› FOR GYM AND HOST PARTNERS

WARRIOR 5K

RUN FOR THOSE WHO RAN TOWARD THE FIGHT.

A community 5K that turns every registration into Veteran recovery. Run, walk, or ruck the distance, solo or as a team. Everything a host needs to run race 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	**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

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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 ten weeks run. All social captions live in the companion Warrior 5K Media Kit, and the Canva creative kit is at canva.link/ypisr9rlry4usgt (feed) and canva.link/xoewxck3ekildzm (stories).

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THE WHOLE PLAYBOOK IN FIVE NUMBERS

$50 is one standard entry. $250 is one month of the program for a Veteran. $1,500 is all six months. 3.1 miles makes the race. 988 then Press 1 is the number that goes on everything you print.

SECTION 01

START HERE

The Warrior 5K is a two-to-three-hour community race. Runners, walkers, and ruckers cover 3.1 miles in three waves, a Veteran color guard starts it, and a Warrior story closes it. You bring the course, the volunteers, and the community. This playbook supplies everything else.

DO THIS TODAY

TODAY

Confirm the date

Pick a Saturday or Sunday morning ten or more weeks out. Get the host lead's yes on the calendar and name one Event Owner who runs the race end to end.

ONE FORM

Submit your request

Fill out the host request form at warriorwod.org/fundraiser-for-veterans/#packages. We duplicate the Classy campaign for your race, add your logo, date, and prices, and send it back configured inside one business day.

THIS WEEK

Call the city

Ask your city or parks office what a 5K needs: a special event permit, a road-use permit, or neither. That answer decides your course and your timeline. Section 07 has the options.

YOUR EVENT AT A GLANCE

FORMAT	TYPICAL SCALE	ENTRY	NET TO MISSION
5K run, ruck, and walk 3 waves	**150 to 400 registrants**	**$50 a runner $40 early bird**	**$10,000 to $18,000**

Spectators are free. A 90-minute course window inside a three-hour footprint, typically 6:00 am to 10:00 am. 100% of net proceeds fund Veteran recovery.

WHO HOSTS A WARRIOR 5K

GYMS

Preferred Partner Gyms

Your parking lot is the start and finish. Members become runners, coaches become marshals, and the gym owns the day.

UNITS AND POSTS

Military units, VFW, American Legion

Run it as a unit fun run with a color guard start. The Honor Mile in Section 09 was built for you.

SCHOOLS

Schools, ROTC, and teams

Cross-country and ROTC programs already know how to run a course. Make it a service-hours event with a student volunteer crew.

COMPANIES

Companies and employee groups

A corporate team challenge drives the biggest team totals. Ask HR about a match before you announce.

FAITH AND COMMUNITY

Churches and community groups

A Sunday afternoon or Saturday morning family race with the 1-mile run and the walk division front and center.

RUN CLUBS

Run clubs

You have the runners and the routes. Add the Warrior story and the fundraising pages and you have a race that matters.

WHAT WE ARE ASKING OF YOU

- A confirmed date on your calendar, ten or more weeks out.
- A course: your property, a park loop, or a permitted road route. Section 07 walks you through it.
- About one volunteer for every eight runners, including a course marshal at every turn.
- Access to your community: email list, Instagram, Facebook, and signage.
- A named Event Owner on your team at one to three hours a week for ten weeks.
- Race-day logistics: packet pickup, course setup, the finish chute, 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 social captions and the Canva creative kit.
- A Classy peer-to-peer campaign built and configured for your race. You do not build it.

- Your event banner and finisher patches, 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 race. You are recruiting witnesses to a Veteran's recovery. Every post, every email, and every announcement from the start line 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
$25	One Veteran or active-duty entry. A few days of training and check-ins for a Warrior.
$50	One standard entry, which covers one week of gym access and nutrition check-ins for a Warrior
$250	One full month: training, nutrition coaching, and Battle Buddy contact. This is the suggested goal for every runner.
$500	Two months, including a monthly PCL-5 and C-SSRS assessment cycle
$1,500	One Warrior, all six months, start to graduation. This is the suggested goal for every team.
$7,500	Five Warriors through the full six-month program
$15,000	Ten Warriors. This is the recommended campaign goal for a 250-runner race.

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

26 weeks of training

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 that drives most PTSD symptom clusters.

NUTRITION

One-on-one coaching

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, PhD, under grant SCTR CES-P UM1TR005294. Pre 43.37, post 28.95, p<.001, Cohen's d = 1.33, n = 21 matched pairs. 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

NEVER	SAY INSTEAD
"Brotherhood"	Community, team, or Warriors. Roughly 40% of Warriors are women.
"PTS"	PTSD, in anything the public reads.
"Published" about the College of Charleston study	Independently verified. Peer review is pending.
"Prescription" or "Rx"	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	Nine Veterans who entered with active suicidal ideation remain alive.
Pity framing: broken, damaged, suffering in silence	Warriors are recovering, not being rescued.

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 race 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

Eight roles. A host can fill them with five people plus volunteers. Write the names down before you announce the date.

ROLE	OWNS
Event Owner	The race end to end. One to three hours a week for ten weeks. Runs the prep check-ins and is the single point of contact with WarriorWOD.
Host lead	The gym owner, post commander, principal, pastor, or club president. Approves the date, the course, and the budget. Speaks for two minutes at the start.
Race director	The course, the permit, traffic control, timing, and the start and finish layout. Walks the course twice before race day and owns the course sweep.
Marketing lead	The six-week cadence from the Media Kit: email, social, and signage. Sends the recap to WarriorWOD.
Volunteer coordinator	Recruits and assigns 25 to 40 volunteers: packet pickup, marshals, water, the finish chute, photography, and teardown.
Medical and safety lead	The first aid station, the AED, the weather call, and the emergency plan. Ideally an EMT, nurse, or paramedic in your community.
Runners and teams	Each runner registers, then fundraises on a personal page toward a suggested goal. Encouraged, never required. Ten activated fundraisers decide your final total.
WarriorWOD	Builds and configures your Classy campaign, ships the banner and patches, joins a 20-minute kickoff call, provides a live speaker or a Warrior story video, and sends the impact report inside 14 days.

VOLUNTEER MATH

Plan one volunteer for every eight runners. A 250-runner race needs about 30: six at packet pickup, one course marshal at every turn and road crossing (usually eight to twelve), three at each water station, four in the finish chute, two on the medical team, and a course sweep on a bike. Do not open a turn or a crossing without a marshal on it.

SECTION 04

THE 10-WEEK TIMELINE

Ten weeks is the sweet spot for a road race. The first four weeks are about the course and the permit. The last six are the marketing cadence. Every week has one job.

WEEK	FOCUS	TASKS
10	Commit	Pick the date ten or more weeks out. Confirm the host lead. Name the Event Owner and the race director. Submit the host request form at warriorwod.org/fundraiser-for-veterans/#packages. Call the city or parks office about permits.
9	Course	Choose the route type from Section 07. Measure it. Apply for the special event permit and the traffic plan. Request two timing quotes. Tell your insurer you are hosting a public race.
8	Build	WarriorWOD returns your configured Classy campaign. Review it on desktop and mobile, run a $1 test donation, and approve. Set the campaign goal: $15,000 for 250 runners, which is ten Warriors. Confirm the banner shipping address.
7	Lock	Permit approved or in final review. Book timing, portable toilets (one per 75 runners), and the shirt vendor. Recruit the medical and safety lead.
6	Announce	Publish the page. Send Email 1. Post the announcement. Create the Facebook event and invite everyone. Signage up. Ask five people to register in the first 48 hours.
5	Recruit teams	Recruit team captains: companies, run clubs, units, and church groups. Target 25% of your cap in registrations. Run a 10-minute fundraiser huddle so every team sets a 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. Publish the course map.
3	Sponsors	Send the sponsor one-pager to ten local businesses. Aim to close two. Confirm the color guard and the speaker. Lock the shirt order with a size count.

WEEK	FOCUS	TASKS
2	Halfway	Send Email 3 at the halfway mark. Post the progress card. Publish parking and packet pickup details. Every team captain makes one direct personal ask by text. Send volunteer assignments.
1	Full court	Daily countdown stories. Reminder emails 72 hours and 24 hours out. Banner and patches arrive. Print bibs, course signs, and the check-in list. Walk the course with every marshal. Hold early packet pickup.
0	Race day	Run the show in Section 12. Announce the running total three times. Capture photos and vertical video. Reveal the final total at the awards.
+1	Close-out	Thank-you email inside 24 hours with the final total. Post results and the recap. Leave the Classy page open seven days. Send the debrief to events@warriorwod.org and reconcile totals.

THE COURSE REVEAL

Publish the date at announcement in week 6. Hold the course map until week 4 and give it its own post. Runners share course maps with the friends they are recruiting, and the map makes the race feel real. If you have an Honor Mile, reveal it with the map.

TARGETS TO HIT PER HOST

METRIC	HEALTHY TARGET	IF IT IS LOW
Registrations	50% of your cap by week 3	Section 15
Runners fundraising, not just racing	30% or more	Section 15
Average fundraiser total	$250 or more	Section 15
Average gift size	$50 or more	Section 02
Email open rate	35% or more	Media Kit
Revenue to mission	$10,000 or more	Section 11

SECTION 05

BUDGET AND REVENUE MODEL

A 5K costs more out of pocket than a gym event because of the course, the permit, and timing. Sponsors and in-kind gifts should cover most of it. 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, 250 runners. Swap in your own.

SOURCE	MATH	REVENUE
Registrations	250 × $45 average, rec.	$11,250
Presenting sponsor	1 × $5,000, rec.	$5,000
Mile-marker sponsors	3 × $500, rec.	$1,500
Water station and finish-line sponsors	2 × $750, rec.	$1,500
Peer-to-peer fundraising	250 runners, $250 suggested	Variable
Net to mission	After course costs, timing, shirts, platform fees, and print	$10,000 to $18,000

PEER-TO-PEER IS THE SWING VARIABLE

Fewer runners fundraise in a 5K than in a gym event, because many register only to race. If 40 of 250 runners each hit the $250 suggested goal, that adds $10,000, which is nearly seven Warriors. Section 15 puts its weight on the personal text for exactly this reason.

WHERE THE MONEY GOES

LINE ITEM	ESTIMATE	NOTES
Course and venue	$0 to $500	Free on host property. Park and city permit fees vary widely.
Traffic control	$0 to $1,200	Only for road routes. Off-duty officers typically bill hourly with a minimum. Ask the city first.
Timing and bibs	$0 to $1,800	A timing company usually includes bibs and chips. Manual timing with a clock and volunteers costs nothing.
Shirts	$8 to $12 a runner	Optional. Build it into the entry price or find a shirt sponsor.
Portable toilets	$100 to $175 each	Not needed if host restrooms are open. One per 75 runners.
Water and aid	$75 to $250	Cups, water, ice, tables. Ask a grocery store to donate.
Insurance rider	$150 to $400	Some policies already cover it. Ask eight weeks out.
Signage and print	$150 to $350	Course signs, mile markers, donation posters, sponsor boards. WarriorWOD ships the banner.
Classy platform fees	0 to 6%	Most donors choose to cover the fee at checkout.
Total out of pocket	$500 to $5,000	Depends almost entirely on the course. A host-property loop with manual timing sits at the bottom.

Course and flow

- A start corral wide enough for six abreast, with pace signs: 7, 9, 11, and 13 minutes a mile.

Permits, waivers, insurance

- Every runner signs the event waiver during Classy registration. Day-of registrants sign at packet pickup.

- A finish chute at least 100 feet long, roped on both sides, so finishers do not spill back onto the course.
- One water station near mile 1.5, plus water and ice at the finish. Add a second station if it will be above 80°F.
- A photo wall with the WarriorWOD banner as the backdrop. Every photo posted that day should have the banner in it.
- Donation QR posters at packet pickup, the finish, and the results board.
- Give spectators a real place to stand that is not on the course.
- Tell your insurer you are hosting a public race. Some policies require a rider. Ask eight weeks out, not the week of.
- Road routes and park routes usually need a special event permit. Apply eight to ten weeks out.
- If you serve food, check whether your city requires a temporary food permit for the vendor.
- If alcohol is served afterward, secure a temporary permit and use a licensed vendor. Never pour it yourself.
- Write the nearest emergency room address and the medical lead's phone number on the race director's clipboard.

› SECTION 06

REGISTRATION AND CLASSY

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.

› YOU DO NOT BUILD THIS

WHAT TO SEND US

Everything comes in through one form: warriorwod.org/fundraiser-for-veterans/#packages. Because every Warrior 5K is a separately ticketed event, we duplicate the master campaign for your organization and populate it from what you submit. Have these ready:

- Host organization name, city, and state.
- Event date, start time, and course address.
- Expected runners count and your registration cap.
- Event Owner name, email, and phone.
- Shipping address for the banner and finisher patches.
- Your logo, PNG with a transparent background, at 1000px wide or larger.
- Whether you want the early-bird price open, and the date it closes.
- Course type you plan to use (loop, out-and-back, or park loop) and whether you have a permit yet.
- Whether you want the 5K Ruck division and the 1-mile family run turned on.

You get your campaign link back inside one business day, along with a 20-minute kickoff call slot. Submit at least 70 days out. A request that lands inside 56 days may not leave enough runway for the city permit.

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 runner 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
5K Run, timed	$50 rec.	Chip-timed 5K, bib, shirt, and finisher patch. Eligible for age-group awards.
5K Ruck	$50 rec.	Same course under a 10 lb minimum ruck, starting in the second wave. Shirt and ruck patch.
5K Walk	$40 rec.	Untimed, third wave. Shirt and finisher patch. Strollers welcome here.
Early bird, any 5K division	$40 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	$25 rec.	Valid ID at packet pickup. Applies to the regular price only, not on top of early bird.
Team of 4 or more	$45 rec. each	Team page in Classy, team name on the results, and a team photo at the finish.
1-mile family run	$15 rec.	Ages 12 and under run free with a registered adult. Finisher ribbon, no shirt.
Virtual 5K	$30 rec.	Run your own 5K the same week. Shirt and patch mailed after the race.
Donor ticket	$10 · $25 · $50	For people who want in without running. 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

SETTING	HOW WE SET IT
Campaign goal	$15,000 recommended for a 250-runner race, which funds ten 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 runner automatically gets a fundraising page.
Individual suggested goal	$250 per runner, which is one full month of the program. It is a prefilled suggestion, not a gate. Runners can raise more, less, or nothing and still race.
Team suggested goal	$1,500 per team of four or more, which is one Warrior through all six months.
Host team page	Named "[Host Name] Warrior 5K." Every runner and 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 appears on the receipt
- ☐ Page URL shortened and a QR code generated for posters
- ☐ Page linked from your website
- ☐ Page link in your Instagram bio

WHEN SOMETHING BREAKS

PROBLEM	FIX
A runner registered but has no fundraising page	"Fundraising is required" was toggled off. Email us and we will flip it on. Classy backfills the pages.
Team page shows $0 but members 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 events@warriorwod.org. Refunds are processed on the WarriorWOD side so totals stay accurate.
Someone paid cash or check on event day	Log the name and amount on the check-in sheet, then email the list with your debrief. Offline gifts are added by hand.
A runner needs to transfer a registration	Transfers are free up to 72 hours out. Email us both names.

SECTION 07

DESIGN THE COURSE

The course decides your permit, your volunteer count, and your budget. Pick the simplest route that gives runners a real 3.1 miles and gives spectators a place to cheer.

THREE ROUTE TYPES

EASIEST

Out-and-back

Run 1.55 miles out on one path, turn at a cone, run back. One turnaround marshal, simple to measure, easy for the sweep. The turnaround becomes a natural cheer spot.

BEST FOR CROWDS

Single loop

One 3.1-mile loop that starts and finishes in the same place. The best runner experience and the most marshals, because every turn needs one.

BEST FOR PARKS

Multi-lap park loop

Two or three laps of a park path or school campus. Easy to staff and great for spectators, but faster runners lap walkers. Keep the path wide.

THE START AND THE FINISH

- Start and finish in the same place when you can. It halves your setup and keeps the crowd together.
- Put the start line at least 200 feet from the first turn, so the field spreads out before anyone has to corner.
- Hang the WarriorWOD banner over the finish or beside it. It is the photo every runner wants.
- Place the timing clock where finishers can see it for the last 100 yards.
- Stage water, the medical station, the results board, and the donation QR poster within sight of the finish.
- Leave a separate lane for ruckers and walkers to finish without being run over by the next wave.

MEASURE IT RIGHT

A 5K is 3.107 miles, which is 5,000 meters. Measure with a calibrated bike, a measuring wheel, or a timing company that will measure it for you. GPS watches drift two to three percent, and runners will tell you about it. Certification through USA Track and Field is not needed for a community race, but it is worth it if you plan to run the race every year.

COURSE RULES TO PUBLISH WITH THE MAP

RULE	WHY
The course closes 90 minutes after the first wave starts	Gives walkers and ruckers a full hour and a half. The sweep follows the last participant in.
Headphones allowed, one ear only	Runners still hear marshals and traffic.
Strollers and leashed dogs start in the walk wave	Keeps the run wave safe and fast.
Ruckers carry 10 lb minimum, weighed at packet pickup	Ties the ruck division to a real standard. Section 08 has the details.
No bandits	Anyone on the course without a bib is not covered by the waiver or the insurance.
Medical staff have standing authority to stop a participant	A medic who calls it does not need permission.

MILE MARKERS

Put a sign at mile 1, mile 2, and mile 3. Each one is a sponsor placement worth $500, and each one is a place to tell the story. Section 09 shows how to make one of them an Honor Mile.

SECTION 08

DIVISIONS AND WAVES

Six ways in, three start waves. Every division is open to anyone. Runners start first, ruckers second, and walkers third, two minutes apart, so the course never jams.

DIVISION	START	STANDARD	NOTES
5K Run	Wave 1	Timed, age groups	The race. Overall and age-group awards.
5K Ruck	Wave 2, +2 min	10 lb minimum, weighed at pickup	Untimed or timed, your call. Ruck patch at the finish. The division the Veteran community shows up for.
5K Walk	Wave 3, +4 min	Untimed	Strollers, leashed dogs, and first-timers. Finisher patch.
Team Challenge	Any wave	4 or more people	Combined team time, or the most finishers. Top fundraising team gets the last award of the day.
1-mile family run	After the 5K	Untimed	Ages 12 and under, free with a registered adult. Ribbons for everyone.
Virtual 5K	Race week	Self-reported	Run anywhere, post with the race hashtag, and we mail the shirt and patch.

AGE GROUPS

Use ten-year groups for men and women: 14 and under, 15 to 19, 20 to 29, 30 to 39, 40 to 49, 50 to 59, and 60 and over. Award the top three overall separately, and do not double-award an overall winner in an age group. Add a Veteran and active-duty division if your field is large enough to make it meaningful.

THE RUCK STANDARD

- 10 lb minimum for everyone, dry weight, weighed at packet pickup. Water does not count toward the weight.
- A ruck or weighted pack only. No hand weights and no vests worn on the front.
- Ruckers walk or shuffle. A ruck that runs the whole course gets moved to the timed run results.
- A ruck patch at the finish, and the ruck division called by name at the awards.

WHY THE RUCK DIVISION MATTERS

The ruck division is where the Veteran community in your town will show up. It gives a 60-year-old Marine, an ROTC cadet, and a first responder the same start line. Give it its own announcement post and its own moment at the awards.

SECTION 09

THE HONOR MILE

Every Warrior 5K can dedicate one mile of the course to service members, first responders, and Veterans who did not come home. It is optional, it costs almost nothing, and it is the part of the race people remember.

Say the dedication at the start, before the horn. No music during it. Then 3, 2, 1, go. Scale the race as much as you need to. Never scale the honor.

OPTION	WHAT IT LOOKS LIKE	WHAT IT TAKES
Flag line	Volunteers line both sides of mile 2 holding American flags. Runners pass through it in silence or applause, their choice.	20 to 40 flags and volunteers. Ask a local post or ROTC program to staff it.
Name boards	With a Gold Star family's permission, a sign every tenth of a mile carries a name, a branch, and a year.	Written permission from each family or the unit association. Plan four weeks out.
Battle Buddy mile	A sign at mile 2 asks every runner to find someone and finish the last mile beside them.	One sign and one line at the start brief.
Color guard start	A Veteran color guard presents the colors before the anthem and the moment of silence.	Ask your local VFW, American Legion, or JROTC six weeks out.
The honor read	The host lead reads one name and one line of their story at the start brief.	Permission from the family, and two minutes of quiet.

THE RULES FOR HONORING A NAME

Never use a fallen service member's name, photo, or story without written permission from the family or their unit association. Never put the name of a Veteran lost to suicide on a sign, a shirt, or a post. Never use the Honor Mile in sponsor materials. Questions go to events@warriorwod.org before you print anything.

WHERE TO PLACE IT

Mile 2 is the right place for most courses. Runners are settled, the crowd has thinned, and it is the quietest part of the race. On an out-and-back, put it on the return leg so runners see it coming. On a park loop, put it on the stretch farthest from the speakers.

SECTION 10

TIMING, RESULTS, AND AWARDS

Publish all of this with the course map in week 4. Runners decide which division to enter based on it, and a division change on race morning slows packet pickup for everyone behind them.

CHIP TIMING OR MANUAL TIMING

OPTION	COST	BEST FOR
Chip timing company	$800 to $1,800	150 runners or more. Bibs, chips, live results, and a results page are usually included. Book it in week 7.
Manual timing	$0	Under 150 runners. A race clock, two volunteers calling times, and a third writing bib numbers in order. Use pull tags on the bibs as a backup.
Untimed	$0	Ruck and walk divisions, and any race where the goal is participation. Publish finish order, not times.

RESULTS DISCIPLINE

- Post the top finishers on a results board at the finish within 30 minutes of the first finisher.
- Publish full results online within an hour of the last finisher. Send the link in the thank-you email.
- Hold the age-group awards until results are confirmed. A wrong award costs more goodwill than a late one.
- The results board goes dark for the Warrior story. No results on screen, no music, no announcer.

AWARDS

Award the top three men and women overall, then the top finisher in each age group, then the first ruck finisher by name. Then give three awards that have nothing to do with the clock: top fundraising runner, 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 race beats a gym event. You have a course with signs on it, a start line, a finish line, a shirt, and a crowd of families. 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 race day. A $500 tier you honor beats a $5,000 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 organization, your date, your expected attendance, and your tier prices, then send it as a PDF. Request it at events@warriorwod.org.

TIER	INVESTMENT	WARRIORS FUNDED	WHAT THEY GET
Presenting	$5,000	3 Warriors, plus two months	Race naming rights, logo on the shirt, bib, and finish banner, named in every email, a dedicated social post, and a speaking slot at the awards.
Finish line	$2,500	1 Warrior, plus four months	Logo on the finish banner and the results board, named in every email, a dedicated social post.
Shirt sponsor	$1,500	1 Warrior	Logo on the back of every shirt and a tagged social post.
Water station	$750 each, 2 available	Three months each	Branded water station, signs at the station, PA callout at the start.
Mile marker	$500 each, 3 available	Two months each	Logo on a mile marker sign and a tagged post in the course reveal.
Warrior Match	$250 and up	A month, doubled	Matches every donation up to their cap, announced at the start and in stories all morning. The highest-converting tier you can sell.
In-kind	Product or service	Reduces your cost	Tagged social post and a thank-you at the awards. Water, bananas, coffee, timing, 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

COPY, REPLACE THE BRACKETS, SEND

Subject: Supporting Veterans, quick partnership ask

Hi [FIRST NAME],

[HOST NAME] is hosting the Warrior 5K on [DATE], a community race 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] runners and roughly [Y] spectators on race morning. We are looking for one presenting sponsor and three mile-marker sponsors. Sponsors get their logo on the course and the shirt, PA callouts at the start, 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 runners and families convert best: running stores, physical therapy and chiropractic clinics, orthodontists and dentists, realtors and mortgage lenders, credit unions, breweries and coffee shops, grocery stores, and any Veteran-owned business in town. Approach the owner directly, not a form on a website. A race is an easier sell than a donation because you can promise them a sign on the course and a crowd at the finish.

THE EMPLOYER MATCH ASK

COPY AND SEND

"Would [COMPANY] match my fundraising for the Warrior 5K? 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

RACE-DAY RUN OF SHOW

A 250-runner race, three waves, 6:00 am to 10:00 am. Scale the timing to your field and your course. Keep the sequence.

CLOCK	WHAT HAPPENS	OWNER
05:00	Course setup. Cones, arrows, and mile markers out. Start and finish built. Banner up. Timing mats and clock placed. Water station tables set.	Race director
05:45	Medical station set. AED placed at the finish. Weather check against the call criteria in Section 13.	Medical lead
06:00	Volunteers arrive. Ten-minute brief: assignments in writing, the course map, the safety line, and who to call.	Volunteer coordinator
06:15	Packet pickup and day-of registration open. Waivers signed, ruck weights checked, shirts handed out. Post the "we are live" story.	Volunteers
07:00	Marshals in position at every turn and crossing. Sweep bike staged. Course walked once more.	Race director
07:10	Start brief. Host lead and Event Owner, two minutes. Announce the opening total, the campaign goal, and what it funds. Read the safety line.	Event Owner
07:15	Color guard, the national anthem, a moment of silence, and the Honor Mile dedication. No music.	Host lead
07:30	Wave 1: 5K Run.	Race director
07:32	Wave 2: 5K Ruck.	Race director
07:34	Wave 3: 5K Walk.	Race director
07:47	First finishers. Film them. Results board goes live.	Timing lead
08:10	Announce the running total at the finish. Make one more ask, sized to the next Warrior rather than the whole remaining goal.	Event Owner

CLOCK	WHAT HAPPENS	OWNER
08:20	1-mile family run on the first mile of the course.	Race director
08:45	Warrior story, live or on video. Results board dark, no music. Then sponsor recognition by name.	Event Owner
09:00	Awards. Overall, age groups, first ruck finisher, then top fundraising runner, top fundraising team, and most registrants. Reveal the final total out loud.	Event Owner
09:05	Course closes. The sweep brings in the last participant. Film the last finisher vertically. The whole crowd cheers them in.	Race director
09:15	Group photo with the banner.	Marketing lead
09:30	Teardown and load-out. Log any cash or checks taken at pickup.	Everyone

ANNOUNCE THE RUNNING TOTAL THREE TIMES

At the start brief. The opening total, the goal, and what it funds.
At the finish, mid-race. Progress plus one more ask, sized to the next Warrior.
At awards. The final total, the Warriors funded, and the thank-yous.

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

COURSE MATH

Runners finish between 17 and 45 minutes. Ruckers and walkers take 45 to 75 minutes. That is why the course stays open 90 minutes and why the awards start before the course closes: hold the Warrior story and awards until the bulk of the walkers are in, then bring the last finisher home in front of everyone. Do not shorten the course window to make the schedule work, because that pushes your slowest participants off the course.

SECTION 13

SAFETY AND S.A.V.E.

Required reading for the Event Owner, every course marshal, and every volunteer. 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. AT YOUR COURSE

Fitness communities catch things clinicians never see. If a runner, Veteran or civilian, signals crisis, your team 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.
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. Away from the finish chute and the speakers, anywhere the music and the crowd 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 race director you are stepping away. Do not leave to handle logistics yourself.
6. Report the interaction to events@warriorwod.org within 24 hours, with their consent.
7. Post nothing about it. Not a story, not a caption, not a detail. Ever.

RACE-DAY PHYSICAL SAFETY

- A named medical lead, a stocked first aid kit, an AED at the finish, and the nearest emergency room address on the race director's clipboard.
- A marshal at every turn and road crossing, each with a phone and the race director's number. No marshal, no open crossing.
- Water at the start, near mile 1.5, and at the finish. Add a second station above 80°F.
- The weather call: if lightning is within 10 miles, hold the start and clear the course. Resume 30 minutes after the last strike. If the heat index is above 90°F, start earlier and add water.
- A course sweep on a bike follows the last participant. Nobody is left alone on the course.
- Watch ruckers and first-time runners in the back half. Heat plus a pack plus a crowd is where problems happen.

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 events@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 hosts leave that money on the table because they stop working the moment the last walker crosses the line.

Within 48 hours

- ☐ Send the thank-you email with the final total and the overall and age-group winners.
- ☐ Post the full results and the top fundraisers as a carousel.
- ☐ Post the recap to feed, story, and Facebook. Tag @warriorwod.
- ☐ Personally thank every volunteer, sponsor, and fundraising runner. Text or a handwritten note, not a group email.
- ☐ Send the debrief to events@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 48 hours before the page closes.
- ☐ Reconcile the 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 fundraisers if they will captain next year. Ask while they are still proud.

THE DEBRIEF TEMPLATE

Send to events@warriorwod.org

- ☐ Host organization name
- ☐ Event date, venue, and city
- ☐ Total raised, Classy plus offline
- ☐ Registrations and how many started
- ☐ Runners who raised money and the average per runner
- ☐ Teams registered and the top team total
- ☐ Volunteer count and whether it was enough
- ☐ Course, permit, or timing issues
- ☐ Sponsors closed, and at what tier
- ☐ 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 host'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 announcement, one press line, and the recruitment framing. Copy, replace the brackets, send. All social captions live in the companion Media Kit.

EMAIL 1 · ANNOUNCE, WEEK 6

Subject: We are hosting the Warrior 5K

Hey team,

On [DATE], we are hosting the Warrior 5K: a 3.1-mile run, ruck, or walk, a Veteran color guard start, and a finish line full of people who showed up for the same reason. Entry is $50, or $40 if you register before [EARLY BIRD DATE]. Veterans and active duty run for $25.

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 $15,000. At $250 a month for six months, that funds ten Veterans through the whole program.

Bring your family, your coworkers, your unit. Kids 12 and under run the family mile free.

Register: [CLASSY LINK]

[EVENT OWNER]

EMAIL 2 · WARRIOR STORY, WEEK 4

Subject: Why we are running

Team,

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

Somebody running with us 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]

The course map is live: [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 ten Warriors

We are at $[CURRENT] of our $15,000 goal, and [N] runners 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, the early-bird price is gone but the start line is not: [CLASSY LINK]

2. If you are registered but have not shared your fundraising page, do it today. Ten personal texts beat any post you will ever write.

3. Forward this to one person who cares about Veterans.

Parking, packet pickup, and the course map are attached.

[EVENT OWNER]

EMAIL 4 · 72 HOURS OUT

Subject: 72 hours. Everything you need for race day.

Quick logistics for [DAY].

Packet pickup: [EARLY PICKUP DATE AND PLACE], or race morning from [TIME].

Start brief at 7:10. Run wave at 7:30, ruck at 7:32, walk at 7:34. Family mile at 8:20.

Where: [START AND FINISH ADDRESS]

Parking: [PARKING NOTES]

Ruckers: bring your pack. We weigh it at pickup, 10 lb minimum, dry.

Bring water, sunscreen, and someone to cheer for you. Spectators are free.

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

See you at the start.

[EVENT OWNER]

EMAIL 5 · THANK YOU AND RECAP, WITHIN 24 HOURS

Subject: We raised $[TOTAL] for WarriorWOD

Yesterday [N] of you ran, rucked, and walked, and this community raised $[TOTAL] for WarriorWOD Foundation. That funds [Y] Veterans through the full six-month program.

Overall winners: [NAMES]. First ruck finisher: [NAME]. Top fundraiser: [NAME] at $[AMOUNT]. Top team: [TEAM] at $[AMOUNT].

Full results: [LINK]

Thank you to every runner, every volunteer, every marshal who stood at a corner at 7am, 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 MEMBER

Hey [NAME], we are hosting the Warrior 5K on [DATE]. Run, ruck, or walk, $50, and it funds WarriorWOD, the six-month Veteran PTSD recovery program. Want to bring your family? Register here: [LINK]

RUNNER TO THEIR NETWORK

Hey, I am running the Warrior 5K 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.

TEAM CHALLENGE INVITE

[NAME], we are running the Warrior 5K on [DATE] for WarriorWOD. Teams of four or more get a team page and their name on the results. We would love to see [COMPANY / CLUB / POST] on the start line. Bring a team: [LINK]

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

THE ANNOUNCEMENT, 30 SECONDS

READ IT AT THE END OF CLASS, THE START OF A MEETING, OR FROM THE PULPIT

"Quick heads up. On [DATE] we are hosting the Warrior 5K. Run it, ruck it, or walk it, and the kids can do the family mile for free. It is $50 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 QR code on the board. Bring someone who has never run a race."

Every class, every meeting, every week from week 6 to race 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

FOR LOCAL NEWS, COMMUNITY CALENDARS, AND RADIO

[HOST NAME] partners with WarriorWOD Foundation to host the Warrior 5K on [DATE] in [CITY], a community run, ruck, and walk 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

10 TO 9 WEEKS OUT

- ☐ Date confirmed with the host lead
- ☐ Event Owner named
- ☐ Race director named
- ☐ Host request form submitted
- ☐ City or parks office called
- ☐ Route type chosen and measured
- ☐ Permit application filed
- ☐ Two timing quotes requested
- ☐ Insurer notified about a public race

8 TO 7 WEEKS OUT

- ☐ Classy campaign returned and reviewed on desktop and mobile
- ☐ $1 test donation sent, receipted, refunded
- ☐ Campaign goal set in whole Warriors
- ☐ Banner shipping address sent
- ☐ Kickoff call held
- ☐ Timing company booked
- ☐ Portable toilets booked
- ☐ Shirt vendor chosen
- ☐ Medical and safety lead confirmed

6 WEEKS OUT

- ☐ Announcement email sent
- ☐ Announcement post live
- ☐ Facebook event created, everyone invited
- ☐ Signage up
- ☐ 30-second announcement started
- ☐ First five registrations in
- ☐ Volunteer recruiting open

5 TO 4 WEEKS OUT

- ☐ 25% of cap registered
- ☐ Team captains recruited
- ☐ Fundraiser huddle held, teams set goals
- ☐ Warrior story posted, feed and Reel
- ☐ Course map published
- ☐ Honor Mile families contacted, permission in writing

3 WEEKS OUT

- ☐ Ten sponsor asks sent
- ☐ Two sponsors closed
- ☐ Color guard confirmed
- ☐ Speaker confirmed
- ☐ Shirt order locked with size count
- ☐ Early bird closed

2 TO 1 WEEKS OUT

- ☐ Halfway email sent
- ☐ Parking and packet pickup info published
- ☐ Volunteer assignments sent in writing
- ☐ 72-hour and 24-hour emails sent
- ☐ Banner and patches arrived
- ☐ Bibs, course signs, and check-in list printed
- ☐ Course walked with every marshal
- ☐ Early packet pickup held

RACE DAY

- ☐ Course marked, every turn coned
- ☐ Banner up at the finish
- ☐ Donation posters at pickup and finish
- ☐ Medical station and AED set
- ☐ Volunteers briefed
- ☐ Ruck weights checked
- ☐ Running total announced three times
- ☐ Last finisher filmed vertically
- ☐ Group photo captured
- ☐ Sponsors thanked by name

WEEK +1

- ☐ Thank-you email sent inside 24 hours
- ☐ Full results posted
- ☐ Recap post live
- ☐ Recap reel posted day 3 to 5
- ☐ Every volunteer, sponsor, and team thanked personally
- ☐ Debrief sent to events@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	The finish line and the photo wall. WarriorWOD ships it to you.
Bibs with pull tags	Standard	One per runner. The timing company may supply them. Print 15% extra for day-of registration.
Course map	11 by 17 inches	Packet pickup, the start, and every water station.
Mile markers	18 by 24 inches, corrugated	Mile 1, 2, and 3. Sponsor logo if that mile is sponsored.
Directional arrows	18 by 24 inches	Every turn, one sign before the turn and one at it.
Honor Mile signs	18 by 24 inches	Mile 2, or wherever you place it. Permission on file first.
Goal thermometer	18 by 24 inches	Packet pickup. Update it by hand during the race.
Donation link poster	11 by 17 inches	Packet pickup, the finish, the results board, and the restrooms.
Sponsor recognition	11 by 17 inches	The start, the finish, and each sponsored station.
988 crisis card	3 by 5 inches	Packet pickup, the medical station, and the restrooms. Not optional.

FAQ

Do we have to be a gym?

No. Any gym, military unit, school, company, church, run club, or community organization with a course and about 30 volunteers can host a Warrior 5K.

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

150 nets real money. 250 is the planning number. Below 100, run a Donation WOD or a Warrior Ruck instead and save the race 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 to sell.

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 Warrior 5K is separately ticketed, so we duplicate the master campaign for your race and populate it from your form submission at warriorwod.org/fundraiser-for-veterans/#packages. Your job is to review it, test it, and approve it.

Do we need a permit?

It depends on your course. A loop on your own property usually does not. A park or a public road usually does. Call your city or parks office in week 10 and ask.

Do we need chip timing?

Not under 150 runners. Manual timing with a race clock and three volunteers works. Above 150, chip timing pays for itself in results accuracy and runner experience.

What if we do not hit our goal?

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

Can someone fundraise without running?

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.

What does WarriorWOD send us?

One event banner and the finisher patches, 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 race. Ask us and we will connect you with a Warrior or a Battle Buddy near you to run, speak, or start the race.

What if it rains?

Run it. Runners expect weather. Lightning is the exception: hold the start or clear the course per Section 13.

Someone paid cash at pickup. 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.

› PRINT THIS PAGE

QUICK REFERENCE CARD

REQUEST YOUR RACE
warriorwod.org/fundraiser-for-veterans/#packages

FORMAT
5K run, ruck, and walk in three waves · 1-mile family run · team challenge · virtual option

TYPICAL SCALE
150 to 400 registrants · 250 is the planning number

ENTRY, YOU SET IT
$50 recommended · $40 early bird · $25 Veteran or active duty, regular price only · $45 each for teams of 4+ · donor tickets $10, $25, $50

CAMPAIGN GOAL
$15,000 recommended for 250 runners, which funds ten Warriors

RUNNER SUGGESTED GOAL
$250, which is one month. Team suggested goal $1,500, which is one Warrior. Encouraged, never enforced.

PER-VETERAN COST
$1,500 total, $250 a month for six months

VOLUNTEERS
About one for every eight runners. 30 for a 250-runner race.

TIMING
Chip timing recommended. Results posted within an hour of the last finisher.

CANVA CREATIVE KIT
Feed: canva.link/ypisr9rlry4usgt · Story: canva.link/xoewxck3ekildzm

ALL 18 CAPTIONS
The companion Warrior 5K Media Kit

WHAT WARRIORWOD SHIPS YOU
One event banner and the finisher patches, ten days out. Everything else you produce locally.

PERMIT
Apply 8 to 10 weeks out. Nothing gets announced until it is approved or in review.

PAGE CLOSES
Seven days after race day

CRISIS

988, then Press 1

Text 838255 · VeteransCrisisLine.net

EVERYTHING ELSE

events@warriorwod.org

Classy setup, banner requests, the Media Kit, approvals, Warrior stories, speakers, course and permit questions

ONE THING TO REMEMBER

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