› MEDIA KIT FOR HOST PARTNERS

COMPETE FOR A CAUSE

EVENT MEDIA KIT

Every Canva template link and every ready-to-post caption for all 18 posts, from the announcement six weeks out to the final call seven days after competition day. Companion to the Compete For A Cause Host Playbook.

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	**265**	**9 of 9**	**$1,500**
Point PCL-5 reduction, College of Charleston verified	Veterans completed the full six-month program	Crisis Veterans remain alive	Funds one Veteran, all six months

WarriorWOD Foundation · 501(c)(3) · EIN 87-1065126
Charleston, South Carolina · warriorwod.org
warriorwod.org/fundraiser-for-veterans/#packages

TRAIN. HEAL. RECONNECT.
Veterans in crisis: 988, then Press 1

SECTION 01

YOUR CANVA TEMPLATES

Everything in this kit pairs with two Canva template sets built for the Compete For A Cause. Open each one, click Use template, then change four things only: your logo, host name, city, and event date. Do not recolor and do not swap fonts. The design is already brand-approved.



FEED POSTS · 1080 × 1080
canva.link/jlnrk6xp02jqaxx



STORIES · 1080 × 1920
canva.link/mulcovzdw336tau

WHAT TO CHANGE

Your logo, host name, city, and event date. Nothing else.

WHAT NEVER CHANGES

Navy #1D3148, red #C23527, the WarriorWOD mark, and the impact math: $1,500 funds one Veteran for six months, $250 funds one month.

OPEN THESE FIRST	LINK
Instagram and Facebook feed posts, 1080 × 1080	canva.link/jlnrk6xp02jqaxx
Instagram and Facebook stories, 1080 × 1920	canva.link/mulcovzdw336tau
Your Classy fundraising page	WarriorWOD sends your event link inside one business day of your request at warriorwod.org/fundraiser-for-veterans/#packages. Paste it wherever this kit says [YOUR CLASSY LINK].

WHICH TEMPLATE FOR WHICH POST

POST TYPE	CANVA SET	SIZE	BEST TIME TO POST
Announcement and save the date	Feed posts	1080 × 1080	Tue to Thu, 6 to 8 pm
Countdown and daily hype	Stories	1080 × 1920	Daily, 7 to 9 am and 5 pm
Why we do this and impact	Feed posts, carousel	1080 × 1080	Sunday, 4 to 7 pm
Competition day live updates	Stories	1080 × 1920	Every heat, or every 45 minutes
Recap reel cover	Feed posts	1080 × 1080	Within 48 hours

SECTION 02

HOW TO WRITE LIKE WARRIORWOD

The copy in this kit is written to do one job: make someone in your community feel that showing up on competition day changes a Veteran's life. Because it does. Keep these rules when you personalize anything.

THE FIVE RULES

1. **Lead with a person, not an organization.** "A Veteran in your zip code" beats "our nonprofit."
2. **Make the math impossible to ignore.** $1,500 = one Veteran, six months. $250 = one month. $50 = one week.
3. **Give one clear action per post.** Register. Donate. Share. Never all three.
4. **Say community, never brotherhood.** Roughly 40% of Warriors are women.
5. **Non-clinical, always.** We are exercise, nutrition, and mentorship. We never replace licensed care.

WORDS THAT MOVE PEOPLE

USE	AVOID
Warrior · Battle Buddy · Warrior Class	patient · client · cohort
community · together · show up	brotherhood · squad up
recovery · momentum · six months	cure · treatment · therapy
programmed · scaled	prescription · Rx
PTSD	PTS
independently verified	published

APPROVED MISSION LINE FOR ANY CAPTION

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.

SECTION 03

PHASE 1: ANNOUNCE

6 to 4 weeks out. Goal of this phase: everyone in your community knows the date and understands why it matters. You are recruiting belief before you recruit dollars.

01 THE ANNOUNCEMENT AND WOD 1

WHEN: 6 weeks out · Tue to Thu, 6 to 8 pm · CANVA: Feed post, "Save the Date"

On [DATE], we are turning the floor into a competition and putting every rep toward something bigger than the leaderboard.

Compete For A Cause at [GYM NAME]. Teams of two. Three workouts. Programmed, scaled, and masters divisions. One mission: fund the next Veteran through six months of exercise, nutrition, and mentorship.

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

$150 a team, or $125 before [EARLY BIRD DATE]. First 30 teams only. Link in bio.

#WarriorWOD #CompeteForACause

WHY IT WORKS Names the date, the format, and a real workout in the first post. Athletes screenshot WOD 1 and send it to the partner they want.

02 WHY WE COMPETE

WHEN: 5 weeks out · Sunday, 4 to 7 pm · CANVA: Feed post, carousel of 3 to 5 slides

Here is a number worth knowing: 38.25%.

That is the overall reduction in PTSD symptom severity Veterans showed after six months in the WarriorWOD program, measured on the PCL-5. Not a feeling. A validated score, taken every month and independently verified by the College of Charleston.

The program is simple and it is not easy: train, eat, and stay connected to people who will not let you disappear. Exercise, nutrition, mentorship. Together.

On [DATE] our floor funds the next Warrior Class. Swipe to see what six months actually looks like.

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

#WarriorWOD #CompeteForACause #VeteranRecovery

WHY IT WORKS Trades vague sympathy for a measured outcome, then closes with the crisis line, which is required on any content touching PTSD or suicide.

03 MEET THE MISSION

WHEN: 5 weeks out · story series · CANVA: Stories, 3-frame series

FRAME 1: Six months. Not six weeks. Recovery does not fit in a competition cycle.

FRAME 2: Exercise. Nutrition. Mentorship. Together. That is the whole program, and it works.

FRAME 3: [DATE] at [GYM NAME]. Teams of two. Link sticker to register.

WHY IT WORKS Three-frame stories get finished. One idea per frame, and the action only on the last.

04 FIND YOUR PARTNER

WHEN: 4 weeks out · Tue, 6 to 8 pm · CANVA: Feed post, "Register Now"

Early bird ends [DATE]. $125 a team now, $150 after. [X] of 30 team spots are gone.

Programmed if you want the fight. Scaled if you want the day. Masters if both of you are 45 or over. Every movement has a scaled option. No exceptions.

Tag the partner you are dragging into this.

Register: link in bio.

#WarriorWOD #CompeteForACause #[GYMNAME]

WHY IT WORKS The tag-your-partner ask turns one registration into a recruiting post, and the scarcity line moves people off the fence.

SECTION 04

PHASE 2: BUILD

3 to 1 weeks out. Goal of this phase: turn awareness into registered people and dollars on the page. This is where most of your fundraising total is actually earned.

05 WOD 2 AND WOD 3 REVEAL

WHEN: 3 weeks out · Wed, 6 to 8 pm, then two days apart · CANVA: Feed post, one per workout

WOD [2 / 3] just dropped: [WOD NAME].

[1 to 2 line description of the workout, with the time cap.]

Programmed, scaled, and masters standards are posted at the front desk and on the event page. Pick your division, then pick your strategy.

[X] team spots left. [DATE] · [GYM NAME]. Register: link in bio.

#WarriorWOD #CompeteForACause

WHY IT WORKS The reveal posts are your highest-engagement content of the whole campaign. Athletes screenshot them and start planning.

06 FUND A WARRIOR

WHEN: 3 weeks out · Thursday · CANVA: Feed post, "Fund a Warrior"

You do not have to compete to change a Veteran's life. You just have to give what a Saturday brunch costs.

$50 = one week of the program for a Warrior.

$250 = one full month.

$1,500 = one Veteran, all six months, start to graduation.

We are [X]% to goal with [N] days left. Chip in: [YOUR CLASSY LINK]

#WarriorWOD #CompeteForACause #FundAWarrior

WHY IT WORKS The ladder gives spectators and out-of-town family a way in. Smallest ask first.

07 WARRIOR SPOTLIGHT

WHEN: 2 weeks out · Sun, 4 to 7 pm · CANVA: Feed post, "Warrior Spotlight"

Meet [FIRST NAME]. [BRANCH], [YEARS] years of service.

"[Two-sentence approved quote from the Warrior about what the program changed.]"

[FIRST NAME] is one of the Veterans this program is built for. The work you put on the floor on [DATE] funds the next one.

Register or give: link in bio.

#WarriorWOD #CompeteForACause

WHY IT WORKS A named human beats every statistic. Use only WarriorWOD-approved quotes and photos, and never share a Warrior's story without written consent.

08 TEAMS FUNDRAISE TOO

WHEN: 2 weeks out · story and feed · CANVA: Stories, "Start a Team"

Every team gets a fundraising page the moment you register. Use it.

The suggested team goal is $500, which is two months of the program for one Warrior. Three teams that hit it fund one Veteran for all six months.

Ten personal texts beat any post you will ever write. Send yours today.

Your page: [YOUR CLASSY LINK]

#WarriorWOD #CompeteForACause

WHY IT WORKS Activated fundraising teams decide your final total. Keep the ask concrete and short.

09 SPONSOR THANK-YOU

WHEN: 10 days out · Tuesday · CANVA: Feed post, carousel or header

None of this happens without the businesses who show up for Veterans before anyone is watching.

Thank you to our Compete For A Cause sponsors: [TAG EACH]. WOD [N] is presented by [SPONSOR].

Go spend money with them. Then tag a business that should be on this list next year.

#WarriorWOD #CompeteForACause

WHY IT WORKS Sponsors reshare it, which is free reach, and a named workout makes next year's ask easy.

10 COUNTDOWN WEEK

WHEN: Days 7 through 1 · daily stories · CANVA: Stories, "Countdown"

DAY 7: One week out. [X] teams registered. $[Y] raised. Room for [Z] more.

DAY 5: The heat sheet is posted. Find your lane and your start time.

DAY 3: All three workouts one more time. Screenshot them and send them to your partner.

DAY 2: Divisions lock tomorrow. Last call to register.

DAY 1: Tomorrow. Check-in at [TIME]. First heat at [TIME]. Spectators are free. Bring everybody.

WHY IT WORKS Daily stories keep you in the top row of everyone's feed for the week that matters most.

SECTION 05

PHASE 3: COMPETITION DAY

Goal of this phase: capture the energy and convert the people who are not there. Post every heat, or every 45 minutes. Raw beats polished today.

11 WE ARE LIVE

WHEN: Competition morning · story · CANVA: Stories, "We're Live"

We are LIVE at [GYM NAME].

[X] teams on the floor. Goal: $[GOAL]. Current: $[CURRENT].

You do not have to be here to be part of this. Link sticker below. $50 covers a week for a Warrior.

WHY IT WORKS The live moment is the highest-converting donation window of the entire campaign.

12 THE HEAT IS ON

WHEN: Every heat, or every 45 minutes · story · CANVA: Stories, "Live Update"

Heat [N] of WOD [N] is moving. [SPECIFIC DETAIL: who is suffering, who is cheering, what just happened.]

$[CURRENT] raised. That is [N] Warriors funded and counting.

Add $25 and put us over the next milestone. Link sticker.

WHY IT WORKS Specific detail makes it feel like a broadcast instead of an ad. Update the number every single time.

13 THE LUNCH PUSH

WHEN: Before lunch · story and feed · CANVA: Stories, "Halfway"

Two workouts down. $[CURRENT] of $[GOAL].

We are $[X] away from funding one more Veteran for a full six months. One more. That is [N] people giving $50.

Scan the QR beside the leaderboard or hit the link. Right now, while it is close.

WHY IT WORKS Urgency plus a small, reachable gap. Never ask for the whole remaining total. Ask for the next Warrior.

14 THE LAST STAND

WHEN: Final heat · story or reel · CANVA: Stories, "Finisher"

Final heat of the Last Stand, and the whole gym is on its feet.

This is what community looks like. This is what we are funding.

$[TOTAL] and the page is still open: [YOUR CLASSY LINK]

#WarriorWOD #CompeteForACause

WHY IT WORKS The final heat is the most shared clip of any Compete For A Cause. Film the last team to finish, vertically.

15 THE REVEAL

WHEN: After the awards · feed post · CANVA: Feed post, "Total Raised"

[GYM NAME]. $[TOTAL]. [N] WARRIORS FUNDED.

[N] teams spent a [DAY] on the floor and paid for six months of exercise, nutrition, and mentorship for [N] Veterans.

Division winners: [PROGRAMMED], [SCALED], [MASTERS]. Top fundraising team: [TEAM].

Thank you to every athlete, every judge, every volunteer, every sponsor, and every person who gave from four states away. The page stays open seven more days: [YOUR CLASSY LINK]

#WarriorWOD #CompeteForACause

WHY IT WORKS The number goes in the first line. The podium second. The extension third, because a real share of gifts arrives after the event.

SECTION 06

PHASE 4: FOLLOW THROUGH

Days 1 to 7. Goal of this phase: bank the late dollars, thank everyone publicly, and make next year's event easier to sell than this one was.

16 24-HOUR THANK YOU

WHEN: Day 1 · feed post · CANVA: Feed post, "Thank You"

Twenty-four hours ago this floor was full. Today [N] Veterans have a spot in the next Warrior Class because of it.

$[TOTAL] raised at Compete For A Cause. Sponsors: [TAG]. Judges and volunteers: [TAG]. Athletes: all of you.

Final leaderboard by division in the next post. Photos this week. Recap video Friday.

Still want in? [YOUR CLASSY LINK]

#WarriorWOD #CompeteForACause

WHY IT WORKS Posting within 24 hours drives the largest single day of post-event giving.

17 THE RECAP REEL

WHEN: Day 3 to 5 · reel, 60 to 90 seconds · CANVA: Feed post, reel cover

[GYM NAME] × WarriorWOD · Compete For A Cause · [DATE]

Sixty seconds of what our floor did for Veterans this month.

Cold open on the first heat. Cut to the Battle Buddy workout. Cut to the leaderboard going dark for the Warrior story. Cut to the final heat. End on the total.

$[TOTAL] · [N] Warriors · six months each. Thank you.

Page still open: [YOUR CLASSY LINK]

#WarriorWOD #CompeteForACause

WHY IT WORKS Reels reach far past your followers. Tag every sponsor and every competing gym so it lands in their audiences too.

18 FINAL CALL AND THE INVITATION FORWARD

WHEN: Day 5 to 7 · feed and story · CANVA: Feed post, "Final Call"

The page closes [DATE]. We are $[X] from Warrior number [N+1].

If you meant to give and life got in the way, this is the window.

And if this is the first you are hearing of WarriorWOD: we combine exercise, nutrition, and mentorship in a research-backed, results-driven recovery program for veterans living with PTSD, suicidal ideation, and substance misuse. Six months. Peer-led. It works.

Give: [YOUR CLASSY LINK] · Host Compete For A Cause at your gym: warriorwod.org/fundraiser-for-veterans/#packages

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

#WarriorWOD #CompeteForACause

WHY IT WORKS Closes the loop, recruits next year's host gym, and always ends with the crisis line.

SECTION 07

SWIPE FILE

Lines you can drop into any caption, story, or reply.

Openers that stop the scroll

- "Here is a number worth knowing: 38.25%."
- "You do not have to compete to change a Veteran's life."
- "Three workouts. Teams of two. One reason."
- "Tag the partner you are dragging into this."
- "Bring a partner who has never competed. That is the whole point."

Closers that convert

- "$50 is one week for a Warrior. You have spent more on worse."
- "We are $[X] from funding one more Veteran. One more."
- "Register, give, or share. Pick one and do it before you close this app."
- "The page is open seven more days. Then it is not."

COMMENT AND DM REPLIES

THEY SAY	YOU REPLY
"I'm not fit enough to compete."	There is a scaled division and every movement has a scaled option. Show up with a partner. That is the requirement.
"I can't make that date."	Totally fine. You can still fund a Warrior from anywhere: [YOUR CLASSY LINK]
"Where does the money go?"	Straight to program delivery. $1,500 puts one Veteran through all six months of exercise, nutrition, and mentorship.
"Is this therapy?"	No. WarriorWOD is non-clinical and peer-led. It works alongside professional care, never instead of it.
"Can my gym send teams?"	Yes. Rival gyms are welcome. DM us and we will send the team count and the heat schedule.
"How do I help beyond giving?"	Judge, volunteer, sponsor a workout, or host one at your gym. DM us and we will send the playbook.

HASHTAG AND TAG STACK

- #WarriorWOD first, #CompeteForACause second, your host tag third.
- Tag @warriorwod on Instagram and Facebook, and @WarriorWODFoundation on LinkedIn.
- Tag your host account, every sponsor in sponsor posts, and athletes in their photos with permission.

SECTION 08

POSTING CHECKLIST

Print this. Tape it to the wall. Check the box when each one is live.

#	POST	TIMING	ASSET	DONE
1	The announcement and WOD 1	6 weeks out	Feed post	☐
2	Why we compete	5 weeks out	Feed post	☐
3	Meet the mission	5 weeks out	Stories	☐
4	Find your partner	4 weeks out	Feed post	☐
5	WOD 2 and WOD 3 reveal	3 weeks out	Feed post	☐
6	Fund a Warrior	3 weeks out	Feed post	☐
7	Warrior spotlight	2 weeks out	Feed post	☐
8	Teams fundraise too	2 weeks out	Stories	☐
9	Sponsor thank-you	10 days out	Feed post	☐
10	Countdown week	Days 7 through 1	Stories	☐
11	We are live	Competition morning	Stories	☐
12	The heat is on	Every heat, or every 45 minutes	Stories	☐
13	The lunch push	Before lunch	Stories	☐
14	The last stand	Final heat	Stories	☐
15	The reveal	After the awards	Feed post	☐
16	24-hour thank you	Day 1	Feed post	☐

#	POST	TIMING	ASSET	DONE
17	The recap reel	Day 3 to 5	Feed post	☐
18	Final call and the invitation forward	Day 5 to 7	Feed post	☐

BEFORE EVERY SINGLE POST

- ☐ Tagged @warriorwod and the host account
- ☐ #WarriorWOD and #CompeteForACause in the caption
- ☐ Alt text describes the action and the ask. Accessibility is brand standard.
- ☐ Said community, not brotherhood
- ☐ Wrote PTSD, never PTS
- ☐ Any post touching PTSD, suicide, or substance misuse includes: call 988, then press 1
- ☐ Warrior name, photo, or quote has written consent on file
- ☐ One action, not three

APPROVALS

Questions, approvals, or Warrior stories you want to feature go to events@warriorwod.org before you post. Approvals come back fast.