.
- Post photos of Military Homecomings, Local Military Families (get a photo release first if you do this) who are clients, Patriotic Symbols, etc... this connects emotion with your post and will create a lasting impression on the individuals who visit your page.
- Be sure each post on your own social media page has the “share” button available, so that visitors of your page will be able to share your status.
  - Check your account's privacy features and security settings to make sure visitors to your page have permission to share your posts.
- Encourage your teams (staff, business partners, etc...) to like the official Freedom Day USA page, share your business page and post status updates on your participation in the event.
- Each time you accept a new friend request, or have a new fan on your business page – invite them to like the Freedom Day USA page.
- Become a member of local group pages and encourage their participation and attendance at your event, examples of these pages include:
  - Local Chamber of Commerce
  - Business Registration Pages
  - City or Community Pages

- All local radio, television and news pages (many times you can post to the community calendar from here).
- Place a link on your business website to both your Facebook Page and the Freedom Day USA page and website.
- Create an event and send invitations to all of your friends and business page fans.
  1. Click on EVENTS – this is located on the left side of your facebook page, under your name/profile photo:



2. Next, click on Create Event – this will be on the upper right side of your events page.



3. Fill in all of the appropriate information and then invite all of your friends, by clicking “SEND INVITATIONS”.
4. Next you can monitor who is attending and who is not, just by looking at the event under your events section – see step 1 above.

- Post photos of your offer – especially if you are offering merchandise, a photo package, etc... or post a photo relevant to your business offer (someone having their hair cut, teeth cleaned, car washed, etc...)
- Tell all of your clients about your page and the Freedom Day USA page.
- During event day, post photos of those who come in to claim your offer (get a photo release). Tag Freedom Day USA in the photos and/or email them to your City Representative.
- Become Facebook Friends with your City and State Representative and the Freedom Day USA National Committee Members.
- Create ads or promote posts using your current social media budget or create a special budget for Freedom Day.
- Following the event, post thank you messages for everyone who attended and remind them to stop by for next year’s Freedom Day!

## **For TWITTER**

- Link your business Twitter account to your business Facebook account, any Facebook posts will automatically “tweet” to your followers.
- Send weekly reminders about the event.
- Encourage your staff to “Tweet” about the event.
- Tag **#FreedomDayUSA** in your posts.
- Include your Twitter link on your website, any printed materials you create and on your event flyers.
- You only have 140 characters, so make them count.
- Remember that automated “tweets” are not known to draw attention! It’s OK to schedule tweets, but don’t automate anything.
- Despite what you think or what other people will tell you, you *will* be judged by your ability to write, which includes (but is not limited to) spelling, grammar and punctuation. Take a moment to write the perfect tweet. It’s *always* worth the effort.
- There’s an important difference between crediting others for their work (courtesy) and thanking for re-tweets (noise/egotism).
- Avoid text speak – if you can’t squeeze a proper sentence into 140 characters (or, ideally, less), try, try again.
- On event day – send out reminders hourly for people to stop by.
- Tweet what you are offering to participants.
- Following the event, thank everyone who attended and remind them to stop by for next year’s Freedom Day!

## **For LinkedIn**

- ***Promote your event on LinkedIn, Twitter and Facebook*** - On your LinkedIn Events Page, you will have the ability to share your event and promote it on LinkedIn, Twitter and Facebook. By the way, what are you going to say? Make sure you keep your target audience and their goals in mind. Remember the importance of a creative event title? If you are active on other social media, next to LinkedIn, Twitter and Facebook, share your event there as well! You can easily use the same link and attractive title to promote it.
- ***Talk about your event in the right LinkedIn groups*** - It is key to become a member of the LinkedIn Groups where your target audience already is a member. In designated groups you can then start talking about your event, or even better: ask someone in your network to do it for you. Remember that it is always better to be introduced than to introduce yourself! Your job then is to comment or to add stuff to it and encourage others to do the same. If you do this regularly (without exaggerating), your discussion or promotion might end up as a more popular one in the group, gaining even more visibility. Some members receive weekly (or even daily) digests of the group discussions. This way, you can profit from it as well! You can even set up a LinkedIn group for your own event. Then, people who are interested can find more details and ask questions about your event. Facilitate the discussion by answering and letting other (previous) participants help you.
- ***Promote your event by posting Status Updates*** - You can post status updates on your profile easily. Your 1st degree network will be well informed. People who are still hesitant to register might get the right gentle reminder this way to do so. On top of that, with your LinkedIn Company Page, you can now add status updates that will be visible to all of your Company Page followers.
- ***Leverage your personal network and attendees*** - Another great way to leverage your network is to stimulate attendees and others in your contact group to promote the event for you. When you choose to share an event on LinkedIn, you can send a direct message about it to any of your connections. Please create a personalized message for everyone!

- **Start asking people** in your network to send a message to their connections or to post a status update about your event. Imagine the multiplying effect! Of course, you could ask the registered attendees to do the same. By the way, suggest them to incorporate your event through the LinkedIn Events Application on their profile as well. At least encourage (potential) attendees to click the "I'm Attending" button on your LinkedIn Events Page in order for it to show up as a status update in their respective LinkedIn connections.
- **Run ads on LinkedIn to promote your event** - Running targeted ads on LinkedIn might be effective to promote your event. Decide which budget you want to allocate first and use the LinkedIn Ads Tool (or collaborate with LinkedIn on a special project, see <http://marketing.linkedin.com>, to create a targeted campaign to drive attendance to your event.

### For YOUR WEBSITE

- Add a link to the Freedom Day USA website and official Facebook Page:
  - [http:// www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)
  - <http://www.facebook.com/FreedomDayUsa>
- Add a banner, slide in your flash video, or note on your header letting people know you are participating.
- Create an announcement on your upcoming events page.
- Include your participation on your community pages, event calendar, or announcement section.
- Add photos of event day (get your signed photo release first!) in your albums.
- Following the event, add a Thank You message to everyone who attended and include how many individuals were presented with your offer.

### Media in Your Community

- Send your press release out to all local Television Stations, News Reporters, Newspapers, Online Community News services and City/County officials.
- Visit local media websites and place your Freedom Day USA event information on their community calendars.
- Make announcements during your Rotary Club, Chamber of Commerce, Business Professionals, etc... meetings.
- Involve your local Boy or Girl Scout troops; send flyers home with students (get permission from your local school superintendent/principals first).
- Talk to those companies/organizations that you currently purchase advertising from or have a relationship with:
  - ask for a PSA announcement (each station offers a certain number of public service announcements Free of Charge quarterly, it is usually first come/first serve)
  - talk with your billboard company and partner for a new board
  - ask your local banks or the City offices to put announcements on their message boards
  - Ask your Church to post an announcement in their weekly bulletin.

**Work and communicate with your CITY COORDINATOR and STATE DIRECTOR to promote the Freedom Day USA event. We only get one day to say Thank You – let's make sure our Military and their families, our Veterans and our communities hear us! Give them a DAY OF FREE!!!**



## **Contacting Local Military Personnel and Spreading the Word About Freedom Day**

To have a successful Freedom Day experience it is essential to spread the word to our military personnel and their families in your local area. This will take on different forms depending on your location. Rural areas that are not located near a major military installation will need to depend on one set of organizations, while areas located near major installations may be able to concentrate on the military base itself to spread the word.

To find out if you are located near a military installation please look at the following websites. This website is easy to peruse and contains useful info about installations in your area.

Military.com                    [http://benefits.military.com/misc/installations/Landing\\_Page.jsp](http://benefits.military.com/misc/installations/Landing_Page.jsp)

### **Near a Base or Installation**

Most bases or installations (especially the larger ones will have a website) and many will also have a base newspaper. They all will have public relations departments and or press centers. This is an easy way to generate local interest.

Additionally, once there is a general knowledge about freedom day in the area around the base it will be necessary to enlist help from base organization to keep the momentum going and recruit more local businesses to join the cause. Each service will have departments or organizations on base dedicated to helping service member families. They may be called different things are some organizations that may be interested in helping you help the service member. They are:

- All Services: Chaplain Services, Military Welfare and Recreation (MWR), Retiree Activities Office, USO, Base Spouses Associations
- Air Force: Airman and Family Readiness Center, Air Force Aid Society, Health and Wellness Center
- Navy: Fleet and Family Readiness Center, Navy-Marine Corps Relief Society, Base or Unit Ombudsman,
- Army: Managed Care Division, Army Family Team Building, Army Community Services (ACS), Soldier and Family Assistance Center (SFAC)
- Marine Corps: Marine Corps Community Service, Navy-Marine Corps Relief Society

These base groups are good starting points to spread the word and enlist help for the Freedom Day cause. The Retired Services organizations on are a great way to get volunteers to help spread the word and get additional business participants.

**Rural or Urban Area without Major Base or Installation** - Spreading the word and finding military personnel and families in areas away from bases is different. The best place to start is at the local military recruiting station. Small towns will have all services located in the same facility while urban areas may have the recruiting center separated by service. The military members in these centers are typically very outgoing and know what is going on with the military in your area. Their job involves networking and getting involved in the local community.

Other local sources of military information and assistance can be found with Veterans groups and Military Reserve/ National Guard organizations such as:

VFW (Veterans of Foreign Wars), American Legion, Veterans Administration Hospitals, Army National Guard, Air National Guard, US Army Reserve Facilities, Military Entrance Processing Commands, Marine Corps League, Navy League, Vietnam Veterans Association, AMVETS (American Veterans), Disabled American Veterans, Military Representatives at Colleges and Universities , USO

## List of Military Magazines for Freedom Day USA PR

Air Force Magazine - <http://www.airforce-magazine.com/Pages/HomePage.aspx>

Air Force Times - <http://www.airforcetimes.com/>

Airman Magazine - <http://airman.dodlive.mil/>

Intercom Online - <http://intercom.stc.org/>

Army Times – <http://www.armytimes.com/>

Soldiers Magazine – <http://soldiers.dodlive.mil/>

Parameters - <http://www.carlisle.army.mil/usawc/Parameters/>

Marine Times – <http://www.marinecorpstimes.com/>

Navy Times – <http://www.navytimes.com/>

All Hands – <http://www.navy.mil/allhands.asp>

The Hook – <http://www.gjenvick.com/Military/NavyArchives/Magazines/TheHook/index.html#axzz2HxjITfvW>

Naval Aviation News - <http://navalaviationnews.navylive.dodlive.mil/>

## Business Name

City, State, Zip

Phone Number, Website

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## Photography Release

I \_\_\_\_\_, hereby authorize \_\_\_\_\_ (insert your business name) and Freedom Day USA to utilize photos, video and other printed materials featuring my name, likeness and photograph.

I understand that the photographs, information and /or videos can be used as a record of my care or record of services received, may be used for educational purposes in lectures, demonstrations, on event and business advertising (including website, publication, newspapers, magazines, phone books, television), and in professional publications (dental magazines and journals).

I do not expect compensation, financial or otherwise, for the use of these photographs.

\_\_\_\_\_

Signature

\_\_\_\_\_

Date

## **Business Name**

ADDRESS, City, State, Zip

Phone

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## **Testimonial Release**

I \_\_\_\_\_, hereby authorize \_\_\_\_\_ (insert your business name here) and Freedom Day USA to use my testimonial as given.

I understand that the testimonial may be used for educational purposes in lectures, demonstrations, advertising (including website, publication, newspapers, magazines, phone books, television), and professional publications (dental magazines and journals).

I do not expect compensation, financial or otherwise, for the use of these testimonials.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

## FREEDOM DAY



"Giving a Day of FREE for a  
Lifetime of FREEDOM"

Dear **(VWF, American Legion)**,

I would like to acknowledge your organization for your long standing support of our military veterans and their families. I would also like to introduce you to a national movement that my business is proud to be a part of.

Freedom Day USA is a day where businesses across our nation will join together to show their appreciation to the members of our armed services and their immediate families, and our Veterans, by providing a Day of Free. It is our opportunity as community members to give back, say Thank You and show our gratitude for our service members' sacrifices. This year's celebration will be held on October 13, 2022.

My business **(insert info)** will be providing the following offer: **(insert offer)**

For additional information and a list of participating businesses in the area, please visit the Freedom Day USA website at [www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

I would appreciate your help in reaching the veterans, active military and their families in our community so they may benefit from the free services and products provided by my business.

Please display the enclosed flyer on your announcement board for your members. We also invite you to include our website address on any of your social media and/or electronic communications.

Additionally, I am glad to provide additional information about this national event.

Please feel free to contact me at **(insert info)**.

Thanks in advance for your support in ensuring this exceptional event day is a success.



## FREEDOM DAY



"Giving a Day of FREE for a  
Lifetime of FREEDOM"

Dear ( \_\_\_\_\_ Base, Post, Recruiter, National Guard, Armory, Reserve Center, etc),

I would like to acknowledge you for your service and commitment to our Country's freedom. I would like to take this opportunity to introduce you to Freedom Day USA, a day where businesses across our nation will join together to show their appreciation to the members of our armed services and their immediate families, and our Veterans, by providing a Day of Free. In addition I would like for you and the rest of your command to take advantage of the goods and services that will be provided around your community on this day.

Freedom Day USA is our opportunity as community members to give back, say Thank You and show our gratitude for our service members' sacrifices. This year's celebration will be held on October 13, 2022.

My business (insert info) will be providing the following offer: (insert offer).

For additional information and a list of other participating business in the area, please visit the Freedom Day USA website at [www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

I would appreciate your help in reaching any active military and their families, as well as veterans in our community so they may benefit from the free services and products provided by my business.

Please display the enclosed flyer on your announcement board for your personnel and their families. We also invite you to include our website address on any of your social media and/or electronic communications.

Additionally, I am glad to provide additional information about this national event. Remember, immediate family members of active military are encouraged to participate as well. Please feel free to contact me at (insert info).

Thanks in advance for your support in ensuring this exceptional event day is a success.



Giving **YOU**  
A Day Of

**FREE**

**For a Lifetime of Freedom**

On October 13, 2022 businesses across the Country will join Freedom Day USA, a national Military Thank You Event designed to show our appreciation for your sacrifices.



There may be more local businesses participating in Freedom Day USA, to view other offers in your area, please visit our website:

[www.FreedomDayUSA.org](http://www.FreedomDayUSA.org)

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# Freedom Day



**"Giving a Day of FREE for a  
Lifetime of FREEDOM"**

Dear Future Participant,

Thank you for your interest in Freedom Day USA a national thank you to all active duty military members, their families, and veterans.

Freedom Day began in September 2013 after a realization by the founder Dr. Robert Martino that we do not do enough to show our appreciation to those who sacrifice it all for our freedom and safety. This extends beyond just the troops and includes their families. Our Troops make extreme sacrifices while deployed, but what about the family members who are left at home? They sacrifice more than we realize to ensure that everything is taken care of while their loved one is away, all while carrying the heavy burden of wondering and worrying about the safety of their soldier.

To honor these men, women, and children Freedom Day USA has become an annual Thank You event. Businesses across the United States of America will show our appreciation to U.S Military Forces by providing free goods and services. We Salute our men and women in uniform as they have given us the gift of Freedom, please join us in giving them a FREEDOM DAY!

You can choose to participate in many ways! Businesses often give away a free item, or provide them with a free service at their location on this special day. You can choose to donate money to help keep Freedom Day USA thriving.

Remember participating in Freedom Day USA is an opportunity for us to serve them for everything that they have sacrificed for us.

*"It is the soldier, not the reporter, Who has given us freedom of the press.*

*It is the soldier, not the poet, Who has given us freedom of speech.*

*It is the soldier, not the organizer, Who gave us the freedom to demonstrate.*

*It is the soldier, Who salutes the flag, Who serves beneath the flag.*

*And whose coffin is draped by the flag, Who allows the protester to burn the flag."*

***Father Dennis Edward O'Brien, USMC***