



**SQUAD**  
**LEADER**  
**KIT**

[wwpcarryforward.org](http://wwpcarryforward.org)

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# YOU ARE AWE-INSPIRING

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**Carry Forward™ isn't your average 5K** — it's a movement for all people to put everything on the line for wounded warriors and their families. We can't thank you enough for leading the charge in your community!

Squad leaders are the reason we'll have fun, be passionate, be competitive, and be successful. We're here to give you all the tools you need to recruit your squad, inspire your squad, and make Carry Forward the energetic, inspiring, most memorable day of your year. (Unless, of course, you had a baby. Then Carry Forward will be the second-most memorable day of your year.)

Before we jump in, we want you to know that as a squad leader your impact is felt far beyond your squad.

That's right. As a Carry Forward squad leader you:

- ★ Help make sure that warriors receive free services in mental health, career counseling, and long-term rehabilitative care that changes lives.
- ★ Make a tangible difference in the lives of those who have served, and help wounded warriors go on to become valuable members of our community.

**There's more.**

Let's be clear; you're going to get downright rowdy and have a good time with family, friends, and co-workers in this race to support warriors.

But Carry Forward is more than a once-a-year chance to assemble your tribe to support our nation's bravest. We're a strong community, here to support wounded warriors and their families — not just for today or tomorrow, but for a lifetime.

Whether your squad runs to support a specific veteran you know, or you're in it to support all veterans, please know that you're a champion to us!

Thank you for being a squad leader.

**Let's get started ...**



★ OUR MISSION ★

To honor and empower wounded warriors.

WWP is transforming the way America's injured veterans are empowered, employed, and engaged in our communities. Since 2003, we've been tireless advocates for our nation's finest, improving the lives of more than half a million warriors and their families. Every day, 44 warriors and their families sign up to receive our free services in mental health, career counseling, and long-term rehabilitative care.

Warriors never pay a penny for our programs – because they paid their dues on the battlefield.

Who We Serve

THERE ARE NEARLY 4 MILLION POST-9/11 VETERANS, INCLUDING MANY WHO ARE DEALING WITH BOTH THE VISIBLE AND INVISIBLE WOUNDS OF WAR.

★ 77% ★  
DEAL WITH THE EFFECTS OF POST-TRAUMATIC STRESS DISORDER (PTSD)

★ 87% ★  
OF WARRIORS ARE OVERWEIGHT OR OBESE

★ 34% ★  
OF WARRIORS CITED "MENTAL HEALTH ISSUES" AS A FACTOR MAKING IT DIFFICULT TO OBTAIN OR CHANGE JOBS

2017 ANNUAL WARRIOR SURVEY

WE LISTEN TO THE NEEDS OF WOUNDED WARRIORS AND PROVIDE THE PROGRAMS AND SERVICES THEY TRULY NEED.

MORE THAN  
★ 42K ★  
HOURS OF MENTAL HEALTH CARE PROVIDED THROUGH WARRIOR CARE NETWORK\*

MORE THAN  
★ 14K+ ★  
PHYSICAL HEALTH & WELLNESS PROGRAM ENGAGEMENTS

★ 2,600+ ★  
PARTICIPANTS HAVE ACQUIRED FULL- OR PART-TIME POSITIONS THROUGH WARRIORS TO WORK WITH A TOTAL ANNUALIZED ECONOMIC IMPACT OF  
★ \$99M ★

2017 PROGRAM IMPACT



# We want YOU to help us Carry Forward!

Here are some easy steps to get started:

## Join



Log onto our website:  
[www.pcarryforward.org](http://www.pcarryforward.org)



Pick your event:  
San Diego (Oct. 6),  
Nashville (Oct. 13),  
Jacksonville (Nov. 10),  
or Virtual Carry Forward



Choose FLAG,  
FITNESS, or FIERCE



Register as an individual, join an existing team, or create your own team



## Invite

Recruit your friends, family, and co-workers to join your team

## FUNdraise!

- ★ Set a fundraising goal
- ★ Donate to yourself: lead by example on your fundraising page
- ★ Plan a mini-fundraising event (bake sale, car wash, or karaoke night)
- ★ Ask friends and family to donate directly to your fundraising page



## Share



Share your personal page on Facebook, Twitter, and LinkedIn



Post event information at places you frequent the most (*posters and flyers will be provided*)

## Have FUN and Get Ready!

Start training for the big day



★ Contact us at [carryforward@woundedwarriorproject.org](mailto:carryforward@woundedwarriorproject.org) with any questions. ★

# ★ SQUAD LEADER CHECKLIST ★

## Get started (3–5 months before your Carry Forward)

- ✓ Register yourself as a Squad Leader!
- Give your squad a meaningful, inspiring, fun name.
- Kickstart your fundraising and show your squad you're all in with a personal donation to your individual page.
- Set your squad fundraising goals using our handy worksheet.
- Send your squad (with you as squad leader) the link to register themselves.
- Customize your squad page.
- Brainstorm whom you want on your squad using the idea generator in this kit.
- Practice your recruitment script.
- Invite everyone you know to join your squad or support your squad with a donation. Ask in person or via email, text, and social media, especially Facebook and LinkedIn.
- Have a kick-off call or meeting, especially if you're leading a corporate squad.
- Check your company's matching-gift policy [here](#).
- Place articles in your company newsletter or intranet site to recruit squad members from across the organization.
- Email your squad weekly with fundraising updates. Highlight new squad members with a hearty welcome.
- Post on social media to remind your friends that the time to donate is NOW.
- Like and Follow WWP Carry Forward pages on social media.
- Enhance your Facebook profile picture with our Carry Forward frame!
  - o Go to [facebook.com/profilepicframes](https://facebook.com/profilepicframes).
  - o Select a frame from the menu or search *WWP Carry Forward Launch Frame*.
  - o Click Use as Profile Picture to save.

## Keep up your momentum (1–2 months before your Carry Forward)

- Send out fundraising emails to ask for donations and remind your squad to send out their emails too!
- Update your squad page with personal stories, photos, and progress as your squad grows.
- Distribute Carry Forward posters to shops and restaurants in your neighborhood.
- Host a squad fundraising event. (Check out our A to Z fundraising idea guide [here](#) for event ideas.)
- Hold a fundraising challenge for your squad.
- Continue to email your squad weekly with fundraising updates and recognize your top fundraisers.

# ★ SQUAD LEADER CHECKLIST ★

- Collect squad checks and cash and fill out the offline donation form. Make sure to turn in the form and money together.
- Order your custom squad T-shirts if you're planning on having them.
- Keep visiting Facebook for ideas and inspiration for posting with your squad.

## **The week before your event**

- Coach all squad members to send one more fundraising email.
- Encourage any last-minute squad members to get registered.
- Email your squad with all Carry Forward event details (including squad meet-up location, race start time, squad photo time, where to pick up squad T-shirts, and where to park), and recognize all your fundraising leaders and anyone who has met their fundraising minimum.
- Post on social media to remind your friends that the time to donate is NOW. (There's nothing like a deadline to motivate people.)

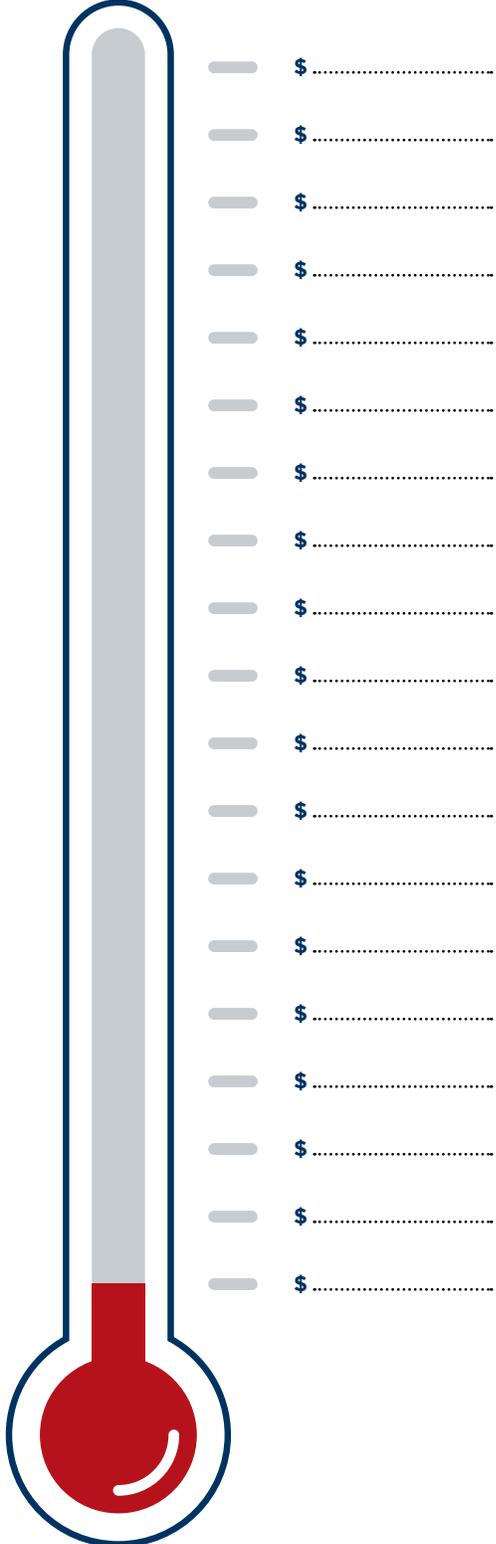
## **Carry Forward event day**

- Arrive early.
- Register any last-minute squad members at the registration tent.
- Turn in to WWP any donations collected in person at the donations tent, and also fill out this offline donation form to make sure the donations are tracked on your page.
- Take your squad photos (share one with us, will ya?), and don't forget to use #wwpcarryforward.
- You did it! Bask in a beaming sense of accomplishment.
- Post your event photos and squad recognition on Facebook and Instagram during and after the event.
- Thank each of your squad members for being on your squad in person, via text, call, or email. (It's important to reach out to all members personally.)

## **Immediately after Carry Forward**

- Send thank-you notes to all your donors, along with your squad photo from the event. (Did we mention we want a copy of your squad photo too? We do.)
- Send an email to all squad members with squad standings.
- Send follow-up emails to those who didn't donate to you. Share your experience with them, let them know how much impact they can still have, and give them one more chance to donate.
- Collect and turn in any outstanding pledges.
- Host a squad wrap party to thank your squad members and celebrate the success on the incredible impact you've had on warriors and their families.

# ★ SQUAD GOALS WORKSHEET ★

SIGN UP!	CARRY FORWARD	TEAM FUNDRAISING GOAL
Squad Name	Date	
Squad Leader	Time	
Email	Location	
Phone	Website	
1. ....	 <p data-bbox="527 1176 925 1522">We're building squads and raising dollars to honor and empower wounded warriors.</p> 	
2. ....		
3. ....		
4. ....		
5. ....		
6. ....		
7. ....		
8. ....		
9. ....		
10. ....		
11. ....		
12. ....		
13. ....		
14. ....		
15. ....		

# ★ FUNDRAISING INCENTIVES ★

We have a special way of saying “thank you!” for fundraising on behalf of wounded warriors and Wounded Warrior Project. All fundraising prizes are cumulative, so go ahead and make it your goal to collect everything. Remember, the funds you raise go to lifesaving programs for wounded warriors.



**\$100 Milestone**

**CARRY FORWARD  
T-SHIRT**



**\$500 Milestone**

**CARRY FORWARD  
BASEBALL CAP**



**\$1,000 Milestone**

**CARRY FORWARD  
RACE PACK**



# ★ HOW TO ASK FOR SUPPORT IN 5 EASY STEPS ★

**Asking for a donation can be hard unless you use this surefire script. Coach your squad to use this script to make asking for a donation easy!**



## **1. Identify the need you are trying to address.**

Example: “After risking everything for us, many warriors return home with serious mental health injuries. A whopping 77% of wounded warriors report experiencing or living with post-traumatic stress disorder according to WWP’s 2017 Annual Warrior Survey.”

## **2. Explain why the mission is important to you.**

Example: “My dad was a veteran. My sister is a veteran too. Dad never recovered fully from what he experienced in the war. He didn’t like to talk about it.”

## **3. Share what you are doing.**

Example: “I can’t help my dad, but I can help somebody in his shoes. I’m running in a new 5K challenge, Carry Forward, to support lifesaving programs for today’s wounded warriors. I’ve committed to carry 20 lbs of weights for the full 5K.”

## **4. Ask your donor to take a specific action.**

Example: “Can I count on you to support my run and make a \$50 donation to Wounded Warrior Project to fund lifesaving programs for wounded warriors? You can donate in honor of a veteran you know and love.”

## **5. Stop talking and let your donor answer — they are excited to help — we promise!**



# ★ SQUAD MEMBER RECRUITMENT SCRIPT ★

**Use this script to inspire your squad members while you make and send recruitment calls, emails, and texts.**

## **Text**

Let's get rowdy to support veterans on [date of your 5K]. Join my squad for the Carry Forward 5K. Run or walk alongside me and our squad. We each honor wounded warriors by carrying a flag, weights, or one another as our challenge. We need you! Go to [wwpcarryforward.org](http://wwpcarryforward.org) and registered under [squad name]. I'm counting on you.

## **Call or Email Script**

I'm showing support for wounded warriors [or insert a specific veteran you're honoring] by joining them in Carry Forward™ — a 5K like no other.

It's going to be a fun, sweaty, and rowdy day for a cause close to my heart: I'm helping to provide lifesaving programs for wounded warriors.

Please join my squad. You too can run alongside and honor wounded warriors by carrying a flag, weights, or a squad member as your challenge. Everything is more fun with a squad.

[If possible, insert a memory or reference to a specific veteran, for example: My dad was a veteran, and it's important to me to support those who have sacrificed so much for our freedom.]

Warriors never pay a penny for Wounded Warrior Project® (WWP) programs — because they paid their dues on the battlefield. With our help, free services in mental health, career counseling, and long-term rehabilitative care will change warrior lives.

I'll say it again. Join my squad! We need you!

[add if you're sending an email]

Contact me at [insert your contact info] to find out how to register or log on to my squad page at [insert your squadpage link] and register right now.

Squad Leader

P.S. If you can't join us in person, you can be just as valuable as a virtual squad member. Just select "Virtual 5K Run/Walk" when you register. If you can't do either, please [donate](#) to show your support for wounded warriors.



★ **HAND OUT OR POST FLYERS** ★

Carry Forward is a grassroots event in our community. You can recruit squad members using this poster that you can download and print from here [www.pcarryforward.org/fundraising](http://www.pcarryforward.org/fundraising).

★ **FUNDRAISING IS EASY  
WITH THESE TOOLS** ★

**Coach your squad to use social media**

- ★ Your squad members can share their fundraising page using the social share buttons on the fundraising dashboard.
- ★ Regularly post on Facebook, Instagram, and LinkedIn. Those are the two most fundraising-friendly social platforms because you can post a donation link.

**Run a “Warrior Challenge” to raise \$200**

- ★ Raising money is so much easier when you’re not alone.
- ★ Here’s a fun fundraising activity to help each squad member raise \$200 in less than one week.
- ★ Choose a “Warrior Challenge” week where everyone on your squad uses the following daily schedule with a goal of raising \$200 in one week! It’s a great way to get your slower fundraisers on the board.
- ★ Plan to set up a Facebook Group or email thread with all squad members on it sharing daily updates and stories to build a sense of competition as the week goes on.

DAY 1	Sponsor yourself with a \$25 donation	\$25
DAY 2	Ask 2 relatives for \$20 each	\$40
DAY 3	Ask 3 friends for \$15 each	\$45
DAY 4	Ask 4 co-workers for \$10 each	\$40
DAY 5	Ask 5 neighbors for \$5 each	\$25
DAY 6	Ask your husband, wife, or significant other for \$25	\$25
DAY 7	<b>BOOM! You just raised \$200 in ONE WEEK!</b>	

## Host a squad fundraising day (or two)

**Part of being on a squad is getting together. Here are some ideas that raise money while your squad has a good bit of fun and builds camaraderie.**

- ★ Theme party. Come as your favorite “Stranger Things” character. Who are we kidding? An 80s party is always a good idea.
- ★ Host a fun movie night with snacks, drinks, and a beloved movie. Have everyone attending donate what they would have paid at the theater.
- ★ Host a happy hour party where you serve drinks and munchies. Have attendees donate what they would have spent at a happy hour.
- ★ Host a garage band competition.
- ★ Conduct a silent auction.
- ★ Host a garage sale.
- ★ Host a bake sale (seriously, they are still wildly popular).
- ★ Host a Saturday morning car wash.
- ★ Collect bottles for redemption.

## Squad Comms

**Can we get real? We’ve forgotten where we parked the car on a good day, so keeping track of 5, 10, 20, or more squad members can present some challenges.**

We’ve added some key communication (“comms”) milestones you’ll want to check off when you’ve connected with each squad member.

Face-to-face squad comms are always best. But whether you contact your squad in person, on the phone, via text or email, it’s important you stay in touch regularly so **your squad feels like they belong and are valued.**

The minimum basic “squad comms” you’ll have with each squad member are:

- ★ **“Welcome to the squad! So glad you’re here.”** Enthusiastically welcome each member to your squad within 24 hours of registering. Share the important impact they’ll have on wounded warriors.
- ★ **“Well done. You hit your fundraising goal!”** Whenever squad members hit their fundraising goals, be sure to congratulate them personally, and recognize them publicly for their achievement to both your squad and the mission. Then encourage them to increase their goal and keep fundraising!
- ★ **“How can I help you hit your fundraising goal?”** Make at least one, if not two or three, calls to support squad members who haven’t yet hit their fundraising goal. Coach them with any one of the fundraising tools we’ve made available to you.
- ★ **“Carry Forward is almost here. Here’s everything you need to know.”** Three to four days before your event, you’ll want to get your squad excited about their event day experience. Give them instructions about where and when to meet, what to wear, where to park, what to bring, and more.
- ★ **“Thank you for being a valuable member of our squad!”** Thank each member for being part of your squad with every contact, but be sure to send a special post-event thank you. Maybe include a squad photo. Thank your squad member for their valuable contribution and remind them of the lifesaving work they are funding.

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**“Your donations take a lot of stress off the shoulders of so many warriors and their families.**

**Things that you can't purchase with money — your self-esteem, getting your life back — Wounded Warrior Project gives us.**

**It took me many years to realize that I'm not going to be the Lisa I was before I left, but I believe I am a better Lisa today.**

**WWP has made me feel that I fit in again. And none of that is possible without you.”**

— WOUNDED WARRIOR  
**LISA CRUTCH** WITH  
HER DAUGHTER



★ **THANK YOU FOR BEING A SQUAD LEADER!** ★

We're here to help! Contact us at [carryforward@woundedwarriorproject.org](mailto:carryforward@woundedwarriorproject.org)

More Fundraising Resources: [WWPcarryforward.org/fundraising](http://WWPcarryforward.org/fundraising)

Course Training: [WWPcarryforward.org/eventinfo](http://WWPcarryforward.org/eventinfo)

Frequently Asked Questions: [WWPcarryforward.org/faq](http://WWPcarryforward.org/faq)

