MEDIA KIT

THE DONATION WOD

Everything you need to promote your Donation WOD. Two brand-approved Canva template sets, the language cleared for public use, and 18 copy-ready posts.

TRAIN. HEAL. RECONNECT.

WarriorWOD Foundation
501(c)(3) · EIN 87-1065126
Charleston, South Carolina
warriorwod.org

START HERE

THE TWO CANVA TEMPLATE SETS

Select **Use template**, then change four things: your logo, your gym name, your city, your event date. Do not recolor and do not swap fonts.

IG / FB STORIES

1080 × 1920

Stories, countdown frames, link-sticker frames, day-of live updates, the halfway push.

canva.link/cor0vkuhpewml2o

FB / IG POSTS

1080 × 1080

Feed posts, carousels, the Warrior story card, sponsor thank-yous, reel covers, the Facebook event cover.

canva.link/26m9nb4865sb4hn

ON EVERY POST

- Team page link, or a QR code in print.
- Tag @warriorwod. #WarriorWOD and #DonationWOD, gym tag third.
- One call to action. Never two.
- Alt text with the action and the ask.
- 988 then Press 1 on anything touching PTSD, suicide, or substance misuse.

NEVER PUBLISH

- "Brotherhood." Roughly 40% of Warriors are women. Say community or Warriors.
- "PTS." Always PTSD in public copy.
- "Published" about the College of Charleston study. Peer review is pending.
- "Prescription" or "Rx." Say programmed and scaled.
- Anything framing WarriorWOD as a replacement for licensed care, or a Warrior's name or photo without written consent.

LOCKED NUMBERS

- $50 is one week. $250 is one month.
- $1,500 is one Veteran, all six months.
- $7,500 is five Warriors.
- 14.42-point PCL-5 reduction, independently verified.
- 265 completers across 38 or more states.
- Nine of nine crisis Veterans remain alive.

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

The evidence, as written
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.

College of Charleston, Dr. Katie Trejo Tello, Ph.D., grant SCTR CES-P UM1TR005294. Pre 43.37, post 28.95. p<.001, Cohen's d=1.33. Clinical threshold for probable PTSD is 31 to 33. Peer review is pending.

REQUIRED ON CRISIS-ADJACENT CONTENT

988, then Press 1

Text 838255 · VeteransCrisisLine.net

Approvals, Warrior stories, speakers, event kits, trackable QR codes
info@warriorwod.org

18 POSTS, WRITTEN FOR YOU

Four phases, 18 posts, every caption copy-ready. Replace the bracketed fields and nothing else. The note under each one tells you why it works, so you can write your own in the same shape later.

FIVE RULES FOR ANYTHING YOU WRITE YOURSELF

1. Lead with a person, not an organization. "A Veteran in your zip code" beats "our nonprofit."
2. Make the math impossible to ignore. $250 is one month. $1,500 is one Warrior, all six.
3. One clear action per post. Register, donate, or share. Pick one.
4. Say community. Never brotherhood. Roughly 40% of Warriors are women.
5. Non-clinical, always. Exercise, nutrition, mentorship. Never a replacement for licensed care.

PHASE 1

ANNOUNCE, WEEKS 6 TO 4

Goal: everyone in the gym knows the date and understands why it matters. You are not asking for money yet. You are recruiting belief.

01 • The announcement

6 weeks out · Tue to Thu, 6 to 8pm · Feed post

On [DATE] we are giving up the whiteboard for one hour and putting the whole hour toward something bigger than a score.

[GYM NAME] is hosting a WarriorWOD Donation WOD. One workout. One community. One mission: fund the next Veteran through six months of exercise, nutrition, and mentorship.

Every $1,500 we raise sends one Veteran through the full program. That is $250 a month. Not a pamphlet. Not a waitlist. Six months of coaching, food, and a Battle Buddy who picks up the phone.

Registration opens [DATE]. Put it on the calendar now. We want the floor full.

#WarriorWOD #DonationWOD

Why it works: the date, the stakes, and the exact dollar-to-human conversion inside the first 60 words.

02 · Why we are doing this

5 weeks out · Sunday 4 to 7pm · Feed carousel

They served. You serve them back. That is the whole reason we are doing this.

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. You know who they are. Some of them are standing next to you on the rig.

WarriorWOD does not hand them a pamphlet or a waitlist. It 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. Exercise, nutrition, mentorship. Together.

And it works. 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. They left below it. Not a feeling. A score, taken every month for 26 weeks.

On [DATE] we train for one hour so somebody gets all six months. That is the trade.

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

#WarriorWOD #DonationWOD #VeteranRecovery

Why it works: leads with reciprocity and a person the reader already knows, then lets the verified number close the argument. The order matters: people give because of who it is for, then justify it with the evidence. Carries the crisis line, which is required on any content touching PTSD or suicide.

03 · Meet the mission

5 weeks out · 3-frame story series

Frame 1: Six months. Not six weeks. Recovery does not fit inside a challenge cycle.

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

Frame 3: [DATE] at [GYM NAME]. Save the date. Link sticker to register.

Why it works: three-frame stories get finished. One idea per frame, and the action only on the last one.

04 · Registration is open

4 weeks out · Tuesday 6 to 8pm · Feed post

Registration is live. [DATE] · [TIME] · [GYM NAME].

Here is the deal: $25 suggested at the door, pay what you can, every dollar goes to WarriorWOD. Programmed, scaled, masters, and beginner options. Nobody sits this one out and nobody gets left on the sideline.

Bring someone who has never set foot in a gym. That is the whole point.

Register: [LINK]

#WarriorWOD #DonationWOD

Why it works: removes the two biggest objections, fitness level and intimidation, before anyone can raise them.

PHASE 2

BUILD, WEEKS 3 TO 1

Goal: turn awareness into signed-up people and dollars on the page. Most of your total is earned here.

05 · The WOD reveal

3 weeks out · Wednesday 6 to 8pm · Feed post

[WOD NAME] just dropped.

[ONE OR TWO LINE DESCRIPTION].

Programmed, scaled, masters, and beginner versions are posted at the front desk. Pick your lane, then pick a partner who will not let you quit.

[X] spots left. [DATE] · [GYM NAME]. Register: [LINK]

#WarriorWOD #DonationWOD

Why it works: the reveal is your single best engagement post. Athletes screenshot it and send it to friends.

06 · The challenge to everyone who is not training

3 weeks out · Thursday · Feed post

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

$50 is one week of programming for a Warrior.
$250 is one full month.
$1,500 is one Veteran, all six months, start to graduation.

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

#WarriorWOD #DonationWOD

Why it works: the ladder gives non-athletes and out-of-town family a way in, smallest ask first.

07 · Warrior spotlight

2 weeks out · Sunday 4 to 7pm · Feed post

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

"[TWO-SENTENCE APPROVED QUOTE ABOUT WHAT THE PROGRAM CHANGED.]"

[FIRST NAME] is who this program is built for. The workout you do on [DATE] funds the next one.

Register or give: [LINK]

#WarriorWOD #DonationWOD

Why it works: a named human beats every statistic. Use only WarriorWOD-approved quotes and photos. Never publish a Warrior's story without written consent on file.

08 · Fundraiser callout

2 weeks out · Story plus feed

Start your own page. It takes three minutes.

Open our team page, select Join Team, set a $250 goal, add a photo, and write one sentence about why. $250 is one full month of the program for a Warrior.

Fundraisers who ask their own people raise several times what a broadcast post does. Not because they try harder. Because they ask more people directly.

Start yours: [TEAM PAGE LINK]

#WarriorWOD #DonationWOD

Why it works: peer-to-peer fundraisers are the single biggest lever on your final total. Keep the ask concrete and short.

09 · Sponsor thank-you

10 days out · Tuesday · Feed post or carousel

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

Thank you to our [DATE] sponsors: [TAG EACH].

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

#WarriorWOD #DonationWOD

Why it works: sponsors reshare it, which is free reach, and it makes next year's sponsorship ask easy.

10 · Countdown week

Days 7 to 1 · Daily stories

Day 7: One week out. [X] athletes signed up. $[Y] raised. Room for [Z] more.

Day 5: Never done a workout like this? Good. There is a beginner option and a coach on your shoulder the whole way.

Day 3: [WOD NAME] one more time. Screenshot it and send it to the friend who needs a push.

Day 2: Last call to register. Walk-ups are welcome but we want a headcount for the floor.

Day 1: Tomorrow. [TIME]. [GYM NAME]. Bring water, bring a friend, bring your wallet.

Why it works: daily stories keep you in the top row of everyone's feed during the week that matters most.

PHASE 3

EVENT DAY

Goal: capture the energy in the room and convert the people who are not in it. Post every 45 to 60 minutes. Raw beats polished today.

11 • We are live

Event morning · Story

We are live at [GYM NAME].

[X] athletes on the floor. Goal $[GOAL]. Current $[TOTAL].

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 whole campaign.

12 • The heat is on

Mid-event · Story every 45 minutes

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

$[TOTAL] 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 read like a live broadcast rather than an ad. Update the number every single time.

13 • Halfway push

Midpoint · Story plus feed

Halfway. $[CURRENT] of $[GOAL].

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

Scan the QR on the wall or hit the link. Right now, while it is close.

Why it works: urgency plus a small, clearly reachable gap. Never ask for the whole remaining total. Ask for the next Warrior.

14 • The finisher

Final heat · Story or reel

Last athlete on the floor and the whole gym is on their feet.

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

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

#WarriorWOD #DonationWOD

Why it works: the last-finisher moment is the most shared clip of any Donation WOD. Film it every time, vertically.

15 • The total

End of event · Feed post

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

You showed up on a [DAY] morning and paid for six months of exercise, nutrition, and mentorship for [N] Veterans. That is not a workout. That is a life changed, [N] times over.

Thank you. Every athlete, every judge, every volunteer, every sponsor, and everyone who gave from four states away.

The page stays open 14 more days: [LINK]

#WarriorWOD #DonationWOD

Why it works: the number in the first line, gratitude second, the extension third. A real share of donations arrives after the event ends.

PHASE 4

FOLLOW THROUGH, DAYS 1 TO 14

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

16 • The 24-hour thank you

Day 1 • Feed post

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 [GYM NAME]. Sponsors: [TAG]. Volunteers: [TAG]. Athletes: all of you.

Photos going up this week. Recap video Friday.

Still want in? [LINK]

#WarriorWOD #DonationWOD

Why it works: posting inside 24 hours while the feeling is still fresh drives the biggest single day of post-event giving.

17 • The recap reel

Day 3 to 5 • Reel, 60 to 90 seconds

[GYM NAME] and WarriorWOD · [DATE]

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

Cold open on the first rep. Cut to the room at peak suffering. Cut to the last finisher. End on the total.

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

Page still open: [LINK]

#WarriorWOD #DonationWOD

Why it works: reels reach well past your followers. Tag every sponsor and @warriorwod so it lands in their audiences too.

18 · Final call and the invitation forward

Day 12 to 14 · Feed plus story

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. Independently evaluated.

Give: [LINK] · Host next year: info@warriorwod.org

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

#WarriorWOD #DonationWOD

Why it works: closes the loop, recruits next year's host gym, and ends where every crisis-adjacent post ends.