TURNKEY EVENT PLAYBOOK

THE DONATION WOD

One workout. One Veteran's comeback. Everything a gym, box, studio, unit, or community organization needs to run a fully branded Donation WOD 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 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
give.warriorwod.org/campaign/donationwod-peer-to-peer/c824812

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, the two Canva template sets, and the promotion language live in the companion Donation WOD Media Kit.

01 **Start here**
What a Donation WOD 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**
Six roles, and what each one owns

04 **The 8-week timeline**
One job per week from commit to close

05 **Budget, space, and permits**
What it costs, floor math, waivers

06 **Classy setup, 13 steps**
Create your team page in 15 minutes

07 **12 community WODs**
Partner and team formats, programmed and scaled

08 **The marketing plan**
Channels, the six-week cadence, content pillars

09 **The script library**
Five emails, texts, the coach floor call, press

10 **Sponsors, matches, in-kind**
Tiers denominated in Warriors funded

11 **Day-of run of show**
A two-hour event, minute by minute

12 **Safety, S.A.V.E., crisis language**
Required reading for every coach

13 **After the event**
The 14 days that add 10 to 20% to your total

14 **Printable WOD cards**
One card per workout, ready for the door

15 **Checklists, signage, FAQ**
Master checklist, print list, quick reference

THE WHOLE PLAYBOOK IN FOUR NUMBERS

$250 is one month of the program for a Veteran. $1,500 is all six months. $25 is the suggested entry at the door. 988 then Press 1 is the number that goes on everything you print.

14.42

Point PCL-5 reduction, independently verified by the College of Charleston

265

Veterans who completed the full six-month program

9 of 9

Veterans who entered with active suicidal ideation remain alive

$1,500

Funds one Veteran's full six months at $250 per 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.

SECTION 01

START HERE

A Donation WOD is a community workout where every athlete gives instead of paying a class fee. Your gym already has the space, 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 Team Captain who owns the event end to end.

15 MINUTES

Create your team page

Everything is prebuilt in Classy. You create a team, add your event details, and publish. Section 06 walks all 13 steps.

SAME DAY

Send us the details

Email your team page link, event date, and a shipping address to info@warriorwod.org. Your event banner ships three to four weeks out.

› YOUR EVENT AT A GLANCE

HOST	EVENT DATE	TEAM GOAL
[YOUR GYM NAME]	**[EVENT DATE]**	**$1,500 · 1 Warrior**

ENTRY

$25 suggested

Pay what you can is always honored. Nobody is turned away from a Donation WOD for money. 100% of Classy donations go to WarriorWOD Foundation.

What counts as a Donation WOD

- A single group class where everyone donates to join.
- A partner or team WOD for two or three athletes.
- A Hero WOD honoring a Veteran or fallen service member.
- A multi-hour throwdown with heats and a running total on the screen.
- An open gym window with a suggested donation at the door.

> **RULE OF THUMB**
>
> If people are moving, sweating, and giving, it counts. The format is flexible. The mission is fixed.

Why it works

Gyms already own the space, the community, and the coaching staff. Nothing has to be built.

Members already want to train together for a reason bigger than a score on the whiteboard.

Classy gives every gym a ready-made fundraising page. There is no tech build and no invoicing.

One two-hour event can put several Veterans through the full six-month program.

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 ask.

GIFT	WHAT IT FUNDS
$50	One week of gym access and nutrition check-ins for a Warrior
$250	One full month of the program: 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
$15,000	Ten Warriors through the full six-month program

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."
- "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."
- "$1,500 funds one Veteran's complete six-month recovery. That is $250 a month."

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.
- **"Prescription" or "Rx."** Say programmed and scaled.
- **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 silently."

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 event funds it.

Use the rate figures above in written materials, on your Classy page, and in sponsor conversations. Section 09 carries a shorter recruitment framing for texts and social captions.

SECTION 03

WHO DOES WHAT

Six roles. One gym can fill them with three people. Write the names down before you announce the date.

ROLE	OWNS
Team Captain	The event, end to end. Creates the Classy team page, recruits fundraisers, runs prep check-ins, and is the single point of contact with WarriorWOD.
Gym owner or manager	Approves the date, the floor space, and the waived class fee. Speaks for two minutes on event day.
Head coach	Programs the workout and the scaling. Runs the brief, the movement demos, and the heats. Owns safety on the floor.
Marketing lead	Runs the six-week cadence: email, social, in-gym signage. Sends the recap to WarriorWOD.
Volunteer coordinator	Recruits three to six volunteers for check-in, water and snacks, photography, and setup and teardown.
Individual fundraisers	Each creates a personal page under the team with a $250 goal, then shares it with their own network. Five to ten of these decides your final total.
WarriorWOD	Reviews your team page, ships your event banner, joins a pre-event call, and provides a live speaker or a video.

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. Confirm the owner is in. Name the Team Captain. Set the team goal. The default is $1,500, which is one Warrior through six months.
7	**Build**	Create the Classy team page using Section 06. Email the page link and event details to info@warriorwod.org. Request your event banner.
6	**Announce**	Send Email 1. Post the announcement to Instagram and Facebook. Put signage up in the gym. Ask five to ten core members to become individual fundraisers.
5	**Recruit**	Open registration. Run a 15-minute fundraiser onboarding huddle after class. Every fundraiser sets a $250 goal and makes the first gift to their own page.
4	**Sponsors**	Approach 5 to 10 local businesses for sponsorship, a match, or in-kind food, drinks, and prizes. Scripts are in Section 10. Aim to close two.
3	**Build-up**	Reveal the workout. Send Email 2. Post the Warrior story WarriorWOD provides. Confirm volunteers and the WarriorWOD speaker.

2	**Push**	Send Email 3 at the halfway mark. Post the progress card. Every fundraiser makes one direct personal ask by text, not a broadcast post.
1	**Final**	Daily countdown stories. Email 4 goes out 24 hours ahead with logistics. Pack signage and the kit. Print the check-in list.
0	**Execute**	Run the show in Section 11. Capture photos and vertical video. Announce the running total three times.
+1	**Close**	Send the thank-you within 24 hours. Post the recap. Leave the page open 14 days. Send the debrief to info@warriorwod.org and reconcile totals.

SECTION 05

BUDGET, SPACE, AND PERMITS

A Donation WOD should cost a gym almost nothing. Everything below is either donated, in-kind, or covered by donors at checkout.

LINE ITEM	ESTIMATE	NOTES
Space	**$0**	Gym-hosted, no rental
Coaching and staff	**$0**	Donated by the gym
Food and drinks	**$0 to $300**	Ask a local restaurant or coffee shop to donate
Prizes and raffle	**$0 to $500**	Local business in-kind
Merch, optional	**$8 to $14 a shirt**	Sell at cost, or as a fundraising add-on. Clear any resale split with WarriorWOD first.
Signage and print	**$50 to $150**	Posters, donation-link flyers, sponsor recognition. Print these yourself from your gym printer or a local shop.
Classy platform fees	**0 to 6%**	Most donors choose to cover the fee at checkout
Total out of pocket	**$50 to $500**	Everything else is donated or covered by donors

Floor and flow

- Allow 40 to 50 square feet per athlete. Count the space before you cap registration.
- Stagger heats every 20 to 30 minutes once you exceed floor capacity.
- Two water stations with ice and towels, not one.
- Designate a photo wall with the WarriorWOD banner as the backdrop. Every photo posted that day should have the banner in it.
- Put the donation link and a printed QR at check-in, on every whiteboard, and on the leaderboard screen.

Permits, waivers, insurance

- Gym-hosted events with existing members run under the gym's standard liability waiver.
- Non-member walk-ins sign a one-page event waiver at check-in. Print extras.
- Outdoor events in a parking lot or park may need a city special event permit. Apply four to six weeks out.
- If alcohol is served afterward, secure a temporary permit and use a licensed vendor. Never pour it yourself.

SECTION 06

CLASSY SETUP, 13 STEPS

ALREADY BUILT FOR YOU

The campaign, the headline, the story, the impact math, and the page design are pre-loaded. You are not building a campaign. You are creating your gym's team inside one that already exists, adding your event details, and inviting your community to fundraise with you. Budget 15 minutes.

START HERE

Go to give.warriorwod.org/campaign/donationwod-peer-to-peer/c824812, select **Become a Fundraiser**, then **Create a Team**. Classy offers three options: as an individual, join a team, or create a team. Gyms, businesses, military units, and community organizations hosting their own event always choose create a team.

01 Open the campaign

Navigate to the campaign URL above and choose create a team. Do not start a new campaign and do not request admin access. Every gym runs on the one WarriorWOD campaign so donations, receipts, and reporting stay in one place.

02 Create or access your account

Enter your name and email, then create an account or sign in. Whoever creates the team becomes the Team Captain and manages the page. Use an email you actually monitor, because donor notifications and member questions land there.

03 Enter your team name

Use your gym or organization name followed by Donation WOD. This is how participants and donors find the right team.

```
Iron Harbor Fitness Donation WOD
```

04 Confirm your team goal

The default is $1,500, which funds one Warrior through all six months at $250 a month. Start there. A goal you beat builds momentum for next year. A goal you miss does the opposite. Raise it once you pass it.

GOAL AND HEADLINE MUST MATCH

If you change the goal, change the Warrior count in your headline in the same sitting. A page that promises five Warriors against a $3,000 goal reads as sloppy math to a donor.

TEAM GOAL	WARRIORS	HEADLINE TO USE
$1,500 default	1 Warrior	Our team is putting one Veteran through.
$3,000	2 Warriors	Our team is putting two Veterans through.
$7,500	5 Warriors	Our team is putting five Veterans through.
$15,000	10 Warriors	Our team is putting ten Veterans through.

05 Upload your team photo

A square team photo, gym logo, or community image. JPG or PNG at 320 by 320 pixels. Nothing with small text and nothing with an old event date baked into it.

06 Review the team headline

The default reads: *Our team is putting one Veteran through.* Leave it unless you changed the goal in step 4.

07 Review the story title

The default is *Why our team trains for this*. Keep it or personalize: "Why Iron Harbor Fitness trains for this," "Why our community supports WarriorWOD," or "Why we are hosting a Donation WOD."

08 Personalize the team story

DO NOT DELETE

Leave the WarriorWOD program description, the impact information, and the standard campaign language exactly as they are. Write only in the area marked for your team.

Cover five things: why your gym chose WarriorWOD, your connection to the Veteran community, the date and time and location, how people participate, and any local sponsors.

SAMPLE COPY, REPLACE WITH YOUR DETAILS

Iron Harbor Fitness is hosting our Donation WOD because Veterans deserve programs that address both the physical and the psychological effects of service. Many of our members have served, supported someone who did, or watched what PTSD does to a family. On October 10 our community comes together for a workout that funds WarriorWOD's six-month recovery program. We start at 9:00 a.m. at Iron Harbor Fitness. Every ability level is welcome and every movement can be scaled. Every donation helps provide a Veteran with training, nutrition coaching, monthly assessments, and a Battle Buddy.

09 Save and publish

Check the team name, goal, photo, headline, story title, personalized story, event details, and contact information. Then select Save Changes. Read it once on your phone before you share it anywhere.

10 Make the first donation

The gym owner, the Team Captain, or a committed coach gives first. A page at zero asks people to go first. A page with activity on it asks people to join something. Do this before you publish the link publicly.

11 Invite members to join the team

Each member opens the team page, selects Join Team, creates a Classy account, builds their individual page, sets a $250 goal, adds a photo, writes two sentences on why, and shares their link.

HOW IT ROLLS UP

Every member gets their own page. A gift made through a member's page counts toward that member's goal and toward the team total at the same time. Nothing is double counted and nothing has to be moved by hand.

12 Share the team page

Member email, text, your gym website, social, QR posters, front desk signage, coach announcements, registration confirmations, and local business outreach. The team page is your one public link. Members share their individual pages to their own networks on top of it.

13 Send the details to WarriorWOD

Email **info@warriorwod.org** with your team page link, gym name, event date, time, location, expected attendance, Team Captain name and phone, and a shipping address for the banner. We review the page, confirm next steps, and ship the banner three to four weeks out.

Classy terminology

Campaign	The WarriorWOD-owned Donation WOD campaign that hosts every gym team. You never create one.

Team	A group of individual fundraisers working toward one combined goal. This is what your gym creates.
Team Captain	The person who creates and manages the team page.
Fundraiser	One person raising money, with their own page. Results roll into the team total.

Numbers worth watching

Check these weekly in your Classy dashboard. Any one of them off pace tells you exactly which section of this playbook to reread.

METRIC	HEALTHY TARGET	IF IT IS LOW
Registrations	60% of your cap by week 3	Section 08
Individual fundraisers activated	5 to 10 per gym	Section 09
Average fundraiser total	$300 or more	Section 09
Average gift size	$65 or more	Section 02
Email open rate	35% or more	Section 09

When something breaks

PROBLEM	FIX
Team page shows $0 but members raised money	Team, then Settings. Include member totals must be on.

PROBLEM	FIX
A member joined but has no fundraiser page	They joined as a donor rather than a fundraiser. Have them select Join Team from the team page and create the page. Email us and we will confirm it linked.
A donor wants to give in a Warrior's honor	Tribute donations are enabled on the campaign. The donor adds the dedication at checkout.
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 gave cash or a 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 to your total by hand.

SECTION 07

12 COMMUNITY WODS

Pick one. Publish it seven to ten days out so athletes can plan. Every one of these is partner or team format, because nobody works alone at a Donation WOD, and every one has a published scaled option.

PROGRAMMING RULES

- Partner format so no one is alone. It mirrors the Battle Buddy model the program runs on.
- A programmed option and a scaled option for every movement. No exceptions.
- 45 to 60 minutes total: brief, workout, Warrior story, cleanup.
- Community format. No leaderboard and no heat winners.
- Post the workout, the standards, and the scaling on a whiteboard at the door.

BATTLE BUDDY 22

22:00 cap

Partner AMRAP

22 cal row, 22 wall balls at 20/14, 22 box step-ups at 24/20, 22 sit-ups. Split reps any way, one partner works at a time. The 22 keeps the number in the room.

Scaled: 14/10 wall ball, 20 inch box, anchored sit-ups, bike for row.
Score: rounds plus reps.

SIX-MONTH MARCH

30:00 cap

Partner, for time

Six rounds each: 400m run shared, 15 kettlebell swings at 53/35, 15 push-ups. One partner runs while the other works. Six rounds for six months in the program.

Scaled: 35/26 kettlebell, knee push-ups, 200m per leg, walking pace fine.
Score: time to finish.

FOXTROT

20:00 cap

Partner chipper

100 cal bike, 80 kettlebell swings at 53/35, 60 box jump-overs at 24/20, 40 pull-ups, 20 synchro burpees. Split any way. The burpees are together.

Scaled: 35/26 kettlebell, 20 inch step-overs, banded or jumping pull-ups, no-push burpees.

Score: time to finish.

RUCK & ROW

25:00 cap

Partner relay

Five rounds. Partner A rucks 400m with a 20 pound ruck while partner B rows for meters. Switch when A returns.

Scaled: unweighted walk, split the ruck legs, bike calories times two for meters.

Score: total meters rowed.

ONE MORE REP

15:00

Partner AMRAP

You go, I go, full rounds only: 10 deadlifts at 155/105, 20 double-unders, 10 hand-release push-ups. Short and honest.

Scaled: 95/65 bar, 40 singles, box push-ups.

Score: rounds plus reps.

THE SIX

24:00 cap

Team of 2 or 4

For time: 60 thrusters at 95/65, 60 toes-to-bar, 60 cal bike or row, 60 burpees. Everyone finishes together.

Scaled: 65/45 bar, knee raises, split the calorie target, no-push burpees.

Score: time to finish.

COMEBACK WOD

21:00 cap

Partner, 3 rounds for time

400m run together, 21 wall balls, 15 box jumps, 9 pull-ups. Split the reps, run together. The most beginner-friendly workout on this list.

Scaled: 14/10 wall ball, 20 inch step-ups, banded pull-ups, 200m run.

Score: time to finish.

HERO LADDER

20:00 cap

Partner ladder

Ascending ladder of 2, 4, 6, 8 and up: dumbbell thrusters at 35/25 and pull-ups. Partners alternate rounds.

Scaled: 20/10 dumbbells, jumping pull-ups, ring rows.

Score: last completed round plus reps.

STAND TOGETHER AMRAP 30

Team of 3

One on the rower holding pace, one on the bike, one working: 10 kettlebell swings, 10 sit-ups, 10 air squats. Rotate every full round. Best option for a packed floor.

Scaled: any pace on the machines, swings to eye level, row instead of bike.

Score: total working rounds.

WARRIOR MILE 25 to 35 min

Partner, for time

One mile run or ruck together, relay allowed, with 100 burpees split between partners along the way. Stop and drop wherever you are. Best outdoor option.

Scaled: ruck optional, walking pace fine, no-push burpees, cut to 60 burpees.

Score: time to finish.

TWO-PERSON CINDY 20:00 cap

Partner AMRAP

In pairs, alternate full rounds of Cindy: 5 pull-ups, 10 push-ups, 15 air squats. One works, one rests. Needs almost no equipment, which makes it the best open-gym format.

Scaled: banded pull-ups, knee push-ups, alternate every two rounds.

Score: total rounds.

THE 988 19:58

Partner AMRAP

9 deadlifts at 155/105, 8 hang power cleans on the same bar, 8 push presses. Split any way. Named so the crisis line stays in the room at every event.

Scaled: 95/65 bar, hang muscle cleans, push press only with no dip drive.

Score: rounds plus reps.

The coach brief, three minutes

Same brief every time. 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 whiteboard: movements, standards, scaling, time cap.
4. Partner anyone who came alone. Nobody works alone at a Donation WOD.

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."
6. 3, 2, 1, go.

WRITING YOUR OWN WORKOUT

Program whatever fits your community. Two rules: it must be partner or team format, and it must have a published scaled option. Send custom workouts to info@warriorwod.org ten days out if you want us to feature it on the WarriorWOD feed.

SECTION 08

THE MARKETING PLAN

Marketing is the difference between $1,500 and $15,000 from the same workout. Do not skip channels and do not save it all for the final week.

Channels to hit every week

CHANNEL	FREQUENCY	WHAT IT CARRIES
Gym email list	Weekly	Your longest content: impact, the workout reveal, sponsor thanks, logistics
Instagram feed	Twice a week	The visual anchor: team photo, Warrior story card, coach video
Instagram stories	Three or four times a week	Countdown stickers, donation link stickers, behind the scenes
Facebook event	Ongoing	The RSVP and share hub. Invite every member the day you create it.
Text and DM	Two or three times total	Personal asks from the Team Captain to core members. This converts better than everything above it.
In-gym signage	Continuous	Wall posters and a QR flyer on every whiteboard
Coach floor call	Every class	A 30-second mention at the top of every class from week 6 onward

Who to invite

- Every current member, and every past member or drop-in from the last 12 months.
- Local Veteran organizations: VFW, American Legion, Team Red White and Blue, GORUCK clubs.
- Local first responders. Police, fire, and EMS often bring whole teams.
- Local businesses that fit: coffee, breweries, physical therapy, chiropractic, barbershops.
- The gym owner's personal network. This is usually the single highest-yielding channel and it is usually the one nobody works.

The six-week cadence

Your weekly checklist. The marketing lead owns every cell unless noted.

WEEK	EMAIL	INSTAGRAM FEED	STORIES	FACEBOOK
6 · Announce	Save the date and why	Team announce photo	Countdown sticker plus link	Create the event, invite all members
5 · Recruit	Fundraiser signup ask	Coach video: what a Donation WOD is	Poll: are you in	Share the event to the gym page
4 · Story	Warrior impact story	Warrior story card and quote	Reshare with link sticker	Post the Warrior story long form
3 · Sponsors	Sponsor spotlight	Sponsor logos and thank-you	Tag sponsors, add link	Tag every sponsor publicly
2 · Progress	Halfway push	Top fundraisers	Fundraiser shoutouts	Live progress update
1 · Countdown	24-hour logistics	Reel: workout preview	Daily countdown	Pinned post the day before

A daily rhythm that fits a real week

Monday

Email send. Long-form Facebook post with the registration link.

Tuesday

Instagram feed post. Cross-post to Facebook.

Wednesday

Story series of three to five frames with a poll or countdown sticker.

Thursday

Reel, 15 to 60 seconds. Post to Instagram, Facebook Reels, and cross-post to story.

Friday

Community shoutout. Tag teams, sponsors, or a fundraiser. Repost member content.

Weekend

Stories only. Behind the scenes Saturday, recap and poll results Sunday.

Content pillars, every week

Impact

What the money does, anchored on $250 a month and $1,500 for one Warrior.

Story

A real Warrior quote or a Battle Buddy moment. Approved and consented only.

Community

Photos of coaches, members, and past events. Faces beat graphics.

Ask

One clear action: donate, join the team, or register. Never all three at once.

› WHERE THE CAPTIONS LIVE

THE DONATION WOD MEDIA KIT

You do not write any of this from scratch. The companion Media Kit carries the two brand-approved Canva template sets, one for Stories and one for feed posts, and all 18 copy-ready captions across the four phases: announce, build, event day, and follow through. Every caption has the bracketed fields marked and a note on why it works.

Request it with your event details at **info@warriorwod.org**, or download it from the fundraiser page on warriorwod.org.

EVERY POST, WITHOUT EXCEPTION

- The team page link, or a QR code if it is print.
- A WarriorWOD mention: tag @warriorwod on Instagram and Facebook.
- #WarriorWOD and #DonationWOD, then your gym tag third.
- One clear call to action. Never two taglines in one post.
- Alt text describing the action and the ask. Accessibility is a brand standard, not an extra.
- Anything touching PTSD, suicide, or substance misuse carries 988 then Press 1.

SECTION 09

THE SCRIPT LIBRARY

Five emails, three texts, one floor call, one press line, and the employer match ask. Copy, replace the brackets, send. Every one is written in the WarriorWOD voice: direct, respectful, mission first.

Email 1 · Save the date, week 6

```
Subject: We are hosting a Donation WOD for WarriorWOD
```

Hey team,

On [DATE] at [TIME] we are opening the floor for a Donation WOD. Every donation goes to WarriorWOD Foundation, a research-backed recovery program for veterans living with PTSD, suicidal ideation, and substance misuse.

Our team goal is [GOAL]. At $250 a month for six months, $1,500 puts one Veteran through the whole program.

Three ways in: join the team as a fundraiser, register to train, or just donate. Suggested entry is $25 and pay what you can is always honored.

[TEAM PAGE LINK]

See you on the floor.
[TEAM CAPTAIN]

Email 2 · The workout reveal, week 3

```
Subject: Here is the workout
```

Team,

Here is what we are doing on [DATE]:

[WOD NAME]. [BRIEF DESCRIPTION AND TIME CAP.]

Every movement can be scaled and the scaling is posted at the front desk. First-timers through masters, everybody has a lane. It is partner format, so nobody works alone.

Register and donate: [TEAM PAGE LINK]

[TEAM CAPTAIN]

Email 3 · Halfway push, week 2

```
Subject: Halfway there, help us finish
```

We are at $[CURRENT] of our $[GOAL] goal.

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

Two asks:
1. If you have not given yet, do it today: [LINK]
2. Forward this to one person who cares about Veterans.

Thank you.
[TEAM CAPTAIN]

Email 4 · 24-hour logistics, week 1

```
Subject: Tomorrow, doors open at [TIME]
```

Quick logistics for tomorrow.

When: [DATE], first heat at [TIME]
Where: [LOCATION AND ADDRESS]
Parking: [PARKING NOTES]
Bring: normal gear, water, and a friend
Donate: [TEAM PAGE LINK]

Cannot make it? Donate anyway. 100% of it funds Veteran recovery.

See you tomorrow.
[TEAM CAPTAIN]

Email 5 · Thank you and recap, within 24 hours

```
Subject: We raised $[TOTAL] for WarriorWOD
```

Yesterday [X] athletes showed up, moved together, and raised $[TOTAL] for WarriorWOD Foundation. That funds [Y] Veterans through the full six-month program.

Thank you to every athlete, every donor, every sponsor, and every volunteer. Special thanks to [SPONSORS AND KEY VOLUNTEERS].

If you missed it and still want to give, the page is open through [DATE]: [TEAM PAGE LINK]

See you on the floor.
[TEAM CAPTAIN]

Text and DM scripts

TEAM CAPTAIN TO A CORE MEMBER

Hey [NAME], we are hosting a Donation WOD on [DATE] for WarriorWOD, the six-month Veteran PTSD recovery program. I would love you on the team as a fundraiser. Goal is $250, which is one month of the program for a Warrior. Takes five minutes to set up: [LINK]. You in?

FUNDRAISER TO THEIR OWN NETWORK

Hey, I am doing the Donation WOD for WarriorWOD on [DATE]. It funds a six-month recovery program for Veterans dealing with PTSD, suicidal ideation, and substance misuse. My goal is $250, which covers one month for one Warrior. Would you throw in $25? [LINK] Zero pressure.

REMINDER, THE DAY BEFORE

[NAME], event tomorrow at [TIME]. Donation link: [SHORT LINK]. Even $25 counts. See you on the floor.

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 start, quick heads up. On [DATE] we are running a Donation WOD for WarriorWOD, a program that puts Veterans through six months of exercise, nutrition, and mentorship for PTSD recovery. It is $250 a month per Veteran and $1,500 puts one all the way through. Suggested entry is $25 and pay what you can. QR code is on the whiteboard. Take 60 seconds after class to donate or join the team. 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.

Press one-liner

[GYM NAME] partners with WarriorWOD Foundation to host a Donation WOD on [DATE] in [CITY], 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].

The employer match ask

Would [COMPANY] match my fundraising for the Donation WOD? 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 10

SPONSORS, MATCHES, AND IN-KIND

Every sponsor conversation ends with the same sentence: the number of Warriors their gift moves through recovery. Not the dollar amount. The Warriors.

TIER	GIFT	WARRIORS FUNDED	WHAT THEY GET
Presenting	**$3,000 and up**	2 or more	Name on the event, logo on the banner, named in every email, a dedicated social post, and a speaking slot on event day
Impact	**$1,500**	1 full Warrior	Logo on the banner, thanked in two emails, tagged social post, and a named Warrior sponsorship
Community	**$500**	2 months	Logo on the printed poster, thanked in the recap email and on social

TIER	GIFT	WARRIORS FUNDED	WHAT THEY GET
Warrior Match	**$250 and up**	1 month, doubled	Matches every donation up to their cap, announced from the mic 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 on event day. Food, coffee, recovery services, raffle prizes.

Every tier is denominated at $1,500 per Warrior for the full six months, which is $250 a month. Adjust the tiers to your market, never the per-Warrior math.

The sponsor outreach email

```
Subject: Supporting Veterans, quick partnership ask
```

Hi [FIRST NAME],

[GYM NAME] is hosting a Donation WOD on [DATE] for WarriorWOD Foundation, a research-backed Veteran recovery program combining exercise, nutrition, and mentorship 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] athletes. We are looking for one presenting sponsor and a small group of supporting sponsors. Sponsors get event-day visibility, logo placement, 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,
[TEAM CAPTAIN]

Where to look

Ask 10 to close 2. Businesses that already sell to your members convert best: coffee shops, breweries, physical therapy and chiropractic clinics, barbershops, meal prep companies, apparel printers, and any Veteran-owned business in town. Approach the owner directly, not a form on a website.

SECTION 11

DAY-OF RUN OF SHOW

A typical two-hour community event with 30 athletes. Scale the timing to your event, keep the sequence.

CLOCK	WHAT HAPPENS	OWNER
T minus 90	Team arrives. Banner up, check-in table set, donation link posters on every whiteboard, music on, water stations stocked.	Volunteer coordinator
T minus 60	Coach walkthrough of the workout, the heat flow, and the scaling. Whiteboard written and photographed for social.	Head coach
T minus 30	Doors open. Check-in, waivers for walk-ins, last-chance donations at the table. Post the "we are live" story.	Volunteers
T minus 10	All hands welcome. Team Captain and the WarriorWOD speaker, two to three minutes. Warrior story, live or video. Announce the opening total, the goal, and what it funds.	Team Captain
T zero	Warm-up, 10 minutes. Movement standards and scaling, 5 minutes. The safety line. Then the workout.	Head coach
Mid-event	Announce the running total. Make one more ask. Post a live story with a specific detail from the floor.	Team Captain

T plus 60	Cool-down and hydration. Group photo with the banner. Film the last finisher vertically.	Coach and photographer
T plus 75	Final total announced. Warriors funded. Thank-yous and sponsor recognition by name.	Team Captain
T plus 90	Raffle or prizes, if you are running them.	Volunteer coordinator
T plus 120	Teardown, final photos, load out. Log any cash or checks taken at the door.	Everyone

ANNOUNCE THE RUNNING TOTAL THREE TIMES

1. **At the welcome.** The opening total, the goal, and what it funds.
2. **Mid-event.** Progress plus one more ask, sized to the next Warrior rather than the whole remaining goal.
3. **At the end.** 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.

SECTION 12

SAFETY, S.A.V.E., AND CRISIS LANGUAGE

Required reading for the Team Captain and every coach on the floor. 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
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.

STEP	WHAT IT LOOKS LIKE
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 if you can. The office, the parking lot, anywhere the music is 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. Report the interaction to info@warriorwod.org within 24 hours, with their consent.
6. Post nothing about it. Not a story, not a caption, not a detail. Ever.

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 13

AFTER THE EVENT

The 14 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 athlete goes home.

Within 48 hours

- Send the thank-you email with the final total.
- Post the recap to feed, story, and Facebook. Tag @warriorwod.
- Personally thank every fundraiser and every sponsor. Text or a handwritten note, not a group email.
- Send the debrief to info@warriorwod.org.

Within 14 days

- Leave the team page open. Late gifts are real money.
- 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.

The debrief template

```
Send to info@warriorwod.org
```

Gym or organization name:

Event date and location:

Total raised, Classy plus offline:

Number of athletes:

Number of individual fundraisers:

Number of sponsors, and who:

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 five 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, scans and traffic broken out by channel, 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 14

PRINTABLE WOD CARDS

One card per workout. Print them, post one at the door, hand the rest to your coaches. Everything a coach needs is on the card: equipment, time cap, scoring, scaling, and the three-minute brief.

WOD 01

BATTLE BUDDY 22

Partner AMRAP · 22:00 cap · rounds plus reps

THE WORKOUT

22 cal row · 22 wall balls 20/14 · 22 box step-ups 24/20 · 22 sit-ups. Split reps any way, one partner works at a time. The 22 honors the 22 a day.

EQUIPMENT

Rower · wall balls · 20 or 24 inch box · open floor

SCALING

14/10 wall ball · 20 inch box · anchored sit-ups · bike for row

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 02

SIX-MONTH MARCH

Partner, for time · 30:00 cap

THE WORKOUT

Six rounds each: 400m run shared · 15 kettlebell swings 53/35 · 15 push-ups. One partner runs while one works. Six rounds for six months in the program.

EQUIPMENT

400m course · kettlebell · open floor

SCALING

35/26 kettlebell · knee push-ups · 200m per leg · walk allowed

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 03

FOXTROT

Partner chipper · 20:00 cap

THE WORKOUT

100 cal bike · 80 kettlebell swings 53/35 · 60 box jump-overs 24/20 · 40 pull-ups · 20 synchro burpees. Split any way. The burpees are together.

EQUIPMENT

Bike · kettlebell · box · pull-up rig

SCALING

35/26 kettlebell · 20 inch step-overs · banded pull-ups · no-push burpees

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 04

RUCK & ROW

Partner relay · 25:00 cap · total meters

THE WORKOUT

Five rounds. Partner A rucks 400m with a 20 pound ruck while partner B rows for meters. Switch when A returns.

EQUIPMENT

20 pound ruck · rower · 400m course

SCALING

Unweighted walk · split the ruck legs · bike calories times two

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 05

ONE MORE REP

Partner AMRAP · 15:00

THE WORKOUT

You go, I go, full rounds only: 10 deadlifts 155/105 · 20 double-unders · 10 hand-release push-ups.

EQUIPMENT

Barbell · jump rope · open floor

SCALING

95/65 bar · 40 singles · box push-ups

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 06

THE SIX

Team of 2 or 4 · 24:00 cap

THE WORKOUT

For time: 60 thrusters 95/65 · 60 toes-to-bar · 60 cal bike or row · 60 burpees. Everyone finishes together.

EQUIPMENT

Barbell · rig · bike or rower · open floor

SCALING

65/45 bar · knee raises · split the calories · no-push burpees

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 07

COMEBACK WOD

Partner, 3 rounds for time · 21:00 cap

THE WORKOUT

Three rounds: 400m run together · 21 wall balls · 15 box jumps · 9 pull-ups. Split the reps, run together. The most beginner-friendly option in the library.

EQUIPMENT

400m course · wall balls · box · rig

SCALING

14/10 wall ball · 20 inch step-ups · banded pull-ups · 200m run

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 08

HERO LADDER

Partner ladder · 20:00 cap

THE WORKOUT

Ascending ladder of 2, 4, 6, 8 and up: dumbbell thrusters 35/25 and pull-ups. Partners alternate rounds.

EQUIPMENT

Dumbbells · pull-up rig

SCALING

20/10 dumbbells · jumping pull-ups · ring rows

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 09

STAND TOGETHER

Team of 3 · AMRAP 30

THE WORKOUT

One on the rower holding pace, one on the bike, one working: 10 kettlebell swings · 10 sit-ups · 10 air squats. Rotate every full round. Best option for a packed floor.

EQUIPMENT

Rower · air bike · kettlebell · open floor

SCALING

Any pace on machines · swings to eye level · row for bike

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 10

WARRIOR MILE

Partner, for time · target 25 to 35 min

THE WORKOUT

One mile run or ruck together, relay allowed, with 100 burpees split between partners along the way. Stop and drop wherever you are.

EQUIPMENT

One mile route · open floor · optional ruck

SCALING

Ruck optional · walk allowed · no-push burpees · cut to 60

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 11

TWO-PERSON CINDY

Partner AMRAP · 20:00 cap

THE WORKOUT

In pairs, alternate full rounds of Cindy: 5 pull-ups · 10 push-ups · 15 air squats. One works, one rests.

EQUIPMENT

Pull-up rig · open floor. Nothing else.

SCALING

Banded pull-ups · knee push-ups · alternate every two rounds

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

WOD 12

THE 988

Partner AMRAP · 19:58

THE WORKOUT

9 deadlifts 155/105 · 8 hang power cleans on the same bar · 8 push presses. Split any way. Named so the crisis line stays in the room.

EQUIPMENT

One barbell

SCALING

95/65 bar · hang muscle cleans · push press only, no dip drive

Brief: walk the whiteboard, partner anyone who came solo, read the 988 line, then 3-2-1 go. · info@warriorwod.org · 988 then Press 1

SECTION 15

CHECKLISTS, SIGNAGE, AND FAQ

The master checklist

8 WEEKS OUT

- ☐ Date confirmed with the owner
- ☐ Team Captain named
- ☐ Team goal set
- ☐ Budget approved
- ☐ Roles assigned in writing

7 WEEKS OUT

- ☐ Classy team page created and published
- ☐ First donation made on the page
- ☐ Details emailed to info@warriorwod.org
- ☐ Banner shipping address sent

6 WEEKS OUT

- ☐ Announcement email sent
- ☐ Announce post live
- ☐ Facebook event created, members invited
- ☐ In-gym signage up
- ☐ 5 to 10 fundraisers recruited
- ☐ Coach floor call started

4 TO 3 WEEKS OUT

- ☐ 10 sponsor asks sent
- ☐ 2 sponsors closed
- ☐ Volunteers recruited
- ☐ Workout finalized and revealed
- ☐ Warrior story posted
- ☐ WarriorWOD speaker confirmed

2 TO 1 WEEKS OUT

- ☐ Halfway email sent
- ☐ Fundraiser progress posted
- ☐ Daily countdown stories running
- ☐ 24-hour logistics email sent
- ☐ Signage and banner packed
- ☐ Check-in list and waivers printed

EVENT DAY

- ☐ Banner up
- ☐ Donation link posters on every whiteboard
- ☐ Check-in table staffed
- ☐ Speaker briefed
- ☐ Coaches briefed on S.A.V.E.
- ☐ Running total announced three times
- ☐ Group photo captured
- ☐ Sponsors thanked by name

WEEK +1 TO +2

- ☐ Thank-you email sent within 24 hours
- ☐ Recap post live
- ☐ Recap reel posted day 3 to 5
- ☐ Every fundraiser and sponsor thanked personally
- ☐ Debrief sent to info@warriorwod.org
- ☐ Totals reconciled, offline gifts logged
- ☐ Photos shared

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
Goal thermometer	18 by 24 inches	Check-in table. Update it by hand during the event.
Donation link poster	11 by 17 inches	Every whiteboard and the front door. Print locally.
Sponsor recognition	11 by 17 inches	Entrance and the post-workout area
988 crisis card	3 by 5 inches	Bathroom and check-in table. Not optional.
Workout card	Letter	The door, plus one per coach. Section 14.

FAQ

Do we have to be a CrossFit gym?

No. Any gym, box, studio, military unit, or community organization can host a Donation WOD.

Do we have to charge a class fee?

No. The donation replaces the fee. Most gyms waive the class fee for the day and suggest $25 at the door, pay what you can.

Do we keep any of the money?

No. 100% of Classy donations go to WarriorWOD Foundation. 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 receive an automatic tax receipt from Classy.

What if we do not hit our goal?

Every dollar counts. $250 is a full month of the program for a Veteran. Leave the page open 14 days after the event and you will usually close the gap.

Can we run the event outside?

Yes. Confirm city permits four to six weeks ahead if you are on public property, and plan shade and extra water.

Can a member fundraise without hosting an event?

Yes. They can create an individual page under any team, or stand alone on the campaign.

What does WarriorWOD send us?

Send your team page link and event details to info@warriorwod.org. WarriorWOD ships one event banner, and it arrives three to four weeks before your event. Everything else on the print list you produce locally.

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 or to train.

Someone gave 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

Campaign URL
give.warriorwod.org/campaign/donationwod-peer-to-peer/c824812

Default team goal
$1,500, which is one Veteran through six months

Per-Veteran cost
$1,500 total, $250 a month for six months

Individual fundraiser goal
$250, which is one month

Team name format
[Gym Name] Donation WOD

Team photo
320 by 320, JPG or PNG

Canva templates and all 18 captions
The companion Donation WOD Media Kit

What WarriorWOD ships you
One event banner, three to four weeks out. Everything else you print locally.

Suggested entry
$25 at the door, pay what you can

Leave the page open
14 days after the event

CRISIS

988, then Press 1

Text 838255 · VeteransCrisisLine.net

EVERYTHING ELSE

info@warriorwod.org
Classy help, banner requests, the Media Kit, approvals, Warrior stories, speakers

ONE THING TO REMEMBER

If you change the goal, change the Warrior count in the headline to match.