› MEDIA KIT FOR HOST PARTNERS

WARRIOR 5K

EVENT MEDIA KIT

Every Canva template link and every ready-to-post caption for all 18 posts, from the announcement six weeks out to the final call seven days after race day. Companion to the Warrior 5K Host Playbook.

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

14.42	**265**	**9 of 9**	**$1,500**
Point PCL-5 reduction, College of Charleston verified	Veterans completed the full six-month program	Crisis Veterans remain alive	Funds one Veteran, all six months

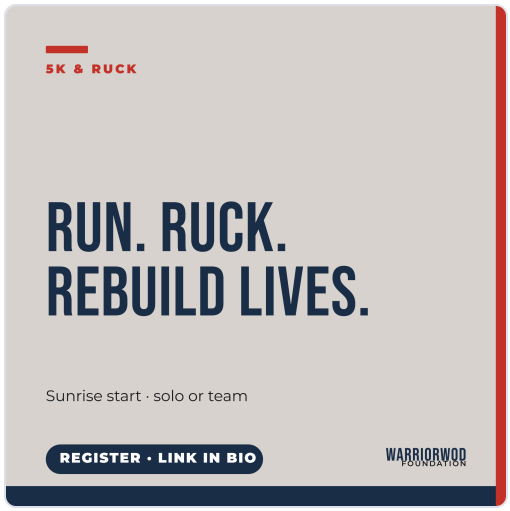
WarriorWOD Foundation · 501(c)(3) · EIN 87-1065126
Charleston, South Carolina · warriorwod.org
warriorwod.org/fundraiser-for-veterans/#packages

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

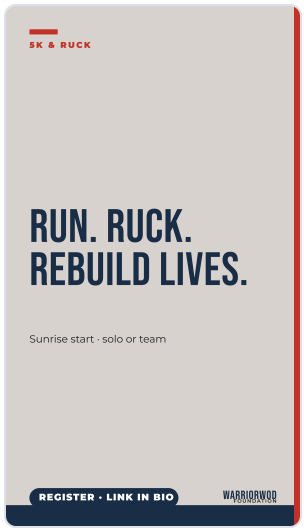
SECTION 01

YOUR CANVA TEMPLATES

Everything in this kit pairs with two Canva template sets built for the Warrior 5K. Open each one, click Use template, then change four things only: your logo, host name, city, and event date. Do not recolor and do not swap fonts. The design is already brand-approved.



FEED POSTS · 1080 × 1080
canva.link/ypisr9rlry4usgt



STORIES · 1080 × 1920
canva.link/xoewxck3ekildzm

WHAT TO CHANGE

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

WHAT NEVER CHANGES

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

OPEN THESE FIRST	LINK
Instagram and Facebook feed posts, 1080 × 1080	canva.link/ypisr9rlry4usgt
Instagram and Facebook stories, 1080 × 1920	canva.link/xoewxck3ekildzm
Your Classy fundraising page	WarriorWOD sends your event link inside one business day of your request at warriorwod.org/fundraiser-for-veterans/#packages. Paste it wherever this kit says [YOUR CLASSY LINK].

WHICH TEMPLATE FOR WHICH POST

POST TYPE	CANVA SET	SIZE	BEST TIME TO POST
Announcement and save the date	Feed posts	1080 × 1080	Tue to Thu, 6 to 8 pm
Countdown and daily hype	Stories	1080 × 1920	Daily, 7 to 9 am and 5 pm
Why we do this and impact	Feed posts, carousel	1080 × 1080	Sunday, 4 to 7 pm
Race day live updates	Stories	1080 × 1920	Every 20 to 30 minutes
Recap reel cover	Feed posts	1080 × 1080	Within 48 hours

SECTION 02

HOW TO WRITE LIKE WARRIORWOD

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

THE FIVE RULES

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

WORDS THAT MOVE PEOPLE

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

APPROVED MISSION LINE FOR ANY CAPTION

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

SECTION 03

PHASE 1: ANNOUNCE

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

01 THE ANNOUNCEMENT

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

On [DATE], [HOST NAME] is closing the road for one morning and putting every step toward something bigger than a finish time.

The Warrior 5K. Run it, ruck it, or walk it. One course, 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 six-month program. Not a pamphlet. Not a waitlist. Six months of coaching, food, and a Battle Buddy who picks up the phone.

Registration is open. $40 until [EARLY BIRD DATE]. Veterans and active duty run for $25. Link in bio.

#WarriorWOD #Warrior5K #RunForRecovery

WHY IT WORKS Names the date, the three ways in, and the exact dollar-to-human conversion in the first 60 words.

02 WHY WE RUN

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

Here is a number worth knowing: 38.25%.

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

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

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

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

#WarriorWOD #Warrior5K #VeteranRecovery

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

03 MEET THE MISSION

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

FRAME 1: Six months. Not six weeks. Recovery does not fit in a training block.

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

FRAME 3: [DATE] at [START LOCATION]. 3.1 miles. Link sticker to register.

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

04 EARLY BIRD ENDS SUNDAY

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

Early bird ends Sunday. $40 now, $50 after.

[DATE] · [TIME] · [START LOCATION].

Run it timed. Ruck it with 10 lb on your back. Walk it with the stroller. Kids 12 and under run the family mile free. Nobody sits this one out.

Bring someone who has never run a race. That is the whole point.

Register: link in bio.

#WarriorWOD #Warrior5K #[HOSTNAME]

WHY IT WORKS A deadline plus three divisions removes the two biggest objections, fitness level and intimidation, before anyone can raise them.

SECTION 04

PHASE 2: BUILD

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

05 THE COURSE REVEAL

WHEN: 4 weeks out · Wed, 6 to 8 pm · CANVA: Feed post, carousel with the course map

The Warrior 5K course is here.

[ONE-LINE DESCRIPTION: start, the turnaround or loop, the finish.] Water at mile 1.5. The Honor Mile at mile 2.

Runners go at 7:30. Ruckers at 7:32. Walkers at 7:34. The course stays open 90 minutes, so everybody finishes.

[X] spots left. Screenshot the map and send it to the person you are bringing.

Register: link in bio.

#WarriorWOD #Warrior5K

WHY IT WORKS The course map is your best engagement post. Runners screenshot it and send it to the friend they are recruiting.

06 FUND A WARRIOR

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

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

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

$250 = one full month.

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

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

#WarriorWOD #Warrior5K #FundAWarrior

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

07 WARRIOR SPOTLIGHT

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

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

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

[FIRST NAME] is one of the Veterans this program is built for. The 3.1 miles you cover on [DATE] fund the next one.

Register or give: link in bio.

#WarriorWOD #Warrior5K

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

08 TEAM CAPTAIN CALLOUT

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

Start a team. It takes three minutes.

Go to our Classy page, click Become a Fundraiser, name your team, and set your goal. A team of four that raises $1,500 funds one Veteran through all six months.

Your company, your run club, your unit, your church. Teams of four or more get their name on the results and a team photo at the finish.

Start yours: [YOUR CLASSY LINK]

#WarriorWOD #Warrior5K

WHY IT WORKS Peer-to-peer teams are the biggest single lever on your final total. Keep the ask concrete and short.

09 SPONSOR THANK-YOU

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

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

Thank you to our Warrior 5K sponsors: [TAG EACH]. You will see their names on the mile markers on [DATE].

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

#WarriorWOD #Warrior5K

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

10 COUNTDOWN WEEK

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

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

DAY 5: Never run a race? Good. There is a walk wave and the course stays open 90 minutes.

DAY 3: Packet pickup is [DATE AND PLACE]. Ruckers, bring your pack. We weigh it there.

DAY 2: Last call to register online. Day-of registration opens at 6:15.

DAY 1: Tomorrow. Start brief at 7:10. Bring water, bring a friend, bring your loudest person to the finish.

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

SECTION 05

PHASE 3: RACE DAY

Goal of this phase: capture the energy and convert the people who are not there. Post every 20 to 30 minutes. Raw beats polished today.

11 WE ARE LIVE

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

We are LIVE at the Warrior 5K.

[X] runners at the start. Goal: $[GOAL]. Current: $[CURRENT].

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

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

12 FROM THE COURSE

WHEN: During the race · every 20 to 30 minutes · CANVA: Stories, "Live Update"

[SPECIFIC DETAIL: the first finisher, the flag line at mile 2, a ruck team coming through the turnaround.]

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

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

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

13 THE FINISH-LINE PUSH

WHEN: Mid-race, before the awards · story and feed · CANVA: Stories, "Halfway"

$[CURRENT] of $[GOAL].

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

Scan the QR at the finish or hit the link. Right now, while it is close.

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

14 THE LAST FINISHER

WHEN: Course close · story or reel · CANVA: Stories, "Finisher"

The last walker on the course, and every runner who finished an hour ago is back at the line for them.

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

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

#WarriorWOD #Warrior5K

WHY IT WORKS The last-finisher moment is the most shared clip of any Warrior 5K. Film it every time, vertically.

15 THE REVEAL

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

[HOST 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 a life changed, [N] times over.

Thank you. Every runner, every rucker, every walker, every marshal, every volunteer, every sponsor, every person who gave from four states away.

The page stays open seven more days: [YOUR CLASSY LINK]

#WarriorWOD #Warrior5K

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

SECTION 06

PHASE 4: FOLLOW THROUGH

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

16 24-HOUR THANK YOU

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

Twenty-four hours ago [N] people crossed our finish line. Today [N] Veterans have a spot in the next Warrior Class because of it.

$[TOTAL] raised at the Warrior 5K. Sponsors: [TAG]. Volunteers: [TAG]. Runners: all of you.

Full results: [LINK]. Photos going up this week. Recap video Friday.

Still want in? [YOUR CLASSY LINK]

#WarriorWOD #Warrior5K

WHY IT WORKS Posting within 24 hours, while the feeling is still high, drives the largest single day of post-event giving.

17 THE RECAP REEL

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

[HOST NAME] × WarriorWOD · Warrior 5K · [DATE]

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

Cold open on the color guard. Cut to the start. Cut to the flag line. Cut to the last finisher. End on the total.

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

Page still open: [YOUR CLASSY LINK]

#WarriorWOD #Warrior5K

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

18 FINAL CALL AND THE INVITATION FORWARD

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

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

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

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

Give: [YOUR CLASSY LINK] · Host a Warrior 5K next year: warriorwod.org/fundraiser-for-veterans/#packages

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

#WarriorWOD #Warrior5K

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

SECTION 07

SWIPE FILE

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

Openers that stop the scroll

- "Here is a number worth knowing: 38.25%."
- "You do not have to run to change a Veteran's life."
- "Six months. Not six weeks. Recovery does not fit in a training block."
- "One Saturday morning. Six months of somebody's life."
- "Bring someone who has never run a race. That is the whole point."

Closers that convert

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

COMMENT AND DM REPLIES

THEY SAY	YOU REPLY
"I'm not a runner."	There is a walk wave and a ruck division, and the course stays open 90 minutes. Show up. That is the requirement.
"I can't make that date."	Totally fine. Run the virtual 5K the same week, or fund a Warrior from anywhere: [YOUR CLASSY LINK]
"Where does the money go?"	Straight to program delivery. $1,500 puts one Veteran through all six months of exercise, nutrition, and mentorship.
"Is this therapy?"	No. WarriorWOD is non-clinical and peer-led. It works alongside professional care, never instead of it.
"Can I bring my kids?"	Yes. Kids 12 and under run the family mile free with a registered adult, and strollers are welcome in the walk wave.
"How do I help beyond giving?"	Start a team, sponsor a mile marker, volunteer as a course marshal, or host next year. DM us and we will send the playbook.

HASHTAG AND TAG STACK

- #WarriorWOD first, #Warrior5K second, your host tag third.
- Tag @warriorwod on Instagram and Facebook, and @WarriorWODFoundation on LinkedIn.
- Tag your host account, every sponsor in sponsor posts, and athletes in their photos with permission.

SECTION 08

POSTING CHECKLIST

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

#	POST	TIMING	ASSET	DONE
1	The announcement	6 weeks out	Feed post	☐
2	Why we run	5 weeks out	Feed post	☐
3	Meet the mission	5 weeks out	Stories	☐
4	Early bird ends Sunday	4 weeks out	Feed post	☐
5	The course reveal	4 weeks out	Feed post	☐
6	Fund a Warrior	3 weeks out	Feed post	☐
7	Warrior spotlight	2 weeks out	Feed post	☐
8	Team captain callout	2 weeks out	Stories	☐
9	Sponsor thank-you	10 days out	Feed post	☐
10	Countdown week	Days 7 through 1	Stories	☐
11	We are live	Race morning	Stories	☐
12	From the course	During the race	Stories	☐
13	The finish-line push	Mid-race, before the awards	Stories	☐
14	The last finisher	Course close	Stories	☐
15	The reveal	After the awards	Feed post	☐
16	24-hour thank you	Day 1	Feed post	☐
17	The recap reel	Day 3 to 5	Feed post	☐

#	POST	TIMING	ASSET	DONE
18	Final call and the invitation forward	Day 5 to 7	Feed post	☐

BEFORE EVERY SINGLE POST

- ☐ Tagged @warriorwod and the host account
- ☐ #WarriorWOD and #Warrior5K in the caption
- ☐ Alt text describes the action and the ask. Accessibility is brand standard.
- ☐ Said community, not brotherhood
- ☐ Wrote PTSD, never PTS
- ☐ Any post touching PTSD, suicide, or substance misuse includes: call 988, then press 1
- ☐ Warrior name, photo, or quote has written consent on file
- ☐ One action, not three

APPROVALS

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