STUDENT AMBASSADORS

CAMPAIGN STARTER KIT

WOUNDED WARRIOR PROJECT
ABOUT

WOUNDED WARRIOR PROJECT

OUR MISSION
To honor and empower wounded warriors.

OUR VISION
To foster the most successful, well-adjusted generation of wounded service members in our nation’s history.

OUR PURPOSE
★ To raise awareness and enlist the public’s aid for the needs of injured service members.
★ To help injured service members aid and assist each other.
★ To provide unique, direct programs and services to meet the needs of injured service members.

WHO WE SERVE
WWP is committed to serving the post-9/11 generation and all future generations of injured service members, ensuring they get the care, attention, and support they deserve upon their return home. We also serve the family members and caregivers who are an integral part of the warrior’s recovery and transition back into civilian life through WWP programs.

PROJECT ODYSSEY®
More times than not, warriors return home from the battlefield with wounds you may not see, such as combat stress and PTSD. Project Odyssey is a multi-day event that provides warriors with new tools to help with their invisible wounds as they continue on their journey to recovery. Warriors are supported by peers and WWP staff as they are challenged through activities, like hiking, rock climbing, scavenger hunts, and high-ropes courses.

WARRIOR CARE NETWORK™
Since 9/11, 2.4 million brave men and women have deployed around the world to fight for our country. The percentage of those returning with PTSD and traumatic brain injury (TBI) is staggering. As these numbers continue to grow, it becomes more and more difficult for warriors to access timely and effective mental health care. Warrior Care Network is a first-of-its-kind partnership between WWP and four national academic medical centers of excellence, which connects warriors and their families with world-class, outpatient mental health care for the invisible wounds of war. The institutions include Emory Healthcare, Massachusetts General Hospital, Rush University Medical Center, and UCLA Health.

SOLDIER RIDE®
More than a cycling event, Soldier Ride is a chance to heal and grow. It is a unique, multi-day opportunity for warriors to use riding and shared experiences to overcome physical, mental, and emotional wounds. Warriors of all ability levels can cycle on adaptive hand cycles, trikes, and bicycles, helping them gain confidence and realize everything they are capable of post-injury. The event also provides a chance to develop peer support among other veterans and friendships that last long after the ride.

WARRIORS TO WORK®
Wounded warriors face unique challenges when transitioning to the civilian workforce, like translating military experience effectively and adjusting to an entirely different work environment. Warriors to Work helps by offering career guidance and support to wounded service members, family members, and caregivers. Specialists help participants set attainable goals, market their skills, prepare for interviews, and connect with local employers. For those who already have a career, WWP teammates can provide guidance to help them advance. They also educate employers on working with warriors, with a focus on recruiting and retaining, as well as providing reasonable accommodations for veterans.

SPOTLIGHT PROGRAMS
WOUNDED WARRIORS HIT THE SLOPES TO RAISE AWARENESS. START YOUR
OWN CLUB AND RAISE FUNDS FOR WOUNDED WARRIORS!

GETTING STARTED

YOUR FUNDRAISER OR CLUB
AND THINK ABOUT WHAT YOUR FUNDRAISING MIGHT LOOK LIKE
AT YOUR SCHOOL (THIS BOOKLET HAS SOME GREAT IDEAS)

This can be as simple as “Student Ambassadors in support of Wounded
Warrior Project” or can be more personalized for your school. Be sure to
brainstorm using your school mascot, school name, values of the military,
or WWP when creating your name. The club or campaign may also
include WWP in the format of “benefiting Wounded Warrior Project” or
“in support of Wounded Warrior Project.”

NAME

YOUR FUNDRAISER
FOLLOW THE LINK BELOW TO CREATE YOUR FUNDRAISER TODAY!
supportwwp.org/SAI

REGISTER

ACCESS ONLINE RESOURCES
AND TOOLS

Take a look at your registration confirmation email and see the ‘Utilizing
the Online Materials’ section of this booklet.

GET STARTED

ON PLANNING YOUR FUNDRAISER

See the next page for a step-by-step guide.
### 3 STEPS IN PLANNING YOUR FUNDRAISER

#### 1. SELECT A COMMITTEE
Selecting the type of event(s) you will hold is fun and exciting! We suggest gathering a small, dedicated committee of club members for each event or activity to help ensure your fundraiser is a success from start to finish. This also allows you to divvy up roles and responsibilities among your committee members.

#### 2. DECIDE THE FORMAT OF YOUR FUNDRAISER(S)
Once your committee is in place, begin researching types of events to hold. Keep in mind who your potential supporters are, your fundraiser location, and your volunteer base.

For the smaller, more frequent, or ongoing fundraisers, take a look at the following ideas (these are only suggestions — we encourage you to be creative!):

- **Plan “pajama days,”** on which students bring in a $5 donation to be allowed to wear pajamas once a month.
- **Donate funds** collected through spirit week, homecoming week, a dance, or prom.
- **Accept donations for items** such as flowers on Valentine’s Day, yellow ribbons on Veterans Day, candy grams for winter holidays, singing telegrams for birthdays, etc.
- **Host a car wash or bake sale** — the possibilities are endless!

For larger fundraisers, we suggest:

- **Sporting tournament:** A sporting event is an easy way to formulate a fundraiser in schools. These events can be in any sport, like football, baseball, lacrosse, soccer, and wrestling. One option is to partner with an existing sporting event (i.e., raising funds through your school’s homecoming game or regional playoffs). Alternatively, you can create your own sporting event, such as a dodgeball tournament or field day at your school.
- **Walk or run:** These are fun and active events you can set up in either a relaxing or competitive style. Although planning a walk or run is a little more labor intensive than some other events, it can be done without too much work. Considerations: walk or run season, length and location of route, safety measure, etc.
- **Food events:** Who doesn’t love a good pasta dinner before a football game or a Sunday pancake breakfast in the town center? Rope in the crowds with a food affair that can be on-the-go or a formal sit-down. Considerations: level of formality, type of meal, location.
- **Parades or fairs:** Accepting donations through community parades or fairs (especially those related to veterans, such as Veterans Day parades) is a great option as well. We encourage students to make banners and let the community know you support wounded warriors.
- **Think outside the box:** Shave your teacher’s head, or set up a dunk tank or pie-in-the-face booth, and enlist your teachers as volunteers.

#### 3. SET A DATE(S)
Look at both your school and community calendars for opportunities for service and fundraising through the following events:

- Armed Forces Day
- Memorial Day
- Flag Day
- Independence Day
- Constitution/Citizenship Day
- Veterans Day
- Thanksgiving
- Holiday giving drives
- Pep rallies
- Sporting events (homecoming, playoffs)
- State fairs
- Parades
- Community festivals
- School dances
COMMUNITY FUNDRAISING PORTAL
Student Ambassadors will create their own personalized fundraising page and have access to numerous resources, including WWP literature, customizable flyer and poster templates, a press release template, logos, graphics, and social media images. Upon registering, Student Ambassadors will create a username and password to access this portal. You can find the link to log in through your confirmation email at any time.

FUNDRAISING PAGE
By registering, Student Ambassadors will automatically create an online fundraising page where you can add photos, a video, and share a story of your passion for supporting wounded warriors. Share this page on your school’s website, social media pages, marketing pieces, and with everyone in your community! This is great for supporters who don’t want to handle cash and want to donate with a credit card.

LOGOS AND WORD MARKS
Student Ambassadors have access to WWP logos to use on flyers to promote their fundraiser. Also, students can change their social media profile picture to the Student Ambassadors logo to raise awareness.

LETTER OF SUPPORT
Use this letter to rally support at your school and in your community. The letter describes your support of WWP and is a great tool for getting items to assist your fundraising or obtaining sponsors. All you have to do is edit the letter to include your school, group, or fundraiser name.

CERTIFICATE OF RECOGNITION
Recognize and applaud Student Ambassadors once the campaign is over. Print out the certificates and give one to each member of your group.

FLYERS AND INFOGRAPHICS
These printable items have useful information about the mission of WWP. These are great awareness tools. We work hard to keep these resources updated for you!

VIDEOS
Check out the WWP YouTube channel for videos highlighting our programs and services. Show these videos at your events or at your school to rally support. You can show a video at halftime during a school basketball game, at a pep rally, or on the school news program. These videos help describe the work WWP does every day, thanks to you!
THINGS TO KEEP IN MIND

USE OF THE WWP LOGO
We provide the Proud Supporter logo and the Student Ambassadors logo once you register!

T-SHIRTS
If you are going to create a T-shirt for a specific event or for your club, instead of selling the shirts outright, think about accepting donations as part of your club dues or entrance fees for an event.

SUBMITTING DONATIONS BY MAIL
All checks and/or money orders should be made payable to WWP or Wounded Warrior Project. When mailing donations, please follow these steps:

• Include your Student Ambassadors Donation Tracking form, sent to you in your confirmation email.
• Mail the donation(s) along with the Donation Tracking Form to:
  Wounded Warrior Project
  P.O. Box 758525
  Topeka, Kansas 66675-8525
  ATTN: Student Ambassadors
• We will provide individual acknowledgments of all donations made directly to WWP. These letters, to be used for tax deduction records, will be sent to the addresses on each individual check. Donors should expect to receive their donation acknowledgments within four to six weeks.

LET US KNOW HOW YOU ARE DOING
We love to see the amazing fundraisers WWP Student Ambassadors are hosting. Use the hashtag #WWPStudentAmbassadors on your social pages to share your photos and keep us up to date, and email any photos or updates to communityfundraising@woundedwarriorproject.org.

STAY EDUCATED AND INFORMED
Visit our webpage woundedwarriorproject.org to get more information about the free programs and services provided to wounded warriors, their families, and caregivers. Also, visit our newsroom at newsroom.woundedwarriorproject.org to get informed on the latest WWP news.
OTHER WAYS

TO GIVE BACK

Here are just a few additional ways you can give back and help further the WWP mission. For other unique and meaningful ways to get involved, please visit woundedwarriorproject.org and click “Give Back.”

GET ACTIVE

Encourage individual athletes to register as a Community Athlete and support wounded warriors while working toward earning a WWP race jersey!

For information, go to woundedwarriorproject.org/give-back.

SHARE THE MISSION

Become an online advocate for wounded service members by sharing a Facebook post, tweeting a message, or adding an image to your blog or website to show your support.

Visit the WWP advocacy center for details at woundedwarriorproject.org/online-advocacy-center.aspx.

ADVOCATE

WWP is a leader in policy development. Read the policy agenda and get educated on our key legislative priorities.

Visit woundedwarriorproject.org/programs/policy-government-affairs.aspx to get involved.

GET SOCIAL

WOUNDED WARRIOR CARLOS DE LEON WITH HIS WIFE, DAUGHTER, AND SON, A WWP STUDENT AMBASSADOR.
THANK YOU
FOR SUPPORTING
WOUNDED WARRIORS