

WELCOME HOME

WARRIOR-CITIZEN

United States Army Reserve
Ceremony Planning Guide



**ARMY RESERVE
FAMILY PROGRAMS**
Connecting Soldiers · Families · Communities



For Those Who Serve and Those Who SupportSM

A silhouette of a soldier in a trench, wearing a helmet and carrying a rifle, set against a dark, textured background with a warm, orange-red glow. The soldier is positioned on the right side of the frame, facing right.

**WELCOME HOME WARRIOR-CITIZEN
PROGRAM BACKGROUND**

**HEROES ARE REMEMBERED
FOR AN OVERWHELMING
DISPLAY OF COURAGE
DURING A SIGNIFICANT
EVENT IN TIME.**

**WARRIORS ARE
REMEMBERED FOR
THEIR MANY SACRIFICES
AND ENDURANCE
DEMONSTRATED ON THE
BATTLEFIELD OVER A
PERIOD OF TIME.**

**ARMY RESERVE SOLDIERS
WHO PARTICIPATE IN
SUPPORT OF THE GLOBAL
WAR ON TERRORISM AND
OVERSEAS CONTINGENCY
OPERATIONS HAVE TRULY
EARNED THE TITLE
“WARRIOR-CITIZEN.”**

The Welcome Home Warrior-Citizen Ceremony provides an appropriate, timely, and enduring memento to Soldiers and their Families. Through this program, we convey in a small way our Nation's gratitude for their selfless service and sacrifice in support of the Global War on Terrorism and specified overseas contingency operations.

Awards will be presented at ceremonies throughout the country upon the Army Reserve Soldiers' return home. The O-6 level command will plan, coordinate, and host the ceremonies for their respective units, and the O-6 commander will present awards. The ceremonies will include families, employers, co-workers, community leaders, civic organizations, elected officials and the media.





Welcome Home Warrior-Citizen Ceremony

Presentation Guide Introduction

This guide will assist you in planning, coordinating, and executing the necessary steps to ensure a successful Welcome Home Warrior-Citizen Ceremony (WHWCC) presentation for the brave men and women of the Army Reserve returning from duty in support of the Global War on Terrorism and specified overseas contingency operations. This is a very special recognition that will help ensure our Soldiers know their country honors them and their service to our nation.

The guide was designed to provide you with the tools to host a successful ceremony to honor our Army Reserve heroes and warriors. Keep in mind this is only a guide. You are encouraged to make adaptations and additions to suit your specific needs.

The guide is set up with easily accessible step-by-step instructions that will take you through the process from beginning to end.

FORMULATE
YOUR

WHWCC

PLANNING
TEAM





TIP: Delegating tasks is an important first step in planning a presentation. Be sure to choose individuals who are willing and able to perform all tasks.

STEP | 1

FORMULATE YOUR WHWCC PLANNING TEAM

You may select whomever you wish, but if possible, try to select a variety of individuals who bring different perspectives and skills to the planning process (e.g., a community leader, a media contact, a family readiness rep, an employer, etc.). Important point – The commander and the key leadership of the unit being recognized must be notified and involved in the ceremony’s planning and execution. They should be kept informed of your team’s progress and challenges faced each step of the way. They will provide the communication link between your team and the Soldiers and their Families in the unit. As we all know, Family members made sacrifices as well, and it is important that they be included in the planning process. The key to success is to ensure that the Soldiers and their Families are kept informed on the details of the event, including the date, time, uniform, agenda, parking information, etc.

Assign your team members their respective tasks immediately. Be sure to meet regularly (and often) to ensure the assignments move forward and no one member of the team falls far behind the rest of the team members’ planning process.



ASSIGNMENT CHECKLIST

Event Date: _____ Time: _____

Unit: _____

Presentation Location: _____
(i.e. Reserve Center)

City & State: _____

Task/Step	Team Member	In-progress Review (IPR)
Step 1 Team Leader	Phone _____ Email _____	
Step 2 Contact List	Phone _____ Email _____	
Step 3 Venue/Schematic	Phone _____ Email _____	
Step 4 Presentation Items	Phone _____ Email _____	
Step 5 Agenda/Program (with script)	Phone _____ Email _____	
Step 6 Promotion & Marketing	Phone _____ Email _____	

VIP CONTACT

LIST



TIP: It's a **tremendous honor** to be recognized for achievements. The VIP contact list should include all individuals who may have had a **significant influence on the Soldier**.



STEP | 2

CREATING A VIP CONTACT LIST

In this step, you need to ensure the distinguished visitors are contacted and invited. This should be accomplished as soon as the date is set, as these people may have scheduling conflicts.

Team Member _____

Position	Name	Invited	Attending
Brigade Commander	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
Command Sergeant Major	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
Color Guard (if used)	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
Public Affairs Officer	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
Governor	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
U.S. Senator	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
U.S. Representative	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
Mayor	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
State Senator	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
State Representative	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
ESGR Representative	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
Unit Commander	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No
First Sergeant	_____	<input type="checkbox"/> Yes	<input type="checkbox"/> Yes <input type="checkbox"/> No

VENUE & FLOOR DIAGRAM





TIP: When planning seating arrangements, one should consider where guest speakers will be sitting in relation to the presentation area.

STEP | 3

VENUE/FLOOR DIAGRAM

This step is self-explanatory. Work closely with the facility manager regarding the details of set-up. If you are planning the event outdoors, be sure to have an alternate site included in the plan.

Team Member _____

1. Secure the location (Reserve Center or another location)

2. Create a diagram of the room where the ceremony will take place.

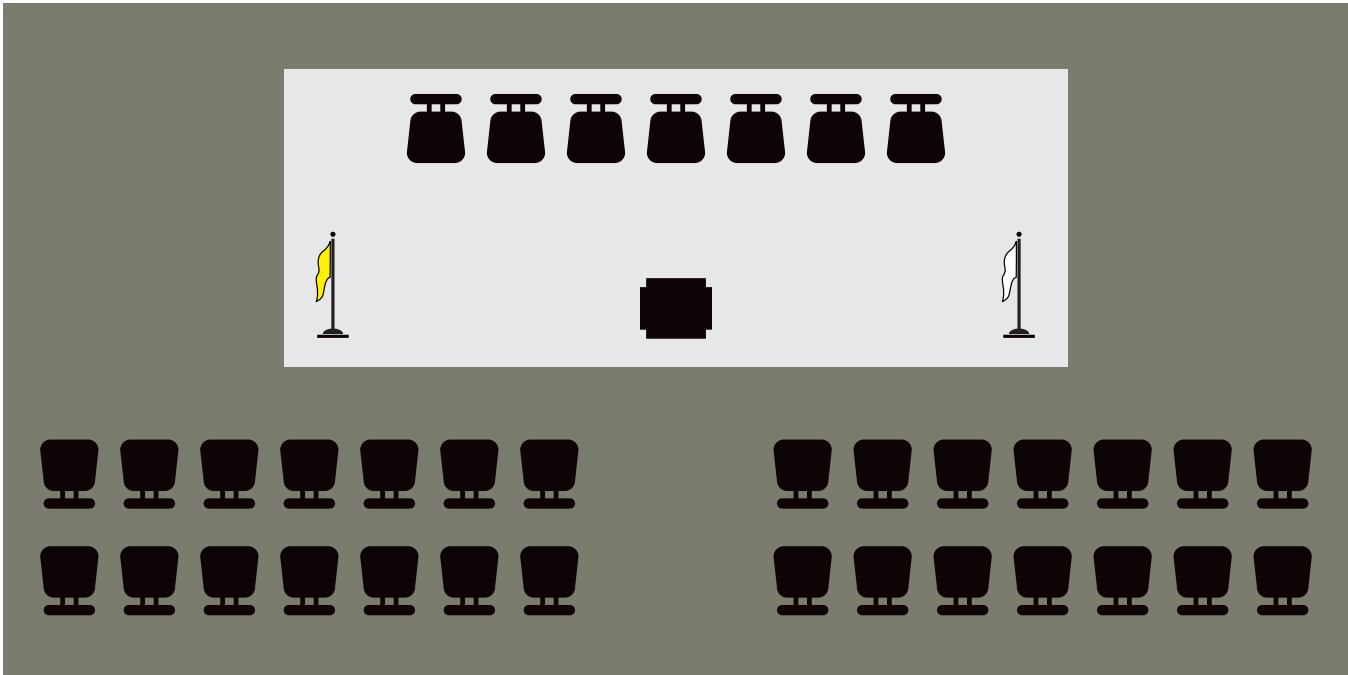
- Chairs should be set in a normal parallel formation, as for a typical ceremony (see next page).
- If this event is in conjunction with a meal, the tables should be arranged in a wing formation (see next page).
- Staging area (stage optional) is set up in a formal manner, with the American flag to be posted to the audience's left and the state flag to be posted to the audience's right.
- Recommend any banner(s) that have been developed be hung prominently over the table where the recognition items are placed.

Checklist:

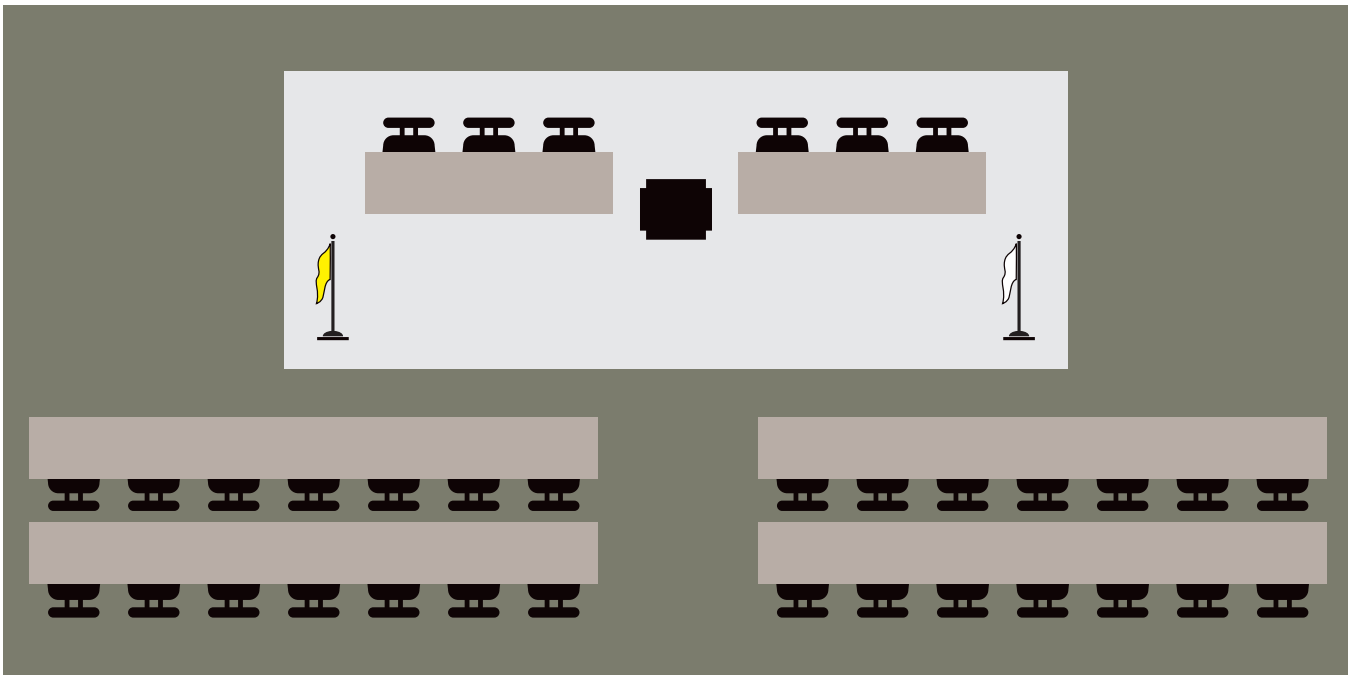
- | | |
|--|--|
| <input type="checkbox"/> Chairs | <input type="checkbox"/> State flag with base |
| <input type="checkbox"/> Podium | <input type="checkbox"/> Public address system |
| <input type="checkbox"/> Tables for presentation items | <input type="checkbox"/> Audio/visual system |
| <input type="checkbox"/> American flag with base | |
| <input type="checkbox"/> Other: (as needed, describe and indicate quantity required) | |

Venue/Floor Diagrams

Normal parallel formation



Floor diagram to be used in conjunction with a meal (wing formation.)



Key



Seating/Chairs



American Flag with base



State Flag with base



Podium

PRESENTATION ITEMS



TIP: Provide ample lead time in requesting the items to be presented in the ceremony to ensure all are received in a timely manner.



STEP | 4

PRESENTATION ITEMS

In this step, you need to ensure the items to be presented are **ordered, received, inspected, secured, and prepared.**

Team Member _____

Receive.

It is important that you receive the presentation items at least two weeks before the date of the presentation. Challenges may occur with delivery, so be flexible and prepared to do what you must to accomplish the mission. If you do not have the items by two weeks prior to the ceremony, you can make the appropriate notifications and phone calls to track the shipment or have new items shipped to your location.

Inspect.

Inspect each item, making sure that you have exactly what you need according to the order that was placed during the nomination phase. Remove each item from its packaging and inspect carefully to verify receipt of all components and that they are in presentation condition.

Secure.

After you've inspected each item, you must secure them in a safe place. The items have been made and packed-to-order; replacing them on short notice is probably not possible. We want Soldiers and their guests to receive the symbols of recognition they so richly deserve.

Prepare.

During ceremony setup, arrange the items on the tables. (i.e., Soldier items first, then spouse items – if applicable). There are many items and many people being recognized. It will help you to arrange the items as per the suggestions, so the ceremony proceeds respectfully, but quickly. They must be arranged so the Soldier can shake the hands of the official party, gather his or her items, return to his or her seat, and await further instructions.

*** Ensure the items to be presented match the number of Soldiers**

_____ Number of Soldiers	Items to be Presented

WELCOME HOME WARRIOR-CITIZEN CEREMONY & PROGRAM

WITH SCRIPT





TIP: Ample rehearsals will identify expectations and potential problems, ensuring the program ties all the elements together into a seamless, rewarding event for all.

STEP | 5

WELCOME HOME WARRIOR-CITIZEN CEREMONY/PROGRAM WITH SCRIPT

You have been tasked with the most challenging of the endeavors related to executing the Welcome Home Warrior-Citizen (WHWC) ceremony, for it is this one that ties the agenda, the program, script and floor diagram together.

Team Member _____

The first item you will see in this step is a generic ceremony program. You must fill in the blanks. Remember that the program's front cover and the inside pages must be completed by you. The back cover could contain the "Soldier's Creed."

Next, you will see the WHWC ceremony Agenda with Script. This is for the master of ceremony's (MC) use. It is recommended that you offer to print the Agenda and Script in oversized type (perhaps double spaced) to make it easier for the MC to follow while the ceremony is in progress.

A brief rehearsal or two conducted the day before the ceremony (or the morning before the ceremony) will allow the final synchronization of all the key players and elements of the ceremony in order to increase the comfort level of key players and to identify any potential problems.

The Soldiers and their teams deserve the recognition. At the same time, realize that recognizing a large group of persons individually will take time. Be sure to arrange a format for precision, and make everyone aware that this will be done in a systematic way, so as to keep the announcements and recognition rolling. Without a systematic process, this ceremony could take an inordinate amount of time.

Therefore, it is suggested that the program coordinator arrange the seating for Soldiers and their teams alphabetically, so that as one Soldier is being recognized, the next one is on standby. Hence, the recommendation of an alphabetical seating format for the Soldiers.

UNIFORM: The Soldier is to wear the uniform worn during deployment: ACU. Non-military participants should dress in business clothing.

RECOMMENDATION: You may want to arrange for someone to take photographs of the Soldiers as they receive their items. Using a digital camera, with photographs downloaded to a public unit website.

PROGRAM: Front Cover and Inside Spread

SUGGESTED SCRIPT AND INSTRUCTIONS

MUSIC: National Anthem (recorded music, live instrumental or live voice)

NOTE: The MC will come forward to the podium or lectern and ask for the attention of the audience. The MC will explain that the ceremony is about to begin and will provide instructions for the audience. It is important that the official party is prepared to enter, beginning with the highest ranking official.

ENTRANCE OF OFFICIAL PARTY

SCRIPT:

Good afternoon (or evening) and welcome distinguished guests and friends to (UNIT) Welcome Home Warrior-Citizen recognition ceremony. My name is (RANK, NAME) and I will be your Master of Ceremony for today's (or "this evening's") event. At this time, please rise for the entrance of the official party, the presentation of the Colors by the Color Guard, and the playing of the National Anthem. After the playing of the National Anthem, please remain standing for the Invocation.

NOTE: The official party enters as the MC announces the first person. The official party takes their places in the staging area and remains standing for the posting of the colors, the National Anthem, and the Invocation.

PRESENTATION OF COLORS AND NATIONAL ANTHEM — Color Guard

INVOCATION — Chaplain or Clergy

NOTE: The person giving the Invocation should be posted near the podium. When the Color Guard has exited, he/she will step forward to the podium and give the Invocation. After the Invocation, the person will go to his/her designated seat.

OPENING REMARKS AND INTRODUCTION OF GUEST SPEAKER — MC

SCRIPT:

Please be seated. Once again, welcome to the (UNIT) Welcome Home Warrior-Citizen Ceremony recognition ceremony. Heroes are remembered for an overwhelming display of courage during a significant event in time. Warriors are remembered for their many sacrifices and endurance demonstrated on the battlefield over a period of time. Army Reserve soldiers who participate in support of the Global War on Terrorism and specified overseas contingency operations have truly earned the title "Warrior-Citizen."

To honor these Warrior-Citizens, The United States Congress, along with the President of the United States, instituted this recognition program specifically for Army Reserve Soldiers. The Welcome Home Warrior-Citizen Ceremony provides an appropriate, timely and enduring memento to Soldiers and their families. Through this program, we convey in a small way our nation's gratitude for their selfless service and sacrifice in support of the Global War on Terror. It is designed to publicly acknowledge our Army Reserve Soldiers, as well as those who've supported them during the recent military operations.

Today, I am honored to introduce our guest speaker RANK NAME.
(Read Biography if one has been provided).

Guest Speaker: Rank / Name

NOTE: Prior to the event, encourage the Guest Speaker to limit his/her remarks to 10-15 minutes. Be sure to ask the guest speaker if he or she has any special audio-visual equipment requirements during the planning and coordination processes.

EXPLANATION OF PRESENTATION ITEMS — MC

NOTE: MC should have access to the items as he explains each one. An alternative is to have a PowerPoint presentation ready that has pictures of each of the items so that all audience members can see the presentation items.

SCRIPT:

Thank you for those remarks.

Before we honor the Soldiers, I now would like to recognize a couple of special groups of people here today. First, the family members of these Soldiers have sacrificed much as well. Having a spouse, parent, or loved one gone for an extended period of time demands commitment and sacrifice. And, while these Soldiers served our nation at war, the families here at home did their part to support their Soldiers. It is to you, we owe much. Would the family members of the Soldiers please stand and be recognized? **(Applause)**

A second group we would like to recognize is the employers of these Soldiers. They too, have demonstrated commitment and dedication by supporting their Soldiers in the workplace. To the employers, we want to say thank you for your support. Would the employers of these Soldiers please stand and be recognized? **(Applause)**

Today, we are presenting our citizen-Soldiers and their supporters with some special recognition item(s). First, I will describe only those item(s) to be presented to the Soldiers and then the Soldiers will come forward to receive all of their presentation item(s).

PRESENTATION OF ITEMS — Official Party

NOTE: The stage party will assist in giving the Soldiers their items. Have the items stacked in an order that will allow the Soldier to receive them and return easily to his/her seat. Also, allow the Soldier to shake the hand of the guest speaker first, and then receive the awards from persons in the stage party. If you plan this accordingly, the MC can be announcing the name of the Soldier while the Soldier is receiving his stack. Members of the official party, other than the guest speaker, can take turns giving Soldiers their stacks so as to keep the line moving. It is absolutely imperative that you ensure the Soldiers are in the order in which their names will be called.

SCRIPT:

I present to you now our honored Soldier...RANK NAME

NOTE: After the last Soldier is seated say...

SCRIPT:

Ladies and Gentleman, I present to you the Warrior-Citizens of the (UNIT)...(turn to Soldiers)... welcome home...

Additional: If the unit has developed a music video or slide presentation, it can be shown here. Suggested time limit of 7-12 minutes for this portion.

CLOSING REMARKS — MC

SCRIPT:

As we bring this event to a close, on behalf of Chief of the Army Reserve, (INSERT NAME) and (OTHER COMMANDERS PRESENT) and (UNIT COMMANDER) I wish to thank each of you for your service to our country, whether as a Soldier or a team member. Please rise for the Benediction and the departure of the official party.

Benediction — Chaplain or Clergy

Departure of Official Party — MC

SCRIPT:

Thank you all for coming today. This concludes our ceremony.

PROMOTION & PUBLICITY



TIP: Leverage Social Media to quickly promote the event and raise awareness.



PROMOTION AND PUBLICITY

The Army Reserve Leadership is emphasizing the Welcome Home Warrior-Citizen Ceremony as a way to strengthen public support for our Reserve Soldiers during a critical time. Your goal should be to generate as much local support as possible. Below are some ideas to help you make the most of the tools provided, but you are limited only by your imagination.

Team Member _____

SUGGESTED MARKING IDEAS

- ▶ Leverage Social Media, post a FaceBook event, post updates of the event on FaceBook, post photos of Soldiers on Instagram leading up to the event. Use Twitter for updates of the event as it approaches. Post videos of Soldiers returning home on YouTube.
- ▶ Work closely with the Army Reserve and Regional Readiness Command Public Affairs Officer(s). Take advantage of their expertise and ask the PAO to help you with the ideas listed here.
- ▶ Ask your Public Affairs Officer to localize the media release for your community. Print your modified release and the talking points to create an instant press kit to send to local media.
- ▶ Pitch this to local media as a human-interest story. Invite local reporters to cover your unit's WHWC event.
- ▶ Use the talking points to write a commentary from your unit or Battalion Commander or Command Sergeant Major to run in local newspapers.
- ▶ Photograph Soldiers from the unit that will be recognized in the Welcome Home Warrior-Citizen recognition ceremony and run that photo in your unit newsletter. Email the photo with a caption and media release to local newspapers.
- ▶ Email the talking points and media release to all members in your unit and encourage your Soldiers to participate where they can.
- ▶ Create unit-specific posters using the logos and information from the marketing kits and email one to every eligible Soldier. Ask them to print copies (preferably on a color printer) to hang on their bulletin boards.
- ▶ Have your commander send an email message to every Soldier in the unit. Send a slightly modified version again in a week or so. Send it again a week or so after that.

INVITATION:

The Men and Women of the United States Army Reserve request
the pleasure and honor of your company at the:

Welcome Home Warrior-Citizen Recognition Ceremony

Army Reserve Soldiers, their loved ones, and those supporting them during their service to our nation in fighting the global war on terrorism will be recognized for their selfless and dedicated service.



SAMPLE NEWS RELEASE:

“Welcome Home Warrior-Citizen” Recognition Ceremony to Honor (*Unit*)

Army Reserve Soldiers, their families and employers of the (*Unit*) who participated in support of the Global War on Terrorism and overseas contingency operations will be honored in a ceremony with the Welcome Home Warrior-Citizen recognition program enacted by U.S. Congress.

The “Welcome Home Warrior-Citizen” event begins at (*time*) on (*date*) at the (*location*). In attendance will be (*keynote speaker*), along with (*list other distinguished visitors*).

“This program honors in a small measure our Soldiers who have willingly answered their nation’s call to war,” said Lt. Gen. James R. Helmly. “It is a gesture of gratitude from a nation who wants to recognize them for their dedication, service and sacrifice.”

“The Welcome Home Warrior-Citizen program provides an appropriate, timely and enduring memento to Soldiers and their families,” said Helmly. “Through this program, we acknowledge their contribution in the Global War on Terror.”

(Insert unit background and items regarding their missions).

The ceremony is open to the public. For additional information, contact (*insert POC info*).

Welcome Home

Warrior-Citizen



www.usar.army.mil/ARFP/



@ArmyReserveFamilyPrograms



@arfamilypgrams



@FamilyPrograms



Download the Double Eagle App today! Get it at the App Store, Google Play or www.usar.army.mil/DoubleEagleApp



**ARMY RESERVE
FAMILY PROGRAMS**
Connecting Soldiers · Families · Communities