› MEDIA KIT FOR HOST PARTNERS

WARRIOR RUCK

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 ruck day. Companion to the Warrior Ruck 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

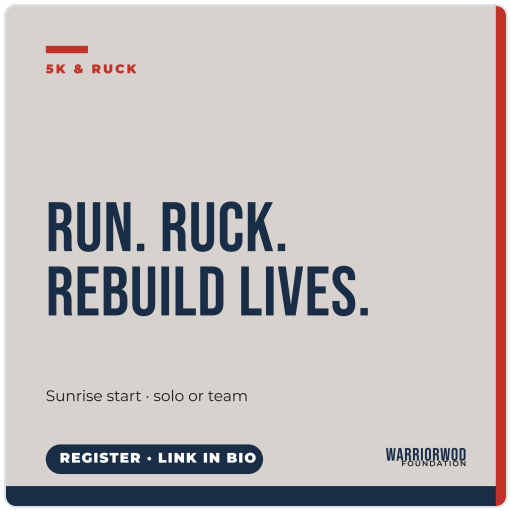
WarriorWOD Foundation · 501(c)(3) · EIN 87-1065126
Charleston, South Carolina · warriorwod.org
warriorwod.org/fundraiser-for-veterans/#packages

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

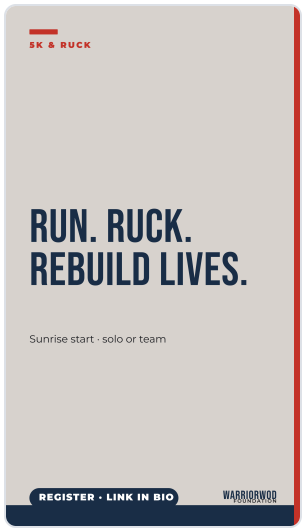
SECTION 01

YOUR CANVA TEMPLATES

Everything in this kit pairs with two Canva template sets built for the Warrior Ruck. 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/na89bjz36w42nlm



STORIES · 1080 × 1920
canva.link/tgzwj8iurd9juot

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/na89bjz36w42nlm
Instagram and Facebook stories, 1080 × 1920	canva.link/tgzwj8iurd9juot
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
Ruck day live updates	Stories	1080 × 1920	Every 30 to 45 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 ruck 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], we are putting weight on our backs and walking it for the Veterans who carried more.

The Warrior Ruck at [HOST NAME]. 3, 6, or 12 miles under load. One route, 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. Six months of coaching, food, and a Battle Buddy who picks up the phone.

Registration is open and the six-week training plan starts this week. Link in bio.

#WarriorWOD #WarriorRuck #RuckTheWeight

WHY IT WORKS Names the date, the three distances, and the dollar-to-human conversion in the first 60 words. The training plan gives people a reason to register now.

02 WHY WE CARRY IT

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

The ruck ends when you drop the pack. For a lot of Veterans, the weight does not. Unless someone helps carry it.

Here is what helping looks like: a 38.25% overall reduction in PTSD symptom severity after six months in the WarriorWOD program, measured on the PCL-5 every month and independently verified by the College of Charleston.

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 looks like.

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

#WarriorWOD #WarriorRuck #VeteranRecovery

WHY IT WORKS Ties the weight to the reason, backs it with a measured outcome, and closes with the crisis line.

03 MEET THE MISSION

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

FRAME 1: Six months. Not six weeks. Recovery is a long march.

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

FRAME 3: [DATE] at [STAGING AREA]. Which distance are you taking? Poll sticker: 3 · 6 · 12. Link sticker to register.

WHY IT WORKS Three-frame stories get finished. The distance poll drives replies and shares before the ask.

04 EARLY BIRD ENDS SUNDAY

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

Early bird ends Sunday. Take $10 off any distance.

[DATE] · step-off from 06:00 · [STAGING AREA].

3 miles at 10 lb is a long walk with a backpack. 6 miles at 20 lb is a real morning. 12 miles at 30 lb is the Heavy. Pick your distance, then pick the person you are bringing.

Veterans and active duty ruck for $30.

Register: link in bio.

#WarriorWOD #WarriorRuck #[HOSTNAME]

WHY IT WORKS A deadline plus a clear way in at every fitness level removes the objection before anyone raises it.

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 ROUTE AND STANDARDS

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

The Warrior Ruck route and weight standards are here.

One 3-mile loop. The 3-mile walks it once, the 6-mile twice, the Heavy four times. Water every two miles. The flag detail goes the whole 12.

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.

Screenshot it and send it to your ruck partner.

Register: link in bio.

#WarriorWOD #WarriorRuck

WHY IT WORKS The standards post is your best engagement post. Ruckers screenshot it, argue about 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 carry a pack to change a Veteran's life. You just have to give what a Saturday breakfast 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 #WarriorRuck #FundAWarrior

WHY IT WORKS The ladder gives non-ruckers 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 miles you carry on [DATE] fund the next one.

Register or give: link in bio.

#WarriorWOD #WarriorRuck

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 RUCK WITH YOUR UNIT AGAIN

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

Ruck with your unit again.

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.

Units, VFW and Legion posts, fire stations, police departments, ruck clubs, companies. Teams step off together, finish together, and get their name on the finisher roll.

Start yours: [YOUR CLASSY LINK]

#WarriorWOD #WarriorRuck

WHY IT WORKS Teams are the biggest single lever on your final total, and ruckers already think in teams.

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 Ruck sponsors: [TAG EACH]. You will see them at the water points on [DATE].

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

#WarriorWOD #WarriorRuck

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

10 COUNTDOWN WEEK

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

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

DAY 5: Gear check. Broken-in shoes, wool socks, a liter of water, and your pack at weight.

DAY 3: Never rucked? Take the 3-mile and join the Steady pace group. Nobody walks alone.

DAY 2: Last call to register online. Check-in opens at 05:20 for the Heavy and 06:45 for everyone else.

DAY 1: Tomorrow. Heavy steps off at 06:00. Hydrate tonight.

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: RUCK DAY

Goal of this phase: capture the energy and convert the people who are not there. Post every 30 to 45 minutes. Raw beats polished today.

11 WE ARE LIVE

WHEN: 06:00 · story · CANVA: Stories, "We're Live"

The Heavy just stepped off at the Warrior Ruck.

[X] ruckers on the route. Goal: $[GOAL]. Current: $[CURRENT].

You do not have to be here to carry some of the weight. 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 ROUTE

WHEN: During the ruck · every 30 to 45 minutes · CANVA: Stories, "Live Update"

[SPECIFIC DETAIL: the flag detail passing the water point, a team of four at mile 9, the 3-mile families stepping off.]

$[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 time.

13 THE LAST-MILE PUSH

WHEN: 09:00 · story and feed · CANVA: Stories, "Halfway"

$[CURRENT] of $[GOAL], and every distance is on its last mile.

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 HALF MILE

WHEN: 09:30 · story or reel · CANVA: Stories, "Finisher"

Three distances. One last half mile. Everyone walking it together into the finish.

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

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

#WarriorWOD #WarriorRuck

WHY IT WORKS The group finish is the most shared clip of any Warrior Ruck. 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 carried [TOTAL MILES] miles under load on a [DAY] morning and paid for six months of exercise, nutrition, and mentorship for [N] Veterans.

Thank you. Every rucker, every road guard, every volunteer at the water points, every sponsor, every person who gave from four states away.

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

#WarriorWOD #WarriorRuck

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

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 dropped their packs at our finish line. Today [N] Veterans have a spot in the next Warrior Class because of it.

$[TOTAL] raised at the Warrior Ruck. Sponsors: [TAG]. Volunteers: [TAG]. Ruckers: all of you.

Heavy finishers: [N]. Photos going up this week. Recap video Friday.

Still want in? [YOUR CLASSY LINK]

#WarriorWOD #WarriorRuck

WHY IT WORKS Posting within 24 hours 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 Ruck · [DATE]

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

Cold open on the weigh-in scale. Cut to the 06:00 step-off in the dark. Cut to the flag detail. Cut to the last half mile. End on the total.

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

Page still open: [YOUR CLASSY LINK]

#WarriorWOD #WarriorRuck

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 Ruck next year: warriorwod.org/fundraiser-for-veterans/#packages

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

#WarriorWOD #WarriorRuck

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

- "The ruck ends when you drop the pack. For a lot of Veterans, the weight does not."
- "You do not have to carry a pack to change a Veteran's life."
- "Six months. Not six weeks. Recovery is a long march."
- "Ruck with your unit again."
- "Bring someone who has never carried weight. 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've never rucked."	Take the 3-mile at 10 lb and join the Steady pace group. Nobody walks alone.
"I can't make that date."	Do the virtual ruck 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.
"Why those weights?"	They match the standards most Veteran and ruck communities already use. They are minimums, and dry weight. Carry more if you want.
"How do I help beyond giving?"	Start a team, sponsor a water point, volunteer as a road guard, or host next year. DM us and we will send the playbook.

HASHTAG AND TAG STACK

- #WarriorWOD first, #WarriorRuck 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 carry it	5 weeks out	Feed post	☐
3	Meet the mission	5 weeks out	Stories	☐
4	Early bird ends Sunday	4 weeks out	Feed post	☐
5	Route and standards	4 weeks out	Feed post	☐
6	Fund a Warrior	3 weeks out	Feed post	☐
7	Warrior spotlight	2 weeks out	Feed post	☐
8	Ruck with your unit again	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	06:00	Stories	☐
12	From the route	During the ruck	Stories	☐
13	The last-mile push	09:00	Stories	☐
14	The last half mile	09:30	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 #WarriorRuck 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.