



► FOR GYM AND HOST PARTNERS

COMPETE FOR A CAUSE

COMPETE HARD. FUND HARDER.

A CrossFit-style throwdown that channels competitive intensity into Veteran recovery. Three workouts, teams of two, one purpose. Everything a host gym needs to run the full competition day from the first idea to the final thank-you.

WarriorWOD Foundation combines exercise, nutrition, and mentorship in a research-backed, results-driven recovery program for veterans living with PTSD, suicidal ideation, and substance misuse.

14.42

Point PCL-5 reduction,
College of Charleston
verified

265

Veterans completed the full
six-month program

9 of 9

Crisis Veterans remain alive

\$1,500

Funds one Veteran, \$250 a
month

WarriorWOD Foundation • 501(c)(3) • EIN 87-1065126
Charleston, South Carolina • warriorwod.org
warriorwod.org/host-compete-for-a-cause

TRAIN. HEAL. RECONNECT.

Veterans in crisis: 988, then Press 1

▸ CONTENTS

WHAT IS IN THIS BOOK

Read sections 01 through 06 before you announce anything. Everything after that is a reference you pull from as the eight weeks run. All social captions live in the companion Compete For A Cause Media Kit, and the Canva creative kit is at canva.link/ynlmjvl8sk00ewc.

01 Start here

What the event is, and the three things to do today

02 What the money does

The impact ladder, approved language, and what never to say

03 Who does what

Seven roles, and what each one owns

04 The 8-week timeline

One job per week from commit to close

05 Budget and revenue model

What it costs, what it nets, floor math and permits

06 Registration and Classy

Tickets, fundraising pages, and the go-live checklist

07 Program the day

The three-WOD arc and the rules that govern it

08 The 12-WOD library

Twelve team-of-two workouts, programmed and scaled

09 Hero WODs

Fourteen team-of-two Heroes, and how to place one

10 Divisions, judging, scoring

Standards, judge ratios, and how ties break

11 Sponsors and matches

Tiers denominated in Warriors funded

12 Day-of run of show

Seven to three, hour by hour

13 Safety and S.A.V.E.

Required reading for every coach and judge

14 After the event

The seven days that add 10 to 20% to your total

15 The script library

Five emails, texts, the coach floor call, press

16 Checklists, print list, FAQ

Master checklist, signage, quick reference

THE WHOLE PLAYBOOK IN FIVE NUMBERS

\$150 is one team of two. \$250 is one month of the program for a Veteran. \$1,500 is all six months. Three workouts make the day. 988 then Press 1 is the number that goes on everything you print.

▸ SECTION 01

START HERE

Compete For A Cause is a half-day to full-day in-gym throwdown. Teams of two, three workouts, programmed and scaled and masters divisions, a live leaderboard, and a Warrior story at lunch. Your gym already has the floor, the coaches, and the community. This playbook supplies everything else.

DO THIS TODAY**Confirm the date**

Pick a Saturday 60 or more days out. Get the owner's yes on the calendar and name one Event Owner who runs the day end to end.

ONE FORM**Submit your request**

Fill out the host request form at **warriorwod.org/host-compete-for-a-cause**. We duplicate the Classy campaign for your event, add your logo, dates, and times, and send it back configured inside one business day.

WITHIN A WEEK**Pick your three workouts**

Choose one ready-made combination from Section 07 or build your own from the library. Publish WOD 1 the day registration opens.

▸ YOUR EVENT AT A GLANCE

FORMAT	TYPICAL SCALE	ENTRY	NET TO MISSION
Teams of 2	20 to 50 teams	\$150 a team	\$6,000 to
3 workouts	40 to 100 athletes	\$125 early bird	\$10,000

Spectators are free. A 6 to 8 hour competition day, typically 7:00 a.m. to 3:00 p.m. 100% of net proceeds fund Veteran recovery.

What we are asking of you

- A confirmed date on your calendar, 60 or more days out.
- The floor for the day, and the three workouts programmed from our template.
- Four judges plus a head judge.
- Access to your community: email list, Instagram, Facebook, in-gym signage.
- A named Event Owner on your team, at one to three hours a week for eight weeks.
- Day-of logistics: check-in, coaches, floor management, sound.
- Registration run through the WarriorWOD Classy campaign so receipts and reporting stay in one place.

What you can expect from us

- This playbook, plus the companion Media Kit with all 18 social captions and the Canva creative kit.
- A Classy peer-to-peer campaign built and configured for your event. You do not build it.
- Your event banner, shipped ten days out.
- A Warrior story, live or on video, that gives your community the reason.
- A post-event impact report inside 14 days: dollars raised, Warriors funded, photos, social recap.

THE ONE THING TO REMEMBER

You are not selling a workout. You are recruiting witnesses to a Veteran's recovery. Every post, every email, and every announcement from the mic ends with a name, a number, or a next step.

▸ SECTION 02

WHAT THE MONEY DOES

The program runs six months at \$250 a month. Every \$1,500 raised puts one Veteran through it start to graduation. Use this math in every post, every email, and every sponsor conversation.

GIFT	WHAT IT FUNDS
\$50	One week of gym access and nutrition check-ins for a Warrior
\$150	One team entry, which covers three weeks of the program
\$250	One full month: training, nutrition coaching, and Battle Buddy contact
\$500	Two months, including a monthly PCL-5 and C-SSRS assessment cycle
\$1,500	One Warrior, all six months, start to graduation
\$7,500	Five Warriors through the full six-month program
\$9,000	Six Warriors. This is the recommended campaign goal for a 30-team event.

Never round these numbers and never combine them with other figures. \$1,500 divided across six months is \$250. That is the only math a donor needs.

What a Warrior actually receives

Exercise

Membership at a Preferred Partner Gym and structured programming for 26 weeks. Aerobic and strength work regulates the HPA axis, promotes BDNF production, and reduces the hyperarousal driving most PTSD symptom clusters.

Nutrition

One-on-one nutrition coaching and monthly InBody assessments. Omega-3 intake and anti-inflammatory eating reduce the neuroinflammation and cortisol dysregulation tied to PTSD and depression.

Mentorship

A Battle Buddy: a Veteran who already finished this program and is VA S.A.V.E. certified. Veterans do not distrust treatment. They distrust people who were not there.

Approved impact language

Use these lines as written. They are cleared, sourced, and consistent with everything else WarriorWOD publishes.

- "WarriorWOD combines exercise, nutrition, and mentorship in a research-backed, results-driven recovery program."
- "An independent College of Charleston evaluation found a 14.42-point PCL-5 reduction. Veterans entered above the clinical threshold for probable PTSD. They exited below it."
- "A 38.25% overall reduction in PTSD symptom severity. 90.4% of participants see symptom reduction."
- "We measure with the PCL-5 and C-SSRS at intake and every month through all 26 weeks."
- "265 Veterans have completed the full six-month program across 38 or more states and 12 Warrior Classes."
- "\$1,500 funds one Veteran's complete six-month recovery. That is \$250 a month."

Independent evaluation by the College of Charleston, Dr. Katie Trejo Tello, Ph.D., under grant SCTR CES-P UM1TR005294. Pre 43.37, post 28.95. $p < .001$, Cohen's $d = 1.33$. The clinical threshold for probable PTSD is 31 to 33. Peer review is pending. The evaluation was not subject to WarriorWOD review before release.

DO NOT SAY

- **"Brotherhood."** Roughly 40% of Warriors are women. Say community, team, or Warriors.
- **"PTS."** Always write PTSD in anything the public reads.
- **"Published"** about the College of Charleston study. Peer review is pending. Say independently verified.
- **"Prescription" or "Rx."** Say programmed and scaled.
- **"22 a day."** It is another organization's line and the number is contested. Section 15 carries the approved framing.
- **Anything that frames WarriorWOD as a replacement for licensed care.** The program is non-clinical and peer-led. It works alongside professional treatment.
- **Thermometer language about lives saved.** The approved phrasing is that nine Veterans who entered with active suicidal ideation remain alive.
- **Pity framing.** Warriors are recovering, not being rescued. No "broken," "damaged," or "suffering in silence."

The problem, stated plainly

There are 18.2 million US military veterans nationwide. The 2023 veteran suicide rate of 35.2 per 100,000 is 93.4% higher than the non-veteran adult rate of 18.2 per 100,000. Veterans are nearly twice as likely as their civilian peers to die by suicide.

Meanwhile the VA treats a fraction of the veteran population, and most available programs are short-term, not integrated, and do not measure outcomes monthly. WarriorWOD was built to fill that specific gap. Your competition funds it.

Use the rate figures above in written materials, on your Classy page, and in sponsor conversations. Section 15 carries a shorter recruitment framing for texts and social captions.

▸ SECTION 03

WHO DOES WHAT

Seven roles. A gym can fill them with four people plus volunteers. Write the names down before you announce the date.

ROLE	OWNS
Event Owner	The event, end to end. One to three hours a week for eight weeks. Runs prep check-ins and is the single point of contact with WarriorWOD.
Gym owner or manager	Approves the date, the floor, and the day's normal class schedule. Speaks for two minutes at the athlete brief.
Programming lead	Picks the three workouts, writes the standards and scaling, sets heat sizes and the time schedule.
Head judge	Briefs the four judges, resolves disputes, owns the scorecards and the leaderboard. Final word on no-reps.
Marketing lead	Runs the six-week cadence from the Media Kit: email, social, in-gym signage. Sends the recap to WarriorWOD.
Volunteer coordinator	Recruits eight to twelve volunteers: check-in, equipment reset between heats, water and lunch, photography, teardown.
Competing teams	Each team of two registers, then fundraises on its own page toward a suggested \$500 goal. Encouraged, never required. Ten activated teams decides your final total.

ROLE

OWNS

WarriorWOD

Builds and configures your Classy campaign, ships your event banner, joins a 30-minute kickoff call, provides a live speaker or a Warrior story video, and sends the impact report inside 14 days.

JUDGE MATH

One judge per team, per workout. Four judges plus a head judge covers four lanes at a time, which is a four-team heat. A 30-team event running four-team heats needs eight heats per workout at roughly 20 minutes each. If you want six-team heats, recruit six judges. Do not run a lane without a judge on it.

▸ SECTION 04

THE 8-WEEK TIMELINE

Eight weeks is the sweet spot. Shorter leaves money on the table. Longer loses momentum. Every week has one job.

WEEK	FOCUS	TASKS
8	Commit	Pick the date, 60 or more days out. Confirm the owner. Name the Event Owner and the head judge. Submit the host request form at warriorwod.org/host-compete-for-a-cause .
7	Build	WarriorWOD returns your configured Classy campaign, duplicated for your event with your logo, dates, times, and ticket prices in place. You review it on desktop and mobile, run a \$1 test donation, and approve. Set the campaign goal. \$9,000 is the recommendation for 30 teams, which is six Warriors. Confirm your banner shipping address.
6	Announce	Publish the page. Send Email 1. Post the announcement and reveal WOD 1. Create the Facebook event and invite every member. Signage up in the gym. Ask five people to register in the first 48 hours.
5	Recruit teams	Open registration properly. Recruit your team captains and top fundraisers. Target 25% of your goal in registrations. Run a 15-minute fundraiser huddle after class: every team sets a \$500 goal and makes the first gift to its own page.
4	Story drop	Post the Warrior story WarriorWOD provides, on the feed and as a Reel. Add it to the Classy page banner. Send Email 2.

3	Sponsors	Send the sponsor one-pager to ten local businesses. Aim to close two. Reveal WOD 2 and WOD 3 with full standards. Confirm your speaker.
2	Halfway	Send Email 3 at the halfway mark. Post the progress card. Publish the heat sheet, parking, and spectator info. Every team captain makes one direct personal ask by text, not a broadcast post.
1	Full court	Daily countdown stories. Reminder emails 72 hours and 24 hours out. Banner and print packets arrive. Print scorecards, heat sheets, waivers, and the check-in list. Judges brief on Thursday.
0	Event day	Run the show in Section 12. Announce the running total three times. Capture photos and vertical video. Reveal the final total at awards.
+1	Close-out	Thank-you email inside 24 hours with the final total. Post the recap. Leave the Classy page open seven days. Send the debrief to info@warriorwod.org and reconcile totals.

THE WOD RELEASE ARC

Reveal WOD 1 at announcement in week 6. Hold WOD 2 and WOD 3 until week 3, then drop them across three days, one post per workout. The reveal posts are your highest-engagement content of the whole campaign because athletes screenshot them and send them to the partner they are trying to recruit.

Targets to hit per host gym

METRIC	HEALTHY TARGET	IF IT IS LOW
Registered teams	60% of your cap by week 3	Section 15
Teams fundraising, not just competing	70% or more	Section 15
Average fundraiser total	\$300 or more	Section 15
Average gift size	\$65 or more	Section 02
Email open rate	35% or more	Media Kit
Revenue to mission	\$6,000 or more	Section 11

▸ SECTION 05

BUDGET AND REVENUE MODEL

A 30-team competition should cost a gym almost nothing out of pocket and net \$6,000 to \$10,000 to the mission. The table below is a worked example at the recommended prices. You set your own entry and sponsorship prices, so recompute these lines at your numbers before you quote a figure to anyone.

Where the revenue comes from

Worked at the recommended prices, 30 teams. Swap in your own.

SOURCE	MATH	REVENUE
Team registrations	30 teams × \$150 rec.	\$4,500
Per-WOD sponsors	3 × \$500 rec.	\$1,500
Presenting sponsor	1 × \$2,500 to \$5,000 rec.	\$2,500+
Peer-to-peer fundraising	30 teams × \$500 suggested	Variable
Net to mission	After platform fees and print	\$6,000 to \$10,000

Peer-to-peer fundraising is the swing variable. A 30-team event where every team hits the suggested \$500 adds \$15,000 on top of registrations. That is ten Warriors. Most events land between 40% and 70% of teams activated, which is why Section 15 puts so much weight on the personal text.

Where the money goes

LINE ITEM	ESTIMATE	NOTES
Space and coaching	\$0	Donated by the host gym
Judges	\$0	Volunteer coaches and members. Feed them.
Athlete tees and finisher item	\$10 to \$18 an athlete	Optional. Build it into the entry price or find an apparel sponsor.
Lunch	\$0 to \$500	Ask a local restaurant or caterer to donate. Feed athletes, judges, and volunteers.
Prizes and awards	\$0 to \$400	Local business in-kind. Podium by division.
Signage and print	\$100 to \$250	WOD cards, heat sheets, scorecards, donation posters, sponsor recognition. WarriorWOD ships the banner.
Classy platform fees	0 to 6%	Most donors choose to cover the fee at checkout
Total out of pocket	\$100 to \$1,150	Everything else is donated, in-kind, or covered by donors

Floor and flow

- Allow one clearly marked lane per competing team, roughly 10 by 20 feet with equipment staged in it.
- Four lanes at a time is the practical floor for most boxes. That is a four-team heat.
- Heats every 20 minutes. Build in a 15-minute equipment reset between workouts, not between heats.
- Two water stations with ice and towels. A 6 to 8 hour day dehydrates spectators as well as athletes.
- Designate a photo wall with the WarriorWOD banner as the backdrop. Every photo posted that day should have the banner in it.
- Give spectators a real place to stand that is not in a lane. A rope line beats shouting at people all day.
- Donation posters at check-in, on every whiteboard, and beside the leaderboard screen.

Permits, waivers, insurance

- Every competing athlete signs an event waiver at check-in, members included. A competition is not a class.
- Tell your insurer you are hosting a ticketed competition. Some policies require a rider. Ask eight weeks out, not the week of.
- Outdoor portions in a parking lot or park may need a city special event permit. Apply four to six weeks out.
- If you serve food, check whether your city requires a temporary food permit for the caterer.
- If alcohol is served afterward, secure a temporary permit and use a licensed vendor. Never pour it yourself.
- Have a first-aid kit, a named first-aid point of contact, and the nearest emergency room address written on the head judge's clipboard.

▸ SECTION 06

REGISTRATION AND CLASSY

▸ YOU DO NOT BUILD THIS

Send us your event details and WarriorWOD builds the Classy campaign for you: tickets, prices, impact blocks, team settings, automated emails, and the 501(c)(3) receipt footer. You get it back configured and ready to preview. Your job is to check it, run one test donation, and approve it. Budget 30 minutes.

What to send us

Everything comes in through one form: **warriorwod.org/host-compete-for-a-cause**. Because every Compete For A Cause is a separately ticketed event, we duplicate the master campaign for your gym and populate it from what you submit. Have these ready:

- Gym or organization name, city, and state.
- Event date, start time, and venue address.
- Expected team count and your team cap.
- Event Owner name, email, and phone.
- Shipping address for the banner.
- Your gym logo, PNG with a transparent background, at 1000px wide or larger.
- Whether you want the early-bird price open, and the date it closes.

You get your campaign link back inside one business day, along with a 30-minute kickoff call slot. Submit at least 60 days out. A request that lands inside 30 days may not leave enough runway to fill the field.

Ticket types and pricing

You set your prices. The numbers below are what we recommend and what most hosts land on, but you know your market and you have costs to cover. Price it so your event costs are covered *and* a meaningful amount per team still reaches WarriorWOD, then tell us your numbers on the request form and we will build the page at those prices.

TICKET	PRICE	WHAT IS INCLUDED
Team of 2, Programmed	\$150 rec.	Two athletes, programmed division. Tee and finisher item per athlete.
Team of 2, Scaled	\$150 rec.	Two athletes, scaled division. Same swag.
Masters Team, both 45+	\$150 rec.	Two athletes, masters division. Same swag.
Early bird, any division	\$125 rec.	Closes 30 days out. Use it to front-load registrations. Does not combine with the Veteran or active duty rate.
Veteran or active duty	\$100 rec.	Per team, with valid ID at check-in. Applies to the regular entry price only, not on top of early bird.
Spectator	Free	All-day access. Add an optional \$10 lunch pass if you are catering.
WOD sponsor	\$500 rec.	Named workout, logo on the WOD card, banner at the station, PA callouts.
Donor ticket	\$10 • \$25 • \$50	For people who want in without competing. Three fixed levels, no minimum. \$50 covers one week of the program for a Warrior.

Once your page is live, do not change prices. Registrations already taken will not reconcile against a new price, and we cannot cleanly unwind it. Settle your numbers before launch.

Fundraising settings, as configured

Campaign goal	\$9,000 recommended for a 30-team event, which funds six Warriors. Tell us your number on the request form if you want a different one, and raise it once you pass it.
Fundraising required	On. Every registered team automatically gets a fundraising page.
Team suggested goal	\$500 per competing team of two, which is two months of the program. It is a pre-filled suggestion, not a gate. Teams can raise more, less, or nothing and still compete.
Gym team page	Named [Gym Name] Compete For A Cause. Every competing team rolls up into it.
Campaign close date	Seven days after event day, so late gifts still count.
Tribute donations	On. Donors can give in a Warrior's honor at checkout.
Receipts	Automatic, with the 501(c)(3) footer and EIN 87-1065126.

Your go-live checklist

- ☐ Read every word of the page on desktop
- ☐ Read it again on your phone
- ☐ Hero image loads and the goal thermometer displays
- ☐ Ticket types and prices match this section exactly
- ☐ Warrior story block loaded with signed consent
- ☐ \$1 test donation sent, receipt received, then refunded
- ☐ EIN 87-1065126 appears on the receipt
- ☐ Page URL shortened and a QR code generated for posters
- ☐ Page linked from your gym website
- ☐ Page link in your Instagram bio

When something breaks

PROBLEM	FIX
A team registered but has no fundraising page	Fundraising is required was toggled off. Email us and we will flip it on. Classy backfills the pages.
Gym team page shows \$0 but teams raised money	Team, then Settings. Include member totals must be on.
A receipt is missing the EIN	Send us the receipt. EIN 87-1065126 belongs on every one and we will reissue it.
Refund request	Email info@warriorwod.org. Refunds are processed on the WarriorWOD side so totals stay accurate.
Someone paid cash or check at the door	Log the name and amount on the check-in sheet, then email the list with your debrief. Offline gifts are added by hand.
A team needs to swap an athlete	Registration transfers are free up to 48 hours out. Email us the names.

▸ SECTION 07

PROGRAM THE DAY

Three workouts per event. Pick them from the library in Section 08, or write your own inside the guardrails at the end of this section. Design the day for balance and for story, not just for suffering.

The three-WOD arc

WOD 1

OPENER

Fast and spectator-friendly. Short enough that every team feels a win in the first hour. This is the workout that sets the tone of the whole day.

WOD 2

BATTLE BUDDY

A partner-carry, synchro, or shared-load workout. Nobody can finish it alone. It mirrors how Veterans actually move through the program, and it is the workout the Warrior story should follow.

WOD 3

LAST STAND

The ranking event. Longer or heavier, with real separation on the leaderboard. Run it after lunch when the floor is loud and the top teams know what they need.

Ready-made combinations

Pick one of these or mix your own using the arc rule. Numbers refer to the library in Section 08.

COMBO	OPENER	BATTLE BUDDY	LAST STAND	BEST FOR
Classic	1 · Foxtrot	2 · Battle Buddy	3 · Last Stand	First-time hosts
Barbell Day	7 · Six Rounds	8 · One Voice	9 · The Long Look	Experienced teams

COMBO	OPENER	BATTLE BUDDY	LAST STAND	BEST FOR
Outdoor	10 · 988	5 · The Ruck Relay	6 · Comeback	Parking lot or park venues
Big Floor	4 · Two Deep	11 · Carry Me	12 · Hero Ladder	20 or more teams, big-box gyms

► PROGRAMMING RULES

- Every workout is team of two. Reps split any way unless the workout says both work or one works.
- Every movement has a programmed option and a scaled option. No exceptions.
- Time caps listed are for the programmed division. Scaled and masters get two extra minutes.
- At least one of the three is a synchro, partner-carry, or shared-load Battle Buddy workout.
- Publish WOD 1 at announcement. Publish WOD 2 and WOD 3 three weeks out with full standards and scaling.
- Post the workout, the standards, the scaling, and the time cap on a card at every lane, not just on the main whiteboard.
- The clock stops for the Warrior story. No leaderboard, no music, no timer running during it.

Writing your own three

Program whatever fits your community. Two guardrails: every workout is team of two with a published scaled option, and at least one of the three is a synchro, partner-carry, or shared-load Battle Buddy workout. Send custom programming to info@warriorwod.org 14 days out for review, and we will feature it on the WarriorWOD feed.

▸ SECTION 08

THE 12-WOD LIBRARY

Twelve team-of-two competition workouts, four in each slot of the arc. Every one is written for teams of two. Reps split any way unless the workout says synchro, both work, or one works. Time caps are for the programmed division, and scaled and masters get two extra minutes.

01 • FOXTROT

OPENER • FOR TIME, 12:00 CAP

60 cal row (split) · 50 wall balls 20/14 (split) · 40 pull-ups · 30 hang power cleans 135/95 · 20 bar-facing burpees. One works, one rests.

Scaled: 14/10 wall ball, jumping pull-ups, 95/65 bar · **Score:** Time to finish

02 • BATTLE BUDDY

BATTLE BUDDY • FOR TIME, 20:00 CAP

Both partners work continuously. One mile run together, side by side, with 100 synchro air squats and 50 synchro push-ups broken up en route. Stop and drop wherever you are. Every squat and push-up must be synchro.

Scaled: Walk allowed, knee push-ups, cut to 60 squats and 30 push-ups · **Score:** Time to finish

03 • LAST STAND

LAST STAND • AMRAP 18

15/12 cal bike · 12 deadlifts 225/155 · 9 toes-to-bar · 6 shoulder-to-overhead 135/95. Alternate full rounds.

Scaled: 155/105 deadlift, knee raises, 95/65 overhead · **Score:** Rounds plus reps

04 • TWO DEEP

OPENER • FOR TIME, 10:00 CAP

30 synchro thrusters 95/65 · 30 synchro burpees over the bar · 30 synchro chest-to-bar. Both partners work every rep. Fast, brutal, spectator-friendly.

Scaled: 65/45 bar, no-push burpees, pull-ups for chest-to-bar · **Score:** Time to finish

05 • THE RUCK RELAY

BATTLE BUDDY • FOR TIME, 25:00 CAP

Five rounds. Partner A completes a 400m ruck at 20/14 pounds while partner B works on the floor: 20 kettlebell swings 53/35 · 20 sit-ups · 20 box step-ups 24/20. Switch when A returns.

Scaled: Unweighted walk, 35/26 kettlebell, 20 inch box, anchored sit-ups · **Score:** Total floor reps

06 • COMEBACK

LAST STAND • AMRAP 22

400m run (share) · 20 dumbbell snatches 50/35 · 15 lateral burpees over the dumbbell · 10 pull-ups. One partner works at a time.

Scaled: 200m run, 35/25 dumbbell, no-push burpees, banded pull-ups · **Score:** Rounds plus reps

07 • SIX ROUNDS

OPENER • 6 ROUNDS FOR TIME, 15:00 CAP

10 power cleans 135/95 · 10 push jerks on the same bar · 20/15 cal row. Partners split each round however they want. The bar cannot rest on the ground during transitions.

Scaled: 95/65 bar, push press allowed, 15/12 cal · **Score:** Time to finish

08 • ONE VOICE

BATTLE BUDDY • AMRAP 15

10 synchro wall balls · 10 synchro sit-ups · 10 synchro deadlifts 155/105. Reps only count when both partners hit the standard together.

Scaled: 14/10 wall ball, anchored sit-ups, 105/75 deadlift · **Score:** Rounds plus reps

09 • THE LONG LOOK

LAST STAND • FOR TIME, 30:00 CAP

Partners chip through together: 100 cal ski or row · 80 kettlebell swings 53/35 · 60 box jumps 24/20 · 40 pull-ups · 20 clean and jerks 155/105 · one mile run together to finish. Split reps any way. Both must run the mile side by side.

Scaled: 35/26 kettlebell, 20 inch step-ups, banded pull-ups, 105/75 bar, 800m run · **Score:** Time to finish

10 • 988

OPENER • AMRAP 9:88

9 deadlifts 155/105 · 8 hang power cleans · 8 push presses on the same bar · 8 cal bike. Alternate full rounds. Named to keep 988 then Press 1 top of mind.

Scaled: 105/75 bar, hang muscle cleans, push press with no dip drive · **Score:** Rounds plus reps

11 • CARRY ME

BATTLE BUDDY • FOR TIME, 12:00 CAP

Farmer carry 100m with two 53/35 kettlebells · 30 synchro push-ups · farmer carry 100m · 30 synchro air squats · farmer carry 100m · 30 synchro sit-ups · farmer carry 100m to finish.

Scaled: 35/26 kettlebells, knee push-ups, 50m carries · **Score:** Time to finish

12 • HERO LADDER

LAST STAND • 20:00 CAP

Ascending ladder of 2, 4, 6, 8 and up: squat cleans 135/95 and bar muscle-ups. Partners alternate full rounds.

Scaled: Chest-to-bar, then pull-ups as a sub-scale. 95/65 bar. · **Score:** Last round plus partial reps

The athlete brief, three minutes

Same brief before every workout. Do not improvise this part.

1. Thank the athletes for showing up for the Veterans in this community.
2. State the mission in one sentence: exercise, nutrition, and mentorship, six months, research-backed.
3. Walk the card: movements, standards, scaling, time cap, and how the score is taken.
4. Name the judge in each lane and confirm every team has one.
5. Read the safety line: "If you or someone near you is in crisis, call or text 988 then Press 1. We will pause the clock. Nobody works alone at a WarriorWOD event."
6. 3, 2, 1, go.

▸ SECTION 09

HERO WODS

Hero WODs honor fallen service members, first responders, and law enforcement officers. Because WarriorWOD exists for the Veteran community, program one Hero into every three-WOD block, usually in the Battle Buddy or Last Stand slot. Every workout below is written team of two.

▸ READ THIS BEFORE THE FIRST REP

Say the name and one line of the story at the athlete brief. No music, no clock. Then 3, 2, 1, go. Scale the workout as much as you need to. Never scale the story.

#	HERO	HONORS	FORMAT	PROGRAMMED AND SCALED
H1	Murph	LT Michael P. Murphy, USN SEAL, killed in action 2005	Partner split, for time, 50:00 cap	One mile run together · 100 pull-ups · 200 push-ups · 300 air squats · one mile run together. Programmed carries a 20/14 pound vest. Scaled: No vest, banded pull-ups, knee push-ups
H2	Half Murph	Same. The version that gets a whole floor through it.	Partner split, for time, 30:00 cap	800m · 50 pull-ups · 100 push-ups · 150 air squats · 800m Scaled: No vest, jumping pull-ups, hand-release push-ups
H3	DT	USAF SSgt Timothy P. Davis, killed in action 2009	Partner, 5 rounds, 20:00 cap	12 deadlifts · 9 hang power cleans · 6 push jerks at 155/105. Alternate full rounds. Scaled: 115/75 or 95/65, same rep scheme

#	HERO	HONORS	FORMAT	PROGRAMMED AND SCALED
H4	Kalsu	LT Bob Kalsu, US Army, killed in action 1970	Partner, for time, 26:00 cap	100 thrusters 135/95, split. Both partners do 5 burpees at the top of every minute. Scaled: 95/65 or 75/55, three burpees on the minute
H5	Manion	1stLt Travis Manion, USMC, killed in action 2007	Partner, 7 rounds, 30:00 cap	400m run (share) · 29 back squats 135/95. Alternate full rounds. Scaled: 95/65, 200m run, air squats to a target
H6	JT	PO2 Jeff Taylor, USN SEAL, killed in action 2005	Partner, 21-15-9, 15:00 cap	Handstand push-ups · ring dips · push-ups. Split any way, one works at a time. Scaled: Dumbbell push press, bench dips, hand-release push-ups
H7	Michael	LT Michael McGreevy, USN SEAL, killed in action 2005	Partner, 3 rounds, 30:00 cap	800m run together · 50 back extensions · 50 sit-ups Scaled: 400m run, supermans, anchored sit-ups
H8	Nate	CPO Nate Hardy, USN SEAL, killed in action 2008	Partner, AMRAP 20	2 muscle-ups · 4 handstand push-ups · 8 kettlebell swings 70/53. Alternate full rounds. Scaled: 4 pull-ups plus 4 dips, pike push-ups, 53/35 kettlebell
H9	Bradley	SSgt Mark A. Bradley, US Army, killed in action 2010	Partner, 10 rounds, 30:00 cap	100m sprint · 10 pull-ups · 100m sprint · 10 burpees · rest 30 seconds. Alternate rounds. Scaled: Jumping pull-ups, no-push burpees, 50m sprint
H10	Bull	Maj Douglas A. Zembiec, USMC, killed in action 2007, the Lion of Fallujah	Partner, 2 rounds, 35:00 cap	200 double-unders · 50 overhead squats 135/95 · 50 pull-ups · one mile run together Scaled: Singles at 2 to 1, 95/65 front squats, banded pull-ups, 800m

#	HERO	HONORS	FORMAT	PROGRAMMED AND SCALED
H11	Booth	Trooper Patrick Booth, NY State Police, end of watch 2008	Partner, 3 rounds, 20:00 cap	35 kettlebell swings 53/35 · 30 push-ups · 200m sprint together. Strong opener. Scaled: 35/26 kettlebell, knee push-ups, 200m any pace
H12	Hansen	SSgt Daniel Hansen, USMC, killed in action 2009	Partner, 5 rounds, 30:00 cap	30 kettlebell swings 70/53 · 30 burpees · 30 GHD sit-ups. Split any way. Scaled: 53/35 kettlebell, no-push burpees, anchored sit-ups
H13	Rankel	SSgt Kenneth Rankel, USMC, killed in action 2010	Partner, AMRAP 20	6 deadlifts 225/155 · 7 burpee pull-ups · 10 kettlebell swings 70/53 · 200m run. Alternate rounds. Scaled: 155/105, burpees plus jumping pull-ups, 53/35 kettlebell
H14	Adam Brown	CPO Adam Brown, USN SEAL, killed in action 2010	Partner, 2 rounds, 40:00 cap	24 deadlifts 295/205 · 24 box jumps 24/20 · 24 wall balls 20/14 · 24 bench press 195/125 · 24 box jumps · 24 wall balls · 24 cleans 145/100 Scaled: 185/125 deadlift, 20 inch box, 14/10 wall ball, 115/75 bench, 95/65 cleans

WHERE TO PLACE ONE

Short Heroes work as Openers: Booth, JT, Bradley. Bigger Heroes belong in the Last Stand slot: Murph, Adam Brown, Bull. If you feature full Murph, plan for 25 to 35 minutes per heat and staff two water stations, because it will eat most of your day on its own.

▸ SECTION 10

DIVISIONS, JUDGING, AND SCORING

Publish all of this with the workouts, three weeks out. Athletes decide which division to enter based on it, and a division change on event morning costs you a heat.

Division standards

DIVISION	LOADING	MOVEMENT SCALING	NOTES
Programmed	Men 135 to 225 Women 95 to 155	All movements as written: pull-ups, handstand push-ups, toes-to-bar, muscle-ups.	Open to all
Scaled	Men 95 to 155 Women 65 to 105	Banded pull-ups, hand-release push-ups for handstand push-ups, knee raises for toes-to-bar.	Open to all

DIVISION	LOADING	MOVEMENT SCALING	NOTES
Masters 45+	Programmed weights minus 15 to 25%	Same as programmed, with movement modifications allowed.	Both partners 45 or older

Scaled and masters divisions get two extra minutes on every time cap. Publish the exact loads for your three chosen workouts, not the ranges. Athletes should never have to interpret a range.

Judging

- One judge per team, per workout. Four judges plus a head judge covers a four-team heat.
- The head judge briefs every judge on standards before the first heat, not on the fly.
- Every judge holds a scorecard with the team name, division, lane, and the movement standards printed on it.
- No-reps are called out loud and immediately. A rep called at the end of a set is a dispute waiting to happen.
- The head judge resolves all disputes. There is no appeal beyond the head judge.
- Athletes sign their own scorecard before they leave the lane. A signed card is final.

Scoring

- Score by placement in each workout. First place is one point, second is two, and so on.
- Lowest total across the three workouts wins the division.
- Ties break on the Last Stand result: finish time, or reps if it was an AMRAP.
- A team that does not finish inside the cap is scored by reps completed, and places behind every team that finished.

LEADERBOARD DISCIPLINE

Update the leaderboard after every heat, not at the end of the workout. Teams that can see the gap fundraise harder between heats, and spectators stay engaged. The one exception: the leaderboard goes dark for the Warrior story. No scores on screen, no clock, no music.

Awards

Podium the top three in each division. Then give two awards that have nothing to do with the leaderboard: top fundraising team, and the team that brought the most registrants. Announce the fundraising award last and say the dollar figure out loud. It is the award that changes what next year looks like.

▸ SECTION 11

SPONSORS AND MATCHES

Sponsorship is where a competition beats a community workout. You have a named workout, a banner wall, a PA system, and a six to eight hour day with a crowd in it. Every sponsor conversation ends with the same sentence: the number of Warriors their gift moves through recovery.

The tiers below are recommendations, not a price list you have to hold. Scale them to your market and to what you can actually deliver on event day. A \$500 tier you honor beats a \$2,500 tier you cannot.

▸ ASK US FOR THE SPONSORSHIP PACKET

WarriorWOD provides an editable Canva sponsorship packet: the tiers, the impact math, the evidence, and the deliverables laid out for a business owner to read in two minutes. Swap in your gym name, your date, your expected attendance, and your own tier prices, then send it as a PDF. Request it at info@warriorwod.org.

TIER	INVESTMENT	WARRIORS FUNDED	WHAT THEY GET
Presenting	\$5,000	3 Warriors	Event naming rights, logo on all three WOD cards and the main banner, named in every email, a dedicated social post, and a speaking slot at the awards.

TIER	INVESTMENT	WARRIORS FUNDED	WHAT THEY GET
Title	\$2,500	1 Warrior plus 4 months	Logo on the main banner and the leaderboard screen, named in every email, a dedicated social post.
WOD sponsor	\$500 each 3 available	2 months each	A named workout, logo on that WOD card, a banner at the station, and PA callouts all day during that workout.
Team sponsor	\$300	5 weeks	Covers a competing team's entry and shirts. Logo on that team's shirts, and the team recognized from the mic.
Warrior Match	\$250 and up	1 month, doubled	Matches every donation up to their cap, announced from the mic between heats and in stories all day. The highest-converting tier you can sell.
In-kind	Product or service	Reduces your cost	Tagged social post and a verbal thank-you at awards. Lunch, coffee, recovery services, apparel printing, raffle prizes.

Adjust the tier prices to your market. Never adjust the per-Warrior math: \$1,500 for the full six months, \$250 a month. That is the one number that has to match across every piece of collateral WarriorWOD publishes.

The sponsor outreach email

Subject: Supporting Veterans, quick partnership ask

Hi [FIRST NAME],

[GYM NAME] is hosting Compete For A Cause on [DATE], a teams-of-two throwdown raising money for WarriorWOD Foundation. WarriorWOD combines exercise, nutrition, and mentorship in a research-backed recovery program for veterans living with PTSD, suicidal ideation, and substance misuse. An independent College of Charleston evaluation found a 14.42-point reduction in PCL-5 PTSD scores among program completers.

We expect [X] teams and roughly [Y] athletes and spectators through the door across a full competition day. We are looking for one presenting sponsor and three per-workout sponsors. Sponsors get their name on a workout, banner placement, PA callouts all day, and recognition across our email list and social channels.

A \$1,500 sponsorship puts one Veteran through the entire six-month program. That is the number I would put in front of your team.

Could we take 15 minutes this week?

Thanks,
[EVENT OWNER]

Where to look

Ask ten to close two. Businesses that already sell to your members convert best: coffee shops, breweries, physical therapy and chiropractic clinics, barbershops, meal prep companies, apparel printers, supplement shops, and any Veteran-owned business in town. Approach the owner directly, not a form on a website. A competition day is an easier sell than a class because you can promise them a crowd and a named workout.

The employer match ask

Would [COMPANY] match my fundraising for Compete For A Cause? I am raising for WarriorWOD Foundation, a 501(c)(3), EIN 87-1065126, with independently verified outcomes: a 14.42-point PCL-5 reduction in a College of Charleston evaluation. A \$250 match funds one full month of the program for a Veteran.

Ask every donor to check whether their employer matches gifts to registered 501(c)(3) organizations. Bank of America, Boeing, Microsoft, Google, Home Depot, Wells Fargo, and Verizon all run strong programs. A match is the cheapest money in your campaign and almost nobody asks for it.

▸ SECTION 12

DAY-OF RUN OF SHOW

A 30-team day, four-team heats, 7:00 a.m. to 3:30 p.m. Scale the timing to your team count and floor. Keep the sequence.

CLOCK	WHAT HAPPENS	OWNER
06:00	Team arrives. Banner up, lanes taped and numbered, equipment staged by lane, check-in table set, donation posters on every whiteboard, sound checked, leaderboard screen live.	Volunteer coordinator
06:30	Judges brief. Head judge walks all three workouts, the standards, the no-rep calls, and the scorecards. Every judge gets their lane assignment in writing.	Head judge
07:00	Athlete check-in opens. Waivers signed, divisions confirmed, tees handed out, heat sheet posted at the door. Post the "we are live" story.	Volunteers
07:40	All-hands athlete brief. Gym owner and Event Owner, two minutes. Announce the opening total, the campaign goal, and what it funds. Walk WOD 1. Read the safety line.	Event Owner
08:00	WOD 1, the Opener. Heats every 20 minutes. Update the leaderboard after every heat.	Head judge
10:15	Equipment reset, 15 minutes. Walk WOD 2 standards while the floor changes over.	Programming lead
10:30	WOD 2, the Battle Buddy test. Heats every 20 minutes.	Head judge
11:50	Announce the running total. Make one more ask, sized to	Event Owner

	the next Warrior rather than the whole remaining goal.	
12:00	Lunch. Warrior story, live or on video. Leaderboard dark, no clock, no music. Then sponsor recognition by name.	Event Owner
12:45	Equipment reset. Walk WOD 3 standards and confirm the final heat order off the leaderboard.	Programming lead
13:00	WOD 3, the Last Stand. Seed the final heat with the top teams. Film the last finisher vertically.	Head judge
14:40	Scorecards in, leaderboard finalized, head judge signs off. Group photo with the banner.	Head judge
15:00	Awards. Podium by division, then top fundraising team, then most registrants brought. Reveal the final total out loud. Thank sponsors and volunteers by name.	Event Owner
15:30	Teardown and load out. Log any cash or checks taken at the door.	Everyone

► ANNOUNCE THE RUNNING TOTAL THREE TIMES

1. **At the athlete brief.** The opening total, the goal, and what it funds.
2. **Before lunch.** Progress plus one more ask, sized to the next Warrior rather than the whole remaining goal.
3. **At awards.** The final total, the Warriors funded, and the thank-yous.

Gyms that do this raise measurably more than gyms that announce once at the end. People give when they can see the gap.

Heat math

Four-team heats at 20 minutes means three heats an hour. A 30-team field needs eight heats per workout, which is two hours and 40 minutes of floor time per workout before resets. If that does not fit your day, either widen to six-team heats and recruit six judges, or cap the field at 24 teams. Do not shorten the time caps to make the schedule work, because that changes the workout.

▸ SECTION 13

SAFETY AND S.A.V.E.

Required reading for the Event Owner, every coach, and every judge. Read it before you announce the event, not the week of.

VETERANS CRISIS LINE, ON EVERY PIECE OF CONTENT THAT TOUCHES PTSD, SUICIDE, OR SUBSTANCE MISUSE

988, then Press 1

Text 838255 • Chat at VeteransCrisisLine.net

S.A.V.E. on your floor

Fitness communities catch things clinicians never see. If a member, Veteran or civilian, signals crisis, your staff should know this model cold.

STEP	WHAT IT LOOKS LIKE ON YOUR FLOOR
Signs	Sudden withdrawal. Giving away gear. Statements like "I will not be around much longer." Missed weeks after a hard life event. A change in someone you know well.
Ask	"Are you thinking about killing yourself?" Direct, not clinical. Asking does not plant the idea. It opens the door.
Validate	"That is a heavy load. I am glad you told me." Do not argue, minimize, or pivot to advice.
Encourage and expedite	Stay with them. Do not leave them alone. Dial 988 and Press 1 together. If risk is imminent, call 911 or walk to the nearest emergency room with them.

If someone discloses on event day

1. Stay with them. Nobody in crisis gets left alone, not for a minute, not to go find someone else.
2. Move somewhere quieter. The office, the parking lot, anywhere the music and the clock are not.
3. Ask the question directly. Validate what you hear.
4. Call 988 and Press 1 together, or drive to the nearest emergency room.
5. Tell the head judge their lane needs covering. Do not leave to go handle logistics yourself.
6. Report the interaction to info@warriorwod.org within 24 hours, with their consent.
7. Post nothing about it. Not a story, not a caption, not a detail. Ever.

Competition-day physical safety

- A named first-aid point of contact, a stocked kit, and the nearest emergency room address on the head judge's clipboard.
- Judges have standing authority to stop an athlete. A judge who calls it does not need permission.
- Two water stations minimum, iced, restocked between every workout.
- Watch the back half of the field on the Last Stand. Fatigue plus a leaderboard is where injuries happen.
- Rhabdomyolysis risk rises on high-volume eccentric work. If you programmed Murph or a chipper, say the word out loud at the brief and tell athletes what to watch for in the 48 hours after.

Language guardrails on everything you publish

- Never "brotherhood." Say community, team, or Warriors.
- Never "prescription" or "Rx." Say programmed and scaled.
- Never position WarriorWOD as a replacement for licensed mental health care.
- Never share a Veteran's name, unit, photo, or diagnosis without written consent on file.
- Never use fundraising-thermometer language about lives saved.
- No method details and no graphic imagery in any story that references suicide.
- Always PTSD in public-facing copy, never PTS.
- Frame recovery, not rescue. Warriors are the protagonists of their own story.

Questions about a story, a quote, or a photo go to info@warriorwod.org before you post. Approvals come back fast.

▸ SECTION 14

AFTER THE EVENT

The seven days after your event typically add 10 to 20% to your final total. Most gyms leave that money on the table because they stop working the day the last heat ends.

Within 48 hours

- Send the thank-you email with the final total and the division winners.
- Post the final leaderboard, by division, as a carousel.
- Post the recap to feed, story, and Facebook. Tag @warriorwod.
- Personally thank every judge, volunteer, sponsor, and fundraising team. Text or a handwritten note, not a group email.
- Send the debrief to info@warriorwod.org.

Within 7 days

- Leave the Classy page open. Late gifts are real money and the page closes seven days out by design.
- Post the recap reel on day 3 to 5.
- Send a closing email 24 hours before the page closes.
- Reconcile: Classy total, confirm with WarriorWOD, then log any offline cash or checks.
- Put event photos in a shared folder and send us the link.
- Ask your top three fundraising teams if they will captain next year. Ask while they are still proud.

The debrief template

Send to info@warriorwod.org

Gym or organization name:

Event date, venue, and city:

Total raised, Classy plus offline:

Teams registered, and teams that competed:

Teams that raised money, and average per team:

Sponsors closed, and at what tier:

The three workouts you ran:

Judge count and whether it was enough:

What worked:

What you would change next time:

Photo folder link:

Interested in hosting again next year:

This is what turns your event into the next gym's playbook. It takes ten minutes and it is the most useful thing you send us all year.

What you get back

Within 14 days of your page closing, WarriorWOD sends a post-event impact report: dollars raised, Warriors funded, traffic and registrations broken out by channel, photos, and a social recap you can reshare. Take it to your sponsors. It is how you sell next year in one conversation instead of five.

▸ SECTION 15

THE SCRIPT LIBRARY

Five emails, three texts, one floor call, one press line, and the recruitment framing. Copy, replace the brackets, send. All 18 social captions live in the companion Media Kit.

Email 1 • Announce, week 6

Subject: We are hosting Compete For A Cause

Hey team,

On [DATE] we are turning the floor into a competition. Compete For A Cause: teams of two, three workouts, programmed and scaled and masters divisions, and a live leaderboard. Entry is \$150 a team, or \$125 if you register before [EARLY BIRD DATE].

Every dollar goes to WarriorWOD Foundation, a research-backed recovery program for veterans living with PTSD, suicidal ideation, and substance misuse. Our campaign goal is \$9,000. At \$250 a month for six months, that funds six Veterans through the whole program.

Here is WOD 1: [WOD NAME]. [ONE LINE DESCRIPTION]. WODs 2 and 3 drop three weeks out.

Grab a partner and register: [CLASSY LINK]

Spectators are free. Bring everybody.

[EVENT OWNER]

Email 2 • Warrior story, week 4

Subject: Why we are doing this

Team,

They served. You serve them back. That is the whole reason this event exists.

Somebody in this gym came home from a deployment and never really got all the way home. Somebody here has a brother, a father, a wife, a friend who did the same.

WarriorWOD gives them six months: a gym, a plan for what they eat, and a Battle Buddy who already walked out of the same hole and picks up the phone at 11pm. An independent College of Charleston evaluation measured a 14.42-point drop in PCL-5 PTSD scores. Veterans entered above the clinical threshold for probable PTSD and left below it.

Watch [WARRIOR FIRST NAME]'s story: [LINK]

Register or give: [CLASSY LINK]

If you or a Veteran you love is in crisis, call 988 then press 1.

[EVENT OWNER]

Email 3 • Halfway push, week 2

Subject: Halfway to funding six Warriors

We are at \$[CURRENT] of our \$9,000 goal, and [N] teams are registered.

Every \$1,500 puts one Veteran through six months of exercise, nutrition, and mentorship. We are [X] Warriors in.

Three asks:

1. If you have not registered, [N] spots are left: [CLASSY LINK]
2. If you are registered but have not shared your fundraising page, do it today. Ten personal texts beats any post you will ever write.
3. Forward this to one person who cares about Veterans.

Heat sheet, parking, and spectator info are attached.

[EVENT OWNER]

Email 4 • 72 hours out

Subject: 72 hours. Everything you need for Saturday.

Quick logistics for Saturday.

Check-in: [TIME]. Athlete brief at [TIME]. First heat at [TIME].

Where: [VENUE AND ADDRESS]

Parking: [PARKING NOTES]

Heat sheet: [LINK]

Bring: normal gear, a change of shirt, water, and your own jump rope.

Divisions are locked as of [DATE]. Late registration closes [DATE].

Spectators are free and lunch starts at noon.

Donations stay open seven days after event day: [CLASSY LINK]

See you Saturday.

[EVENT OWNER]

Email 5 • Thank you and recap, within 24 hours

Subject: We raised \$[TOTAL] for WarriorWOD

Yesterday [N] teams competed and this community raised \$[TOTAL] for WarriorWOD Foundation. That funds [Y] Veterans through the full six-month program.

Division winners: [PROGRAMMED], [SCALED], [MASTERS]. Top fundraising team: [TEAM] at \$[AMOUNT].

Thank you to every athlete, every judge, every volunteer, every sponsor, and everyone who gave from four states away. Special thanks to [SPONSORS].

Photos are going up this week. The page is open through [DATE] if you still want in: [CLASSY LINK]

Same time next year.
[EVENT OWNER]

Text and DM scripts

EVENT OWNER TO A CORE MEMBER

Hey [NAME], we are hosting Compete For A Cause on [DATE]. Teams of two, three workouts, scaled division if you want it. \$150 a team and it funds WarriorWOD, the six-month Veteran PTSD recovery program. You have a partner in mind? Register here: [LINK]

COMPETING TEAM TO THEIR NETWORK

Hey, I am competing in Compete For A Cause on [DATE] with [PARTNER]. It funds a six-month recovery program for Veterans dealing with PTSD, suicidal ideation, and substance misuse. Our team goal is \$500, which covers two months for one Warrior. Would you throw in \$25? [LINK] Zero pressure.

RIVAL GYM INVITE

[COACH], we are running Compete For A Cause on [DATE] for WarriorWOD. Teams of two, three WODs, programmed and scaled and masters. We would rather beat you than beat ourselves. Bring three teams: [LINK]

Ten personal texts in the first week will out-raise any broadcast post you write. The strongest predictor of a big fundraising day is a group text, not a feed post. Start with your five closest people today.

The coach floor call, 30 seconds

"Before we get moving, quick heads up. On [DATE] we are hosting Compete For A Cause. Teams of two, three workouts, and there is a scaled division so do not tell me you are not ready. It is \$150 a team and it funds WarriorWOD, which puts Veterans through six months of exercise, nutrition, and mentorship for PTSD recovery. \$250 a month per Veteran, \$1,500 puts one all the way through. Sign up at the front desk or the QR code on the whiteboard. Bring a partner who has never competed. Alright, let's warm up."

Every coach, every class, from week 6 to event day. It is the highest-frequency channel you own and it costs nothing.

The recruitment framing, for texts and short captions

The VA counts 17 Veteran suicides a day. America's Warrior Partnership estimates the real number is closer to 44 once misclassified deaths are counted. Roughly another 17 a day die from substance misuse. That is about 60 Veterans lost every 24 hours. Your fundraiser interrupts that math.

Use this framing in personal texts, DMs, and short recruitment captions where it lands hardest. In written materials, on your Classy page, in emails, and in any sponsor or funder conversation, use the rate language in Section 02 instead. Attribute both. Never mix the two in the same paragraph, and never use the phrase "22 a day."

Press one-liner

[GYM NAME] partners with WarriorWOD Foundation to host Compete For A Cause on [DATE] in [CITY], a teams-of-two fitness competition raising funds for the nonprofit's 26-week Veteran recovery program combining exercise, nutrition, and mentorship. An independent College of Charleston evaluation found a 14.42-point reduction in PCL-5 PTSD scores among program completers. Media contact: [NAME, PHONE, EMAIL].

▸ SECTION 16

CHECKLISTS, PRINT LIST, AND FAQ

The master checklist

8 WEEKS OUT

- ☐ Date confirmed with the owner
- ☐ Event Owner named
- ☐ Head judge named
- ☐ Team cap set
- ☐ Budget approved
- ☐ Roles assigned in writing
- ☐ Insurer notified about a ticketed competition

7 WEEKS OUT

- ☐ Host request form submitted
- ☐ Gym logo sent, PNG, transparent, 1000px+
- ☐ Classy campaign returned and reviewed on desktop and mobile
- ☐ \$1 test donation sent, receipted, refunded
- ☐ Campaign goal set, whole number of Warriors
- ☐ Banner shipping address sent
- ☐ Kickoff call held

6 WEEKS OUT

- ☐ Announcement email sent
- ☐ Announce post live
- ☐ WOD 1 revealed
- ☐ Facebook event created, members invited
- ☐ In-gym signage up
- ☐ Coach floor call started
- ☐ First five registrations closed

5 TO 4 WEEKS OUT

- ☐ 25% of goal in registrations
- ☐ Team captains recruited
- ☐ Fundraiser huddle held, teams set \$500 goals
- ☐ Warrior story posted, feed and Reel
- ☐ Volunteers recruited
- ☐ Judges confirmed

3 WEEKS OUT

- ☐ Ten sponsor asks sent
- ☐ Two sponsors closed
- ☐ WOD 2 and WOD 3 revealed with standards
- ☐ Division standards and scaling published
- ☐ Speaker confirmed
- ☐ Lunch confirmed

2 TO 1 WEEKS OUT

- ☐ Halfway email sent
- ☐ Heat sheet published
- ☐ Parking and spectator info published
- ☐ 72-hour and 24-hour emails sent
- ☐ Banner and print packets arrived
- ☐ Scorecards, heat sheets, waivers printed
- ☐ Judges briefed
- ☐ Lanes taped and numbered

EVENT DAY

- ☐ Banner up
- ☐ Donation posters on every whiteboard
- ☐ Lanes numbered, equipment staged
- ☐ Check-in table staffed
- ☐ Judges briefed on standards
- ☐ Speaker briefed
- ☐ Leaderboard live
- ☐ Running total announced three times
- ☐ Group photo captured
- ☐ Sponsors thanked by name
- ☐ Last finisher filmed vertically

WEEK +1

- ☐ Thank-you email sent inside 24 hours
- ☐ Final leaderboard posted by division
- ☐ Recap post live
- ☐ Recap reel posted day 3 to 5
- ☐ Every judge, volunteer, sponsor, and team thanked personally
- ☐ Debrief sent to info@warriorwod.org
- ☐ Totals reconciled, offline gifts logged
- ☐ Photos shared
- ☐ Next year's captains asked

Signage and print list

ASSET	SIZE	WHERE IT GOES
WarriorWOD banner	3 by 6 feet	Photo backdrop and the main wall. This is the one item WarriorWOD ships you.

ASSET	SIZE	WHERE IT GOES
WOD cards, one per workout	11 by 17 inches	One at every lane, plus one at the door. Movements, standards, scaling, cap, and scoring. Sponsor logo if that workout is sponsored.
Heat sheet	11 by 17 inches	The door, the check-in table, and beside the leaderboard. Reprint it if divisions change.
Scorecards	Letter	One per team per workout, with standards printed on the card. Print 20% extra.
Lane numbers	Letter	Taped at every lane, visible from the spectator line.
Goal thermometer	18 by 24 inches	Check-in table. Update it by hand between heats.
Donation link poster	11 by 17 inches	Every whiteboard, the front door, the check-in table, beside the leaderboard. Print locally.
Sponsor recognition	11 by 17 inches	Entrance and the lunch area, plus a banner at each sponsored WOD station.
988 crisis card	3 by 5 inches	Bathroom and check-in table. Not optional.

FAQ

Do we have to be a CrossFit gym?

No. Any gym, box, studio, military unit, or community organization with a floor and four judges can host Compete For A Cause.

How many teams do we need to make it worth it?

Twenty teams nets real money. Thirty is the sweet spot for a single-day, four-lane event. Below fifteen, run a Donation WOD instead and save the competition for next year.

Do we keep any of the money?

No. 100% of net proceeds go to WarriorWOD Foundation. You keep nothing from registrations or sponsorships. Merch or raffle proceeds can be split by prior arrangement, so ask before you print shirts.

Is WarriorWOD a 501(c)(3)?

Yes. EIN 87-1065126. Donors and registrants receive an automatic tax receipt from Classy with the EIN on it.

Who builds the Classy page?

We do. Every Compete For A Cause is separately ticketed, so we duplicate the master campaign for your event and populate it with your logo, dates, times, venue, and ticket prices from your form submission. Submit at warriorwod.org/host-compete-for-a-cause. Your job is to review it, test it, and approve it.

What if we do not hit our goal?

Every dollar counts. \$250 is a full month of the program for a Veteran. The page stays open seven days after event day, and that window usually closes the gap.

Can we run it outside?

Yes. The Outdoor combination in Section 07 is built for a parking lot or park. Confirm city permits four to six weeks ahead if you are on public property, and plan shade and extra water.

Can someone fundraise without competing?

Yes. Donor tickets at \$10, \$25, and \$50 exist for exactly that, with no minimum. Anyone can also create a fundraising page on your campaign without registering a team.

What does WarriorWOD send us?

One event banner, shipped ten days out. Everything else on the print list you produce locally from the Media Kit templates.

Can a Veteran in the program attend?

Yes, and it changes the room. Ask us and we will connect you with a Warrior or a Battle Buddy near you to speak at lunch or to compete.

Do we need insurance beyond our normal policy?

Ask your insurer. Some policies require a rider for a ticketed competition with non-members on the floor. Ask eight weeks out, not the week of.

Someone paid cash at the door. Now what?

Log the name and amount on the check-in sheet and include the list with your debrief. Offline gifts get added to your total by hand.

Quick reference card

► PRINT THIS PAGE

Request your event

warriorwod.org/host-compete-for-a-cause

Format

Teams of 2 • three workouts • Opener, Battle Buddy, Last Stand

Divisions

Programmed • Scaled • Masters 45+ (both partners)

Entry, you set it

\$150 a team recommended • \$125 early bird • \$100 Veteran or active duty, regular price only • spectators free • donor tickets \$10, \$25, \$50

Campaign goal

\$9,000 recommended for 30 teams, which funds six Warriors

Team suggested goal

\$500 per competing team, which is two months. Encouraged, never enforced.

Per-Veteran cost

\$1,500 total, \$250 a month for six months

Judges

One per team per workout. Four plus a head judge covers a four-team heat.

Scoring

Placement points, lowest total wins. Ties break on Last Stand.

Canva creative kit

canva.link/ynlmjvl8sk00ewc

All 18 captions

The companion Compete For A Cause Media Kit

What WarriorWOD ships you

One event banner, ten days out. Everything else you print locally.

Page closes

Seven days after event day

CRISIS

988, then Press 1

Text 838255 •

VeteransCrisisLine.net

EVERYTHING ELSE

info@warriorwod.org

Classy setup, banner requests, the Media Kit, approvals, Warrior stories, speakers, custom programming review

ONE THING TO REMEMBER

You are not selling a workout. You are recruiting witnesses to a Veteran's recovery.