



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>

How Long Will the Event Last?

Freedom Day USA is held for ONE DAY each year. The first event was held September 12, 2013 and future events will be held annually, dates are announced early in the year to allow for planning.

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.

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.

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.

Who Can Receive My Offer?

Active Duty Military and their Immediate Family Members and Veterans.

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.

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!

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...)

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!

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.

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!

www.freedomdayusa.org

