› FOR GYM AND HOST PARTNERS

WARRIOR RUCK

RUCK THE WEIGHT. LIGHTEN THEIRS.

A weighted march that puts Veterans, first responders, and their communities on the same road. Three distances, one route, one purpose. Everything a host needs to run step-off to finish, 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 Ruck Media Kit, and the Canva creative kit is at canva.link/na89bjz36w42nlm (feed) and canva.link/tgzwj8iurd9juot (stories).

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THE WHOLE PLAYBOOK IN FIVE NUMBERS

$50 is one 6-mile entry. $250 is one month of the program for a Veteran. $1,500 is all six months. Three distances share one route. 988 then Press 1 is the number that goes on everything you print.

SECTION 01

START HERE

The Warrior Ruck is a half-day weighted march. Ruckers carry a pack over 3, 6, or 12 miles on one loop, step off in staggered waves, and finish together for a Warrior story and the finisher patches. You bring the route, the water, and the community. This playbook supplies everything else.

DO THIS TODAY

TODAY

Confirm the date

Pick a Saturday morning ten or more weeks out. Get the host lead's yes on the calendar and name one Event Owner who runs the ruck 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 ruck, add your logo, date, and prices, and send it back configured inside one business day.

THIS WEEK

Find your loop

Find a 3-mile loop that starts and ends at your staging area. Every distance runs on it: one lap, two laps, or four. Then call the city or parks office about permits. Section 07 has the details.

YOUR EVENT AT A GLANCE

FORMAT	TYPICAL SCALE	ENTRY	NET TO MISSION
3, 6, or 12 miles under load	**75 to 250 ruckers**	**$50 for the 6-mile $75 Heavy**	**$8,000 to $14,000**

Spectators are free. A staggered step-off from 06:00 so all three distances finish around 10:00, with awards at 10:15. 100% of net proceeds fund Veteran recovery.

WHO HOSTS A WARRIOR RUCK

GYMS

Preferred Partner Gyms

Your lot is the staging area and the weigh-in. Your strength athletes and members with military ties fill the Heavy division.

UNITS AND POSTS

Military units, VFW, American Legion

This is the event built for you. Ruck with your unit again, with a color guard at step-off and a flag detail on the route.

SCHOOLS

Schools, ROTC, and teams

ROTC and JROTC programs already ruck. Make it a cadet-led event with the 3-mile open to families and the community.

COMPANIES

Companies and employee groups

Team rucks build teams. A company that fields four teams of four on the 6-mile is a one-Warrior team total waiting to happen.

FAITH AND COMMUNITY

Churches and community groups

The 3-mile is a walk with a backpack. Families, youth groups, and first-timers belong on it, and the story at the finish lands with them.

RUN CLUBS

Run and ruck clubs

GORUCK clubs, run clubs, and first responder fitness groups have the members and the routes. Add the fundraising pages and the Warrior story.

WHAT WE ARE ASKING OF YOU

- A confirmed date on your calendar, ten or more weeks out.
- A route: one 3-mile loop from your staging area, on your property, a park, or a permitted path. Section 07 walks you through it.
- A weigh-in station with a scale, and water points every two miles.
- About one volunteer for every ten ruckers, including a road guard at every crossing.
- 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.
- 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 ruck. 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 ruck. You are recruiting witnesses to a Veteran's recovery. Every post, every email, and every word at step-off 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
$30	One Veteran or active-duty entry. About four days of training and check-ins for a Warrior.
$50	One 6-mile 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 rucker.
$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
$12,000	Eight Warriors. This is the recommended campaign goal for a 150-rucker event.

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 ruck 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 ruck 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, unit leader, principal, or pastor. Approves the date, the route, and the budget. Speaks for two minutes at step-off.
Ruck master	The route, the permit, the weigh-in standard, the step-off waves, pace groups, and the sweep. Walks the full loop twice before ruck day. Final word on standards.
Marketing lead	The six-week cadence from the Media Kit: email, social, and signage. Sends the recap to WarriorWOD.
Volunteer coordinator	Recruits and assigns 15 to 25 volunteers: check-in, weigh-in, road guards, water points, lap counters, photography, and teardown.
Medical and safety lead	The first aid station, the foot-care kits, the AED, the weather call, and the emergency plan. Ideally a medic, EMT, or nurse in your community.
Ruckers and teams	Each rucker 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 ten ruckers. A 150-rucker event needs about 18: four at check-in and weigh-in, three at each water point (the staging area counts as one), a road guard at every crossing, two lap counters for the 12-mile, two on the medical team, and a sweep rucker plus a sweep vehicle. Do not open a crossing without a road guard on it.

SECTION 04

THE 10-WEEK TIMELINE

Ten weeks gives you time for the route, the permit, and a real training block for your Heavy ruckers. The last six weeks 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 ruck master. Submit the host request form at warriorwod.org/fundraiser-for-veterans/#packages. Call the city or parks office about permits.
9	Route	Find and measure the 3-mile loop from Section 07. Mark water points and crossings. Apply for any permit. Tell your insurer you are hosting a public event under load.
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: $12,000 for 150 ruckers, which is eight Warriors. Confirm the banner shipping address.
7	Lock	Permit approved or in final review. Book portable toilets if needed (one per 75 ruckers), the shirt vendor, and the coin vendor for the Heavy. Recruit the medical and safety lead.
6	Announce	Publish the page. Send Email 1. Post the announcement and release the six-week training plan. 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: units, posts, first responder groups, ruck clubs, companies. 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 route map.

WEEK	FOCUS	TASKS
3	Sponsors	Send the sponsor one-pager to ten local businesses. Aim to close two. Confirm the color guard, the flag detail, and the speaker. Lock the shirt order with a size count.
2	Halfway	Send Email 3 at the halfway mark. Post the progress card. Publish the step-off times, parking, and the gear list. 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 the check-in list, lap cards, and route signs. Walk the loop with every road guard. Test the scale.
0	Ruck day	Run the show in Section 12. Announce the running total three times. Capture photos and vertical video. Reveal the final total at the finish.
+1	Close-out	Thank-you email inside 24 hours with the final total. Post the finisher roll and the recap. Leave the Classy page open seven days. Send the debrief to events@warriorwod.org and reconcile totals.

THE TRAINING PLAN RELEASE

Release a simple six-week training plan with the announcement: two rucks a week, adding a mile and five pounds every week, topping out one week before the event. It gives people a reason to register now instead of later, and every training ruck posted with the event hashtag is free promotion. Ask WarriorWOD for the template.

TARGETS TO HIT PER HOST

METRIC	HEALTHY TARGET	IF IT IS LOW
Registrations	50% of your cap by week 3	Section 15
Ruckers fundraising, not just rucking	40% 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	$8,000 or more	Section 11

SECTION 05

BUDGET AND REVENUE MODEL

A ruck is cheaper to run than a race. There is no timing company, and one loop keeps your volunteer count low. 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, 150 ruckers. Swap in your own.

SOURCE	MATH	REVENUE
Registrations	150 × $52 average, rec.	$7,800
Presenting sponsor	1 × $5,000, rec.	$5,000
Water point sponsors	3 × $500, rec.	$1,500
Heavy division sponsor	1 × $1,500, rec.	$1,500
Peer-to-peer fundraising	150 ruckers, $250 suggested	Variable
Net to mission	After route costs, shirts, coins, platform fees, and print	$8,000 to $14,000

PEER-TO-PEER IS THE SWING VARIABLE

Ruckers fundraise better than runners because the event asks something of them, and their networks know it. If 60 of 150 ruckers each hit the $250 suggested goal, that adds $15,000, which is ten Warriors. Section 15 puts its weight on the personal text for exactly this reason.

WHERE THE MONEY GOES

LINE ITEM	ESTIMATE	NOTES
Route and venue	$0 to $500	Free on host property or a public greenway. Park permits vary.
Traffic control	$0 to $1,200	Only if the loop uses public roads. Ask the city first. Most rucks avoid it with a park or path loop.
Scale for weigh-in	$0 to $60	A hanging luggage scale works. Borrow one from a gym or post.
Shirts	$8 to $12 a rucker	Optional. Build it into the entry price or find a shirt sponsor.
Heavy finisher coins	$4 to $7 each	Optional. Order in week 7. The Heavy division sponsor can cover them.
Water, ice, and aid	$100 to $300	Ruckers drink about a liter an hour. Ask a grocery store or distributor to donate.
Foot-care kits	$40 to $80	Moleskin, blister pads, tape, and lubricant at every water point.
Insurance rider	$150 to $400	Some policies already cover it. Ask eight weeks out.
Signage and print	$100 to $250	Route signs, lap cards, 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	$300 to $3,500	A park loop with donated water and no shirts sits at the bottom.

Staging and flow

- One staging area that is the step-off, the finish, the weigh-in, and a water point. Every lap passes through it.

Permits, waivers, insurance

- Every rucker signs the event waiver during Classy registration. Day-of registrants sign at check-in.

- A weigh-in table with the scale, a sign showing the standards, and a volunteer who marks the bib.
- A finish line wide enough for a team of four to cross together.
- 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 check-in, the water points, and the finish.
- Shade and chairs near the finish. Ruckers sit down hard when they drop the pack.

- Tell your insurer you are hosting a public event with participants under load. Some policies require a rider. Ask eight weeks out.
- Park and road routes usually need a special event permit. Apply eight to ten weeks out.
- If you serve breakfast afterward, 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 ruck master'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 Ruck 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 route address.
- Expected ruckers 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.
- Which distances you plan to offer and the route length of your loop.
- Whether you want the virtual ruck and the team division 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 route 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 rucker 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
3-mile Ruck	$40 rec.	One lap. 10 lb minimum. Shirt and finisher patch. Family-friendly and the right first ruck.
6-mile Ruck	$50 rec.	Two laps. 20 lb men, 10 lb women minimum. Shirt and finisher patch.
12-mile Heavy	$75 rec.	Four laps. 30 lb men, 20 lb women minimum. Shirt, Heavy patch, and finisher coin.
Early bird, any distance	$10 off 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	$30 rec.	Any distance. Valid ID at check-in. Applies to the regular price only, not on top of early bird.
Team of 4 or more	$45 rec. each	Any distance. Team page in Classy, team name on the finisher roll, and a team photo at the finish.
Virtual Ruck	$25 rec.	Ruck your own distance the same week and post it with #WarriorRuck. Patch mailed after the event.
Donor ticket	$10 · $25 · $50	For people who want in without rucking. 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	$12,000 recommended for a 150-rucker event, which funds eight 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 rucker automatically gets a fundraising page.
Individual suggested goal	$250 per rucker, which is one full month of the program. It is a prefilled suggestion, not a gate. Ruckers can raise more, less, or nothing and still step off.
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 Ruck." Every rucker 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 rucker 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 rucker wants to change distance	Distance changes are free up to 72 hours out. Moving up to the 12-mile Heavy charges the difference. Email us the name.

SECTION 07

BUILD THE ROUTE

One 3-mile loop carries all three distances. The 3-mile ruckers walk it once, the 6-mile twice, and the 12-mile Heavy four times. One route means one permit, one set of road guards, and a staging area every rucker passes through every lap.

WHAT MAKES A GOOD LOOP

SURFACE

Paved or packed

A greenway, park path, campus loop, or quiet neighborhood road. Avoid loose gravel and steep descents, which are where ankles roll under load.

CROSSINGS

As few as possible

Every road crossing needs a road guard for the whole event, which is four hours for the Heavy. Two crossings is manageable. Six is not.

WIDTH

Two abreast

Ruckers move in pairs and teams. A path that fits two abreast with room to pass keeps faster ruckers from bunching behind slower ones.

WATER POINTS

- A water point every two miles is the standard under load. On a 3-mile loop, that is the staging area plus one at the 1.5-mile mark.
- Stock each point with water, electrolyte drink, ice, cups, and a foot-care kit.
- Three volunteers per point. One pours, one restocks, one watches ruckers come through and flags anyone who looks wrong.
- Above 80°F, add a third point and double the ice.

LAP COUNTING FOR THE HEAVY

Give every 6-mile and 12-mile rucker a lap card on a lanyard. A volunteer at the staging area punches it each time they pass. Ruckers finish when the card shows their laps. It is cheap, it is accurate, and it removes every argument at the finish line.

ROUTE RULES TO PUBLISH WITH THE MAP

RULE	WHY
The route closes at 10:30	Gives the Heavy four and a half hours. The sweep follows the last rucker in.
Ruckers walk or shuffle, never sprint	A ruck is a march. Running under load is how people get hurt.
Packs stay on for the whole distance	The weight is the point. A rucker who drops the pack moves to the next shorter distance, with no penalty.
Teams finish together	A team crosses when its last member crosses.
No bandits	Anyone on the route without a bib is not covered by the waiver or the insurance.
Medical staff and road guards have standing authority to stop a rucker	Whoever calls it does not need permission.

SECTION 08

DISTANCES AND WEIGHT STANDARDS

Three distances, one standard per distance, weighed at check-in. Publish this with the route map in week 4. Ruckers choose a distance based on it, and a distance change on ruck morning slows check-in for everyone behind them.

DISTANCE	LAPS	MINIMUM WEIGHT	TYPICAL TIME	FINISHER ITEM
3-mile Ruck	1	10 lb, everyone	50 to 70 minutes	Finisher patch
6-mile Ruck	2	20 lb men, 10 lb women	1:45 to 2:15	Finisher patch
12-mile Heavy	4	30 lb men, 20 lb women	3:30 to 4:15	Heavy patch and coin
Team, any distance	Same	Same standard for every member	Same	Team photo, team name on the roll
Virtual Ruck	Your choice	Your choice	Race week	Patch by mail

Weights are minimums. Ruckers may carry more. Water and food do not count toward the weight.

WEIGH-IN RULES

- Weigh the pack dry, with the water bladder empty or removed, on the check-in scale.
- A ruck or weighted pack only. Plates, sandbags, and filler bags are fine. No hand weights and no vests worn on the front.
- The weigh-in volunteer writes the weight on the bib. The ruck master may re-weigh any pack at the finish.
- A pack that comes in under weight finishes in the next shorter distance with no penalty. Nobody is sent home.

GEAR LIST TO PUBLISH

- A ruck or backpack with padded straps and a hip belt if it has one.
- Broken-in shoes or boots. Ruck day is not the day for new footwear.
- Wool or synthetic socks, plus a spare pair for the 12-mile.
- At least one liter of water carried, more for the Heavy.
- A reflective band or vest for any route that touches a road.

WHY ONE STANDARD PER DISTANCE MATTERS

A clear, published weight is what makes a ruck feel earned. It gives a 60-year-old Marine, a cadet, and a firefighter the same line to cross. Weigh every pack, every time, and call the Heavy finishers by name at the end.

SECTION 09

HONOR CARRIES

A ruck carries weight for a reason. Every Warrior Ruck can carry something more than plates: a flag, a name, a moment of silence at step-off. It is optional, it costs almost nothing, and it is the part of the morning people remember.

Say the dedication at step-off, before the first wave moves. No music during it. Then step off. Scale the weight as much as anyone needs to. Never scale the honor.

CARRY	WHAT IT LOOKS LIKE	WHAT IT TAKES
The flag detail	A team carries an American flag the entire Heavy distance, passing it rucker to rucker every half mile. The flag never touches the ground.	One flag on a short staff and a volunteer team. Ask a local post or ROTC program.
Carry a name	With a Gold Star family's permission, a rucker wears a tag with a name, a branch, and a year for the whole distance.	Written permission from each family or the unit association. Plan four weeks out.
The last mile together	All three distances time their finish so the final half mile is walked as one group, in formation, into the finish.	The staggered step-off in Section 12 and a staging point at the 2.5-mile mark.
Color guard step-off	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 step-off.	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 tag, a sign, a shirt, or a post. Never use an honor carry in sponsor materials. Questions go to events@warriorwod.org before you print anything.

SECTION 10

FORMATION, PACE, AND FINISHERS

The Warrior Ruck is not a race. It is non-timed by default and the finish order does not matter. What matters is that everyone who steps off comes home, and that the crowd sees them do it.

THE STEP-OFF

- Stagger the waves so every distance finishes around the same time: Heavy at 06:00, 6-mile at 07:30, 3-mile at 08:30. Section 12 has the full schedule.
- Before each wave, the ruck master gives a two-minute brief: the route, the water points, the rules, and the safety line.
- Units and teams may step off in formation. Everyone else steps off in pairs.

PACE GROUPS

PACE GROUP	MINUTES PER MILE	WHO IT FITS
Fast	14 to 15	Experienced ruckers and most of the Heavy field
Standard	16 to 18	Most first-time 6-milers
Steady	19 to 22	First rucks, families, and anyone carrying more than they trained for

Assign a volunteer pacer to each group on the 3-mile and 6-mile. Pacers keep the group together and make sure nobody walks alone.

FINISHERS AND AWARDS

Hand every finisher a patch the moment they cross. Call every Heavy finisher by name as they come in and hand them the coin. At the awards, recognize the largest team, the unit or post with the most ruckers, and the flag detail. Then give the two awards that change next year: the top fundraising rucker and the top fundraising team. Announce the fundraising award last and say the dollar figure out loud.

IF YOU WANT A TIMED DIVISION

Some hosts add a timed Heavy for competitive ruckers. If you do, publish it with the standards in week 4, time it with a clock and a volunteer, and keep it separate from the rest of the field so nobody else feels the need to race.

SECTION 11

SPONSORS AND MATCHES

Sponsorship works on a ruck because the audience is specific: Veterans, first responders, and people who train. You have a step-off line, a finish, water points, and a crowd at the end. 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 ruck 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	Event naming rights, logo on the shirt and the step-off banner, named in every email, a dedicated social post, and a speaking slot at the finish.
Step-off and finish	$2,500	1 Warrior, plus four months	Banner at the staging area, which every rucker passes every lap. Named in every email and a dedicated social post.
Heavy division	$1,500	1 Warrior	Named division ("the [Sponsor] Heavy"), logo on the coin card, and a callout for every Heavy finisher.
Water point	$500 each, 3 available	Two months each	Branded water point, signs at the point, PA callout at step-off.
Warrior Match	$250 and up	A month, doubled	Matches every donation up to their cap, announced at step-off 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 finish. Water, ice, electrolytes, breakfast, coffee, foot-care supplies, printing.

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 Ruck on [DATE], a weighted march 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] ruckers, many of them Veterans, first responders, and their families, plus spectators at the finish. We are looking for one presenting sponsor and three water point sponsors. Sponsors get banner placement on the route, PA callouts at step-off, 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 Veterans, first responders, and people who train convert best: outdoor and tactical gear stores, physical therapy and chiropractic clinics, gun ranges, VA-adjacent service providers, credit unions, breweries and coffee shops, and any Veteran-owned business in town. Approach the owner directly, not a form on a website.

THE EMPLOYER MATCH ASK

COPY AND SEND

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

RUCK-DAY RUN OF SHOW

A 150-rucker event, three distances, 05:00 to 11:00. The step-off is staggered so every distance finishes inside the same half hour. Scale the timing to your route. Keep the sequence.

CLOCK	WHAT HAPPENS	OWNER
05:00	Staging area built. Banner up. Weigh-in table, scale, and standards sign set. Route signs and water points out. Medical station set.	Ruck master
05:15	Volunteers arrive. Ten-minute brief: assignments in writing, the route, the safety line, and who to call. Road guards to crossings.	Volunteer coordinator
05:20	Heavy check-in and weigh-in. Lap cards issued. Post the "we are live" story.	Volunteers
05:50	Heavy brief from the ruck master. Color guard, anthem, moment of silence, and the honor read. No music.	Host lead
06:00	12-mile Heavy steps off. Flag detail goes with it.	Ruck master
06:45	6-mile and 3-mile check-in and weigh-in open.	Volunteers
07:20	6-mile brief. Event Owner announces the opening total, the goal, and what it funds. Safety line.	Event Owner
07:30	6-mile steps off.	Ruck master
08:20	3-mile brief and a second moment of silence for those who were not here at 06:00.	Event Owner
08:30	3-mile steps off.	Ruck master
09:00	Announce the running total at the staging area. Make one more ask, sized to the next Warrior rather than the whole remaining goal.	Event Owner

CLOCK	WHAT HAPPENS	OWNER
09:30	All three distances converge. The last half mile is walked together into the finish. Film it vertically.	Ruck master
10:00	Finishers in. Patches handed out at the line. Heavy finishers called by name and given coins.	Volunteers
10:15	Warrior story, live or on video. No music. Then sponsor recognition by name.	Event Owner
10:30	Awards. Largest team, most ruckers from one unit or post, the flag detail, then top fundraising rucker and top fundraising team. Reveal the final total out loud. Group photo with the banner.	Event Owner
10:45	Route closes. Sweep confirms every rucker is in.	Ruck master
11:00	Teardown and load-out. Log any cash or checks taken at check-in.	Everyone

ANNOUNCE THE RUNNING TOTAL THREE TIMES

At the 6-mile brief. The opening total, the goal, and what it funds.
At 09:00, mid-route. 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.

ROUTE MATH

At 17 minutes a mile, the Heavy takes about 3 hours 25 minutes, the 6-mile about 1 hour 45, and the 3-mile about 50 minutes. That is why the waves step off 90 and 60 minutes apart. If your route or your field is slower, move the Heavy step-off earlier rather than shortening anyone's distance.

SECTION 13

SAFETY AND S.A.V.E.

Required reading for the Event Owner, every road guard, 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 ROUTE

Fitness communities catch things clinicians never see. If a rucker, 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 and the speakers. The sweep vehicle, a quiet corner of the staging area, anywhere the crowd 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. Tell the ruck master 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.

RUCK-DAY PHYSICAL SAFETY

- A named medical lead, a stocked first aid kit, an AED at the staging area, and the nearest emergency room address on the ruck master's clipboard.
- A road guard in a reflective vest at every crossing for as long as ruckers are on the route.
- Water every two miles. Ruckers drink about a liter an hour. Add a point and double the ice above 80°F.
- Heat illness comes on faster under load. Watch for stumbling, confusion, or a rucker who stops sweating. Pull the pack, get them in shade, cool them, and call the medical lead.
- A foot-care kit at every water point. Blisters stop more Heavy ruckers than anything else.
- The weather call: if lightning is within 10 miles, hold the step-off and clear the route. Resume 30 minutes after the last strike.
- A sweep rucker follows the last person on every lap, and a sweep vehicle is on call. Nobody rucks alone.

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 rucker crosses the line.

Within 48 hours

- ☐ Send the thank-you email with the final total and the Heavy finishers and team winners.
- ☐ Post the finisher roll by distance and the top fundraisers as a carousel.
- ☐ Post the recap to feed, story, and Facebook. Tag @warriorwod.
- ☐ Personally thank every volunteer, sponsor, and fundraising rucker. 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 by distance and how many stepped off
- ☐ Ruckers who raised money and the average per rucker
- ☐ Teams registered and the top team total
- ☐ Volunteer count and whether it was enough
- ☐ Route, permit, weather, or medical 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 Ruck

Hey team,

On [DATE], we are hosting the Warrior Ruck: 3, 6, or 12 miles under load, a Veteran color guard at step-off, and a finish line where every distance comes home together. The 6-mile is $50, the 3-mile is $40, and the 12-mile Heavy is $75. Take $10 off any distance before [EARLY BIRD DATE]. Veterans and active duty ruck for $30.

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 $12,000. At $250 a month for six months, that funds eight Veterans through the whole program.

The six-week training plan is attached. Start this week.

Register: [CLASSY LINK]

[EVENT OWNER]

EMAIL 2 · WARRIOR STORY, WEEK 4

Subject: Why we carry it

Team,

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

Somebody stepping off 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. The ruck ends when you drop the pack. For a lot of Veterans, the weight does not.

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 route 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 eight Warriors

We are at $[CURRENT] of our $12,000 goal, and [N] ruckers 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, there is still room on every distance: [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.

Step-off times, parking, and the gear list are attached.

[EVENT OWNER]

EMAIL 4 · 72 HOURS OUT

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

Quick logistics for [DAY].

12-mile Heavy: check-in and weigh-in from 05:20, brief at 05:50, step-off at 06:00.

6-mile: check-in from 06:45, step-off at 07:30.

3-mile: check-in from 06:45, step-off at 08:30.

Where: [STAGING AREA ADDRESS]

Parking: [PARKING NOTES]

Bring your pack at weight, dry. We weigh it at check-in. Bring at least a liter of water, broken-in footwear, and spare socks for the Heavy.

Spectators are free. The finish is around 10:00.

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

See you at step-off.

[EVENT OWNER]

EMAIL 5 · THANK YOU AND RECAP, WITHIN 24 HOURS

Subject: We raised $[TOTAL] for WarriorWOD

Yesterday [N] of you carried [TOTAL MILES] miles under load, and this community raised $[TOTAL] for WarriorWOD Foundation. That funds [Y] Veterans through the full six-month program.

Heavy finishers: [N]. Largest team: [TEAM]. Top fundraiser: [NAME] at $[AMOUNT]. Top team: [TEAM] at $[AMOUNT].

Thank you to every rucker, every road guard who stood at a crossing at 6am, every volunteer at the water points, 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 Ruck on [DATE]. 3, 6, or 12 miles under load, and it funds WarriorWOD, the six-month Veteran PTSD recovery program. Which distance are you taking? Register here: [LINK]

RUCKER TO THEIR NETWORK

Hey, I am rucking [DISTANCE] miles with [WEIGHT] lb on my back 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.

UNIT OR POST CHALLENGE

[NAME], we are running the Warrior Ruck on [DATE] for WarriorWOD. Teams of four or more get a team page and their name on the finisher roll. We would love to see [UNIT / POST / STATION] step off with us. 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 day 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 AT FORMATION

"Quick heads up. On [DATE] we are hosting the Warrior Ruck. Three, six, or twelve miles with weight on your back, and the three-mile is a walk anyone in this room can do. It is $50 for the six-mile 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. The training plan starts this week."

Every class, every meeting, every week from week 6 to ruck 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 Ruck on [DATE] in [CITY], a 3, 6, and 12-mile weighted march 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
- ☐ Ruck master named
- ☐ Host request form submitted
- ☐ City or parks office called
- ☐ 3-mile loop found and measured
- ☐ Water points and crossings marked
- ☐ Permit application filed
- ☐ Insurer notified about a public event under load

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
- ☐ Shirt and coin vendors chosen
- ☐ Medical and safety lead confirmed
- ☐ Scale borrowed or bought

6 WEEKS OUT

- ☐ Announcement email sent
- ☐ Announcement post live
- ☐ Training plan released
- ☐ Facebook event created, everyone invited
- ☐ Signage up
- ☐ 30-second announcement started
- ☐ First five registrations in

5 TO 4 WEEKS OUT

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

3 WEEKS OUT

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

2 TO 1 WEEKS OUT

- ☐ Halfway email sent
- ☐ Step-off times, parking, and gear list published
- ☐ Volunteer assignments sent in writing
- ☐ 72-hour and 24-hour emails sent
- ☐ Banner and patches arrived
- ☐ Lap cards, route signs, and check-in list printed
- ☐ Loop walked with every road guard
- ☐ Scale tested

RUCK DAY

- ☐ Route marked, every turn signed
- ☐ Banner up at the staging area
- ☐ Donation posters at check-in and the finish
- ☐ Medical station, AED, and foot-care kits set
- ☐ Volunteers briefed
- ☐ Every pack weighed
- ☐ Running total announced three times
- ☐ Last half mile filmed vertically
- ☐ Group photo captured
- ☐ Sponsors thanked by name

WEEK +1

- ☐ Thank-you email sent inside 24 hours
- ☐ Finisher roll 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 staging area and finish. WarriorWOD ships it to you.
Bibs	Standard	One per rucker, with the weigh-in weight written on it. Print 15% extra.
Lap cards	3 by 5 inches, on lanyards	Every 6-mile and 12-mile rucker. Punched at the staging area each lap.
Weight standards sign	11 by 17 inches	The weigh-in table.
Route map	11 by 17 inches	Check-in, the staging area, and each water point.
Route arrows and mile signs	18 by 24 inches	Every turn, and each mile of the loop. Sponsor logo at sponsored water points.
Goal thermometer	18 by 24 inches	The staging area. Update it by hand every lap.
Donation link poster	11 by 17 inches	Check-in, each water point, the finish, and the restrooms.
Sponsor recognition	11 by 17 inches	The staging area and each sponsored water point.
988 crisis card	3 by 5 inches	Check-in, the medical station, and the restrooms. Not optional.

FAQ

Do we have to be a military organization?

No. Any gym, unit, post, school, company, church, ruck club, or community organization with a route and about 18 volunteers can host a Warrior Ruck.

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

75 nets real money. 150 is the planning number. Below 50, run a Donation WOD instead and save the ruck 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 Ruck is separately ticketed, so we duplicate the master campaign for your event 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.

Can someone ruck without ever having rucked?

Yes. The 3-mile at 10 lb is a long walk with a backpack. Point first-timers to the training plan and the Steady pace group.

What if someone cannot carry the weight the whole way?

They move to the next shorter distance and finish with no penalty. Nobody gets pulled off the route for being slow, only for being unsafe.

Do we need a permit?

It depends on your route. 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.

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 ruck day, and that window usually closes the gap.

Can someone fundraise without rucking?

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 morning. Ask us and we will connect you with a Warrior or a Battle Buddy near you to ruck, speak, or lead the flag detail.

Someone paid cash at check-in. 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 RUCK
warriorwod.org/fundraiser-for-veterans/#packages

FORMAT
3-mile, 6-mile, and 12-mile Heavy on one loop · team division · virtual option · non-timed

WEIGHT STANDARDS
3-mile 10 lb · 6-mile 20 lb men, 10 lb women · 12-mile Heavy 30 lb men, 20 lb women · dry weight, weighed at check-in

TYPICAL SCALE
75 to 250 ruckers · 150 is the planning number

ENTRY, YOU SET IT
$50 recommended for the 6-mile · $40 for 3 · $75 for the Heavy · $30 Veteran or active duty, regular price only · $45 each for teams of 4+ · donor tickets $10, $25, $50

CAMPAIGN GOAL
$12,000 recommended for 150 ruckers, which funds eight Warriors

RUCKER 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 ten ruckers, plus a water point every two miles

CANVA CREATIVE KIT
Feed: canva.link/na89bjz36w42nlm · Story: canva.link/tgzwj8iurd9juot

ALL 18 CAPTIONS
The companion Warrior Ruck Media Kit

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

STEP-OFF
Staggered so every distance finishes together: Heavy 06:00, 6-mile 07:30, 3-mile 08:30

PAGE CLOSES
Seven days after ruck 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, route and permit questions

ONE THING TO REMEMBER
You are not selling a ruck. You are recruiting witnesses to a Veteran's recovery.