



FLAGS  USA™

Standing beside *those who serve.*

A complete look at the launch assets built for the Flags USA and USO partnership — running through America's 250th.

CAMPAIGN

Proud Partner of the USO

CAMPAIGN WINDOW

May — December 2026

PREPARED BY

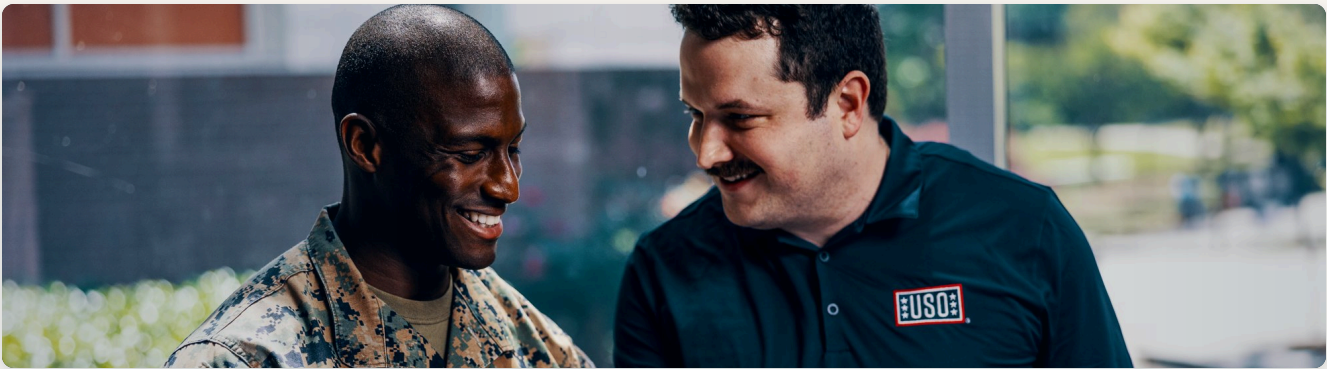
Connor Falls

INSIDE THIS DECK

06 SECTIONS

Partnership launch assets.

A page-by-page guide to the customer-facing launch materials, announcement copy, and campaign creative.



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	Partnership goals, key numbers, and campaign timeline.	
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	FlagsUSA.com/pages/USO — dedicated partnership page on Shopify.	
03	Press Release	006
	Announcement copy with executive quotes from the USO and Flags USA.	
04	Product Insert	007
	Thank-you card, 4.25 x 5.5 in., packed with outbound orders.	
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	Announcement email to the Flags USA customer list.	
06	Social & Email Creative	009
	Two Instagram posts and an announcement email mockup.	

01
 AT A GLANCE

THE PARTNERSHIP IN BRIEF

ONE MISSION.
 REAL IMPACT.



Flags USA and the USO share a commitment to the men and women who serve. The partnership runs through **December 2026** and gives every customer a direct way to support active-duty troops and military families.

\$ ADD-ON DONATION

\$2.50

Optional add-on donation at checkout.
 100% benefits USO programs and services.

 MATCH COMMITMENT

\$25k

Flags USA matches donations made through the USO campaign, up to \$25,000.

 CAMPAIGN WINDOW

8mo

Anchored to **America's 250th anniversary year**. May through December 2026.

CAMPAIGN TIMELINE 2026

● COMPLETE ● ACTIVE ○ UPCOMING



APR 2026

SETUP

Donation flow, assets, and partner approvals



MAY 2026

LAUNCH & PRESS

Partnership announcement and earned media push



JUN - JUL

AMERICA 250 PUSH

Peak summer flag season meets semiquincentennial



OCT - NOV

VETERANS DAY

Tribute campaign honoring service members



DEC 2026

WRAP & REPORT

Final tally, impact recap, donor recognition



ABOUT THE USO

The leading nonprofit dedicated to strengthening the well-being of America's military and their families. Since 1941, the USO has served through 260+ locations around the world.

EST. 1941

260+ LOCATIONS

WORLDWIDE

FLAGS
 
 USA.

ABOUT FLAGS USA

Founded in 1987, Flags USA is a women-owned, family-run operation based in Carol Stream, IL. Every flag is proudly made in America, from a small family business to a national supplier.

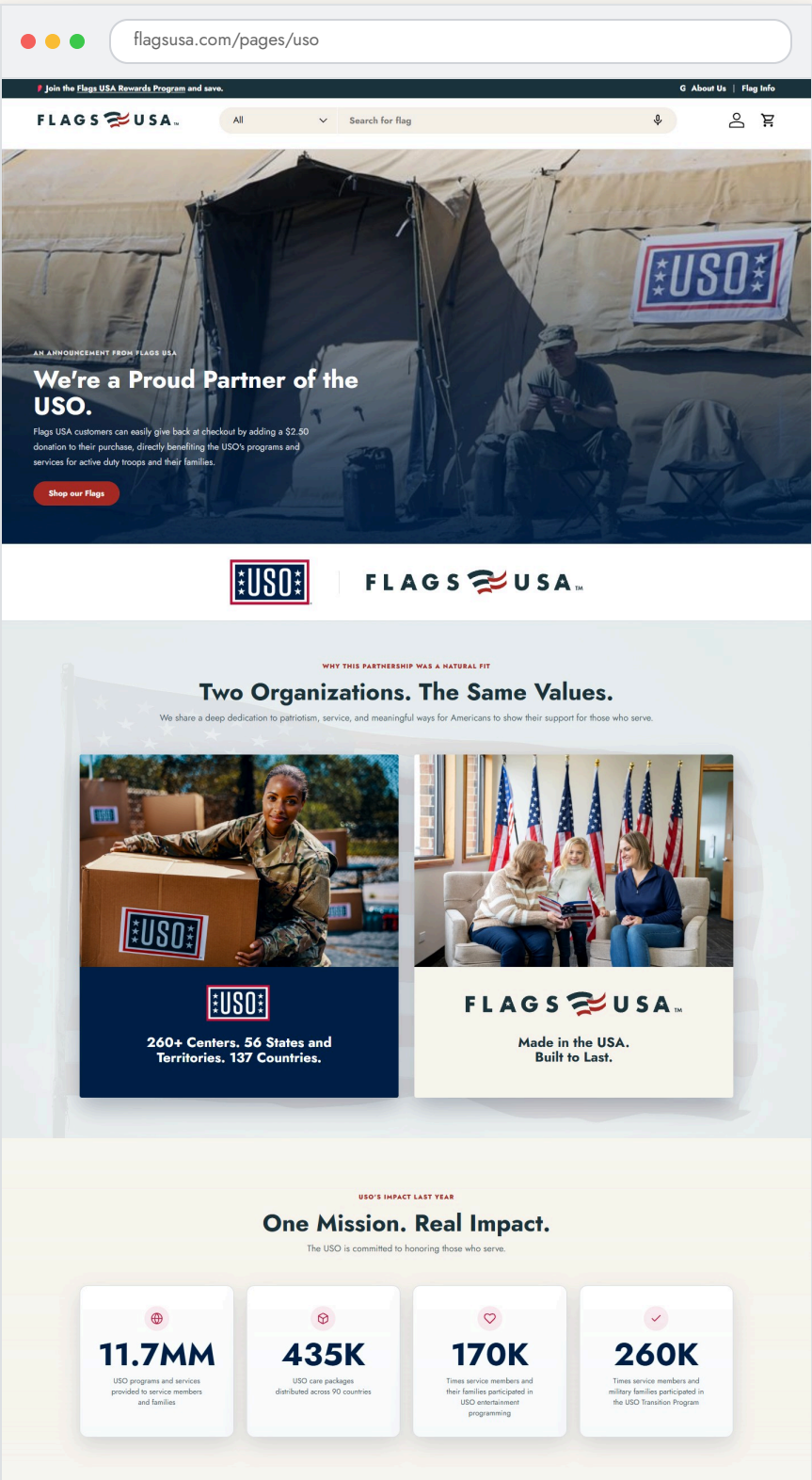
EST. 1987

WOMEN-OWNED

MADE IN USA

FlagsUSA.com/pages/USO

A dedicated partnership page built in Shopify, live on the Flags USA storefront. Captured October 15, 2026.



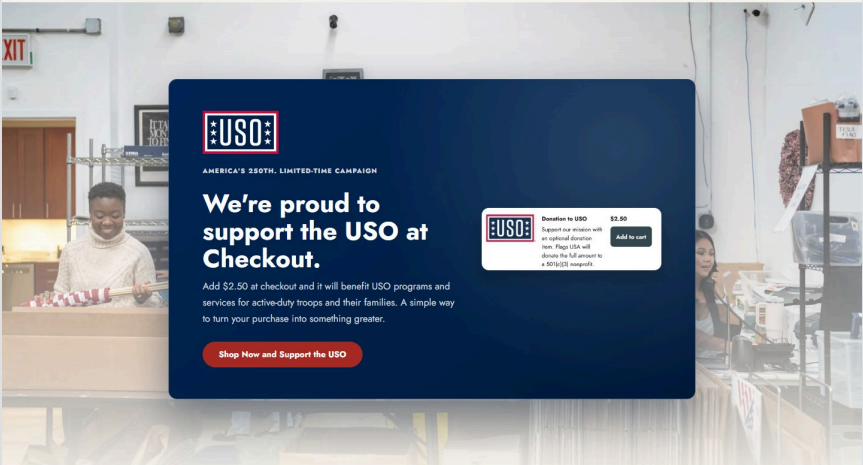


WHY THIS PARTNERSHIP MATTERS

Together, We Honor the People Who Serve.

Flags USA and the USO share a commitment to the men and women who serve this nation. A flag is more than a product. It's a symbol of what we stand for and who we stand with. This partnership lets every purchase mean something more.

For 85 years the USO has stood beside service members from the moment they enlist through every stage of service. By connecting Flags USA customers with that mission, we directly support troops and military families in a way that is personal and real.



THE USO'S REACH

Wherever Troops Serve, the USO Is There.

The USO operates in 56 U.S. states and territories and across 137 countries, reaching service members in combat zones, isolated postings, and everywhere in between. They've been doing it since 1941.

Your donation goes directly to benefiting the USO's programs and services for active-duty troops and their families.



USO impact figures on the page are refreshed periodically, so they may differ from the figures in the May announcement copy.



FOR IMMEDIATE RELEASE

May 2026

PRESS RELEASE

Flags USA Partners with the USO Through December 2026.

CAROL STREAM, IL — MAY 7, 2026 · Flags USA announced today a partnership with the USO and its mission of supporting service members and their families.

This collaboration reflects strong natural synergies between the USO and Flags USA. Both organizations share a deep dedication to patriotism, service, and meaningful ways for Americans to show their support for those who serve.

As part of the initiative, Flags USA customers will have the opportunity to give back at checkout by adding a \$2.50 donation to their purchase, directly benefiting the USO's programs and services for active-duty troops and their families.

In addition, the USO will launch a dedicated fundraising campaign inviting supporters to contribute to its mission. To further amplify donor impact, Flags USA has committed to matching all donations made through the campaign, up to \$25,000, doubling the generosity of contributors.

"We are grateful to Flags USA for supporting the USO's mission. This campaign will have a direct impact on the lives of our service members and their families around the globe."

BEN LESLIE · USO CHIEF DEVELOPMENT OFFICER

"At Flags USA, the American flag has always represented far more than a product. The flag represents the people who have sacrificed to protect the freedoms we all share. Partnering with the USO allows us to support service members and their families during such an important moment in our country's history leading into America 250."

KIM DACKA · CEO, FLAGS USA

The partnership reinforces Flags USA's commitment to family, service, and the American Spirit, during a celebratory year on the country's 250th birthday.

ABOUT THE USO

The USO is the leading nonprofit dedicated to strengthening the well-being of the people serving in America's military and their families. Since 1941, the USO has stood beside service members throughout their military service through 260+ locations around the world, care package delivery, entertainment, and military spouse and youth programming. Visit [USO.org](https://www.uso.org).

ABOUT FLAGS USA

Founded in 1987, Flags USA began as a small, family-run business. Nearly 40 years later, the women-owned and family-run operation has grown to a 4,000 square foot warehouse with multiple mother-daughter teams. Every flag is proudly made in America.

MEDIA CONTACT

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— E N D —

PRODUCT INSERT — 4.25 X 5.5 INCHES

FLAGS  USA™

THANK YOU — PROUD PARTNER OF THE USO™

Your New Flag Honors Our Nation.

You can easily give back at checkout by adding a **\$2.50 donation** to your purchase. It will directly benefit the USO's programs and services for active-duty troops and their families.



Scan to visit our USO
partnership page at
FlagsUSA.com/pages/USO

FLAGS  USA™

FlagsUSA.com
USO.org

Shown at reduced scale — printed 4-up on letter stock

05 · EMAIL

Announcement newsletter.

An editorial-style email sent to the Flags USA customer list announcing the USO partnership. Longer-form, narrative tone.







FROM FLAGS USA · MAY 13, 2026

AN ANNOUNCEMENT FROM FLAGS USA

We're a proud partner of the USO.

We're standing alongside an organization whose mission aligns with everything we believe in. Today we're announcing a partnership with the USO, the leading nonprofit supporting active-duty troops and their families.

HOW YOU GIVE

At checkout, you'll have the option to add a **\$2.50 donation** to your order. The full amount goes directly to USO programs. In addition, the USO will launch a dedicated fundraising campaign inviting supporters to contribute to its mission. To further amplify donor impact, Flags USA has committed to matching all donations made through the campaign, up to **\$25,000**.

WHY THIS PARTNERSHIP

The USO has stood beside service members since 1941 — in 55 U.S. states and territories and across 134 countries. For us, a flag has always been more than fabric and grommets.

"Partnering with the USO is meaningful to us because it allows us to support service members and their families while also helping educate and inspire Americans during such an important moment in our country's history leading into America 250."

KIM DACKA · CEO, FLAGS USA

[SHOP AND SUPPORT THE USO →](#)

Flags USA · 765 Kimberly Drive · Carol Stream, IL 60188
FlagsUSA.com · USO.org

06 · CHANNELS

Launch creative.

Two Instagram posts and an announcement email mockup.



EMAIL · ANNOUNCEMENT SEND

From: Flags USA <hello@flagsusa.com>

Subject: We're a proud partner of the USO.

AN ANNOUNCEMENT FROM FLAGS USA

Every flag now stands for something more.

Flags USA is now a proud partner of the USO. Add a \$2.50 donation at checkout to support active-duty troops and their families through December 2026.

Flags USA will match donations made through the USO campaign, up to \$25,000.

[SHOP AND SUPPORT THE USO →](#)

