



**FOREVER
PROMISE
PROJECT**

Ambassador Toolkit & Engagement Guide



Algemeen Nederlands Persbureau (ANP)

Help connect American families with those who have cared for their loved ones since World War II.

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Welcome to the Forever Promise Project!

Dear Ambassador,

Thank you for stepping forward to be part of something extraordinary.

The Forever Promise Project exists to fulfill a promise made at the end of World War II — a promise by the people of the Netherlands to never forget the American soldiers who gave their lives for their freedom. To this day, every grave at the Netherlands American Cemetery in Margraten, and all the names on the Walls of the Missing, have been adopted by a Dutch citizen who honors and remembers the sacrifice of each young American.

But one part of that promise remains incomplete.

Many of these soldiers' families in the United States are unaware of this unique grave adoption program, having no knowledge that a family in the Netherlands has been caring for their loved one's grave for generations.

That's where you come in.

This toolkit is designed to make it easy for you to take action that may open doors to reaching families and creating lasting connections — whether by sharing stories on social media, writing op-eds, or pitching and connecting us with local journalists or publications in your area.

Every post, every email, every conversation brings us one step closer to completing the mission. Together, we can keep the promise, and ensure these heroes are remembered forever.

With gratitude,

The Forever Promise Project Team



Project Overview

What Is the Forever Promise Project?

The Forever Promise Project is a partnership between two nonprofit organizations: the **Monuments Men and Women Foundation** and the **Foundation for Adopting Graves American Cemetery Margraten** (Stichting Adoptie Graven Amerikaanse Begraafplaats Margraten). It was created to realize the original objective of the founders of the Margraten Grave Adoption Program: to connect Dutch adopters with the American families of the fallen.

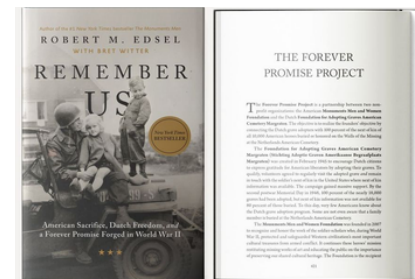
History

In September 1945, Mrs. Emilie Michiels van Kessenich, wife of the mayor of Maastricht, capital of the Dutch province of Limburg, wrote US President Harry Truman to explain the intent of the grave adoption program.

“I have been thinking, if there could not be done something for the relatives of those brave Americans, who gave their lives for our liberation.... And now that most of the Army has gone back to the States, and only your fallen heroes remain in our soil, we want to establish a lasting tie between their relatives and our people.”

For 80 years, Dutch adopters have honored all 10,000 Americans who are buried at the Netherlands American Cemetery or recognized on the Walls of the Missing. But the Dutch adopters are in touch with only about 2,000 of the families whose fallen heroes they honor. The objective of the Forever Promise Project is to gather that information and connect each of the Dutch adopters to a family member of the American servicemen and women whose memories they preserve.

The Forever Promise Project is closely aligned with the recent release of #1 *New York Times* bestselling author, Robert M. Edsel’s latest book, *Remember Us*, which tells the full story of these extraordinary acts of gratitude and remembrance.



Ways to Help

Choose Your Impact.

**Whether You Have 5 Minutes Or More Time To Give, Your
Effort Can Help Connect A Family And Fulfill This
*Forever Promise.***



**FOREVER
PROMISE
PROJECT**

Social Media Ambassadors

Share The Story. Find The Families. Remember The Heroes.

This mission grows one share at a time. Your voice can help us find the families we need to find to complete the mission.

How You Can Help:




- Search our [online database](#) to find a service member from your city or state (optional)
- Visit their FindAGrave page for additional details and photos (linked in the database)
- Choose a post style in the pages ahead or by scanning the QR Code below
- Share on your social platforms



- ☛ [Scan for images and suggested copy](#)
- ☛ [Scan to download copy in Word format](#)






Social Media Post Types & Examples (1 of 2)

Type	Post Text	Sample Post Photo
<p>Generic Awareness Posts</p>	<p>I just learned something extraordinary!</p> <p>More than 10,000 American soldiers are buried or memorialized at the Netherlands American Cemetery – and for over 80 years, Dutch families have cared for every single one. They place flowers, say their names, and honor their sacrifice...often without ever knowing the families they belong to. Now there's an effort to change that.</p> <p>Someone has been caring for these heroes all this time – maybe even someone connected to your hometown. Take a look, share this, and help spread the word. If you recognize a name, you could help connect a family. And if you are a family member, you can submit your information at foreverpromise.org.</p>	
<p>Local / State Post Template</p>	<p>I learned that [INSERT NUMBER] service members from [STATE] are buried at the Netherlands American Cemetery. For nearly 80 years, Dutch families have cared for every one of their graves – placing flowers and honoring their sacrifice. But many of their families here in the U.S. still don't know this. Now there's an effort to connect them. Maybe one of these names belongs to someone from your community. Take a look – or help spread the word. If you recognize a name, you can help reconnect a family. If you are a family member, you can submit your information directly through the site. foreverpromise.org.</p>	
<p>Specific Soldier Post Template</p>	<p>I recently came across the story of [NAME], from [CITY, STATE], who died during World War II and is buried in the Netherlands. For generations, a Dutch family has cared for his grave – placing flowers and remembering him. But they have never met his family. Do you recognize this name? If so, please visit the site and help make the connection. [Insert photo from FindAGrave if available]. foreverpromise.org.</p>	

← [Download images & social media copy:](#)



Social Media Post Types & Examples (2 of 2)

Type	Post Text	Sample Post Photo
Easy / Low Lift Post	Sharing something meaningful: For nearly 80 years, Dutch families have cared for the graves of American WWII service members. There is now an effort to connect them to the families of these fallen Americans. #ForeverPromiseProject foreverpromise.org	
Call-To-Action Post	Help find the families of American service members buried in the Netherlands. For nearly 80 years, their graves have been cared for by Dutch families. A single share could help make the connection. foreverpromise.org .	
Call-To-Action Post #2	Have you looked yet? More than 10,000 American service members are buried or memorialized at the Netherlands American Cemetery – and for decades, Dutch families have cared for each one. Now, the Forever Promise Project is working to connect them with the American families of the fallen. Take a minute to search the names. You might recognize someone from your hometown, your school, or even your own family. Start here: foreverpromise.org	

Best Practices:

- Tag local organizations or community groups when relevant
- Include a photo whenever possible (portraits, grave markers, or archival images)
- Keep your tone personal, respectful, and sincere
- Tag @ForeverPromiseProject
- Use #ForeverPromiseProject hashtag to expand reach
- When possible, add a local connection (city, state, or school) to make your post more meaningful and shareable

[← Download images & social media copy:](#)



Social Media Post Examples



GET
TEMPLATES



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social media copy:



Social Media Post Templates



GET
TEMPLATES



Scan for Templates:



Media Connectors

Bring This Story To Your Community

What You Can Do:

- Introduce us to local reporters and publications
- Send a pitch or submit an op-ed using templates on the following pages

The templates on the following pages are designed to help Forever Promise Project volunteers share the story of this important mission with their local media. Volunteers can adapt each version depending on whether a local connection exists (a soldier from their city or state is buried in Margraten) or not.

To find local connections:

- Visit <https://www.foreverpromise.org/the-database> and search by your city or state. If you find a local connection, include their name and details where indicated in the template.
- If no connection is found, use a generic version of the template to share our broader mission

👉 [Download full media images + copy templates here:](#)

👉 [Download copy in Word format:](#)



Media Pitch Template Example

Hi [Reporter Name],

I'm reaching out to share a story I believe would deeply resonate with your audience, especially here in [City/State].

I recently came across the Forever Promise Project, an initiative working to connect American families of fallen U.S. service members with the Dutch citizens who have cared for their graves at the Netherlands American Cemetery since World War II.

One of those soldiers is from [City/State]: [Soldier's Name].

For decades, a Dutch adopter has been visiting and honoring [his/her] grave, often without any connection to the family back home. Many families in the U.S. aren't even aware of the grave adoption program.

The Forever Promise Project is working to change that by connecting families with those who have kept this promise of remembrance alive for generations.

I thought this could make a powerful local story, connecting [City/State] to an extraordinary legacy of gratitude overseas. Increased visibility around these stories has already led to meaningful connections between families and Dutch adopters—often resulting in deeply moving reunions. If this is of interest, you can learn more at foreverpromise.org or I would be happy to connect you directly with the organization for additional details or interviews.

Thank you for your time and consideration. This is truly one of those stories that reminds people of the enduring impact of service and sacrifice.

Best Regards,
[Your Name]
[Your Contact Info]



Op-Ed Template Example

Each Memorial Day, we pause to remember those who gave their lives in service to our country. We visit cemeteries, attend ceremonies, and reflect on the cost of freedom.

But what if one of those heroes from our own community has been remembered every single day not just here at home, but across the ocean, where he fought the war and lost his life?

[Soldier Name], who was from [City/State], is buried at the Netherlands American Cemetery in Margraten. Like more than 10,000 American soldiers laid to rest there or memorialized there, his grave has been cared for by a Dutch citizen since the end of WWII.

Let that sink in.

For nearly 80 years, someone in the Netherlands, someone who likely never met him, has chosen to honor his life and preserve his memory. They visit his grave. They place flowers. They stand in quiet reflection. In many cases, this responsibility has been passed down through generations, from parents to children, as a sacred promise: to never forget.

It is one of the most extraordinary and largely untold stories of gratitude in the world. And yet, here at home, many families have no idea. The Forever Promise Project was created to change that. Its mission is simple but profound: to connect the families of these fallen American soldiers with the Dutch individuals who have been caring for their graves for decades. It is not just about history, it is also about human connection.

Imagine learning that someone, somewhere in the world, has been honoring your family member year after year. Imagine being able to meet them, to hear why they chose your loved one, to see the place where they are remembered not as a name on a stone, but as a life that mattered, a memory worth preserving.

This Memorial Day, as we pause to reflect on sacrifice, we also have an opportunity. And it may take just one person seeing this to make the connection. Someone in our community may hold the missing piece. A family name. A relative. A story passed down but never fully understood. If you recognize the name [Soldier Name], or believe you may be connected, or simply want to help, visit [\[link\]](#).

Because a promise was made in 1945. And together, we can help fulfill it.



Where They Came From: U.S. Service Members Buried at Margraten by State

Birth State	TOTAL
Alabama	132
Alaska	2
Arizona	44
Arkansas	165
California	226
Colorado	91
Connecticut	133
Delaware	24
D.C.	16
Florida	74
Georgia	177
Hawaii	3
Idaho	31

Birth State	TOTAL
Illinois	512
Indiana	268
Iowa	237
Kansas	166
Kentucky	200
Louisiana	116
Maine	54
Maryland	131
Massachusetts	374
Michigan	363
Minnesota	256
Mississippi	111
Missouri	280

Birth State	TOTAL
Montana	58
Nebraska	132
Nevada	3
New Hampshire	49
New Jersey	320
New Mexico	53
New York	995
North Carolina	205
North Dakota	75
Ohio	552
Oklahoma	215
Oregon	73
Pennsylvania	1060

Birth State	TOTAL
Rhode Island	58
South Carolina	89
South Dakota	73
Tennessee	198
Texas	399
Utah	31
Vermont	31
Virginia	190
Washington	116
West Virginia	151
Wisconsin	212
Wyoming	26
N/A	470



Total: 10,020

Thank you!

Thank you for helping ensure that these American heroes, and the countless acts of gratitude by the Dutch who honor them, are never forgotten. Your participation will bring the Forever Promise Project to life in communities across our nation.

Get Involved & Stay Connected

This guide includes a selection of tools to get you started. Scan the QR code below to access the full Ambassador Toolkit, including expanded social media posts, media pitches, photos, and downloadable resources.



Key Contacts:

- Forever Promise Project: info@foreverpromise.org
- Monuments Men and Women Foundation: info@mmwf.org

Helpful Links:

- Forever Promise Project Homepage: [foreverpromise.org](https://www.foreverpromise.org)
- Social Media Toolkit:
<https://www.foreverpromise.org/support/ambassador-toolkit>
- Database of Soldiers at Margraten:
<https://www.foreverpromise.org/the-database>
- Sign up to the Forever Promise Project mailing list:
<https://www.foreverpromise.org/contact>



Our Partners & Supporters

The Forever Promise Project is made possible thanks to the generosity and commitment of our sponsors and partners whose support helps us complete the mission and keep this *forever promise* alive.

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