

STUDENT AMBASSADORS

STUDENT AMBASSADORS CELEBRATE A JOB WELL DONE AFTER
HOSTING THEIR POWERLIFTING EVENT TO BENEFIT WWP.



★ CAMPAIGN STARTER KIT ★



WELCOME TO

WOUNDED WARRIOR PROJECT

WOUNDED WARRIORS AND HONORARY TEAM CAPTAINS AT BOSTON COLLEGE.

THANK YOU FOR YOUR SUPPORT OF OUR NATION'S BRAVEST!

We are going to help you organize, fundraise, and empower wounded warriors as they tackle their next mission in life. This kit is built to help you and your school achieve your fundraising goals and make a life-changing impact on wounded warriors and their families.

WHO WE ARE

Every warrior has a next mission. We know that the transition to civilian life is a journey. And for every warrior, family member, and caregiver, that journey looks different. We are here for their first step, and each step that follows. Because we believe that every warrior should have a positive future to look forward to. There's always another goal to achieve, another mission to discover. We are their partner in that mission.



EVERY DOLLAR MAKES AN IMPACT



Every dollar you and your school raise supports life-changing programs and services that empower injured veterans:

\$500

PROVIDES A SESSION WITH A CAREER COUNSELOR FOR 20 WARRIORS

★ **12%** ★ of WWP warriors are unemployed (nearly four times the national average).

\$1,500

PROVIDES 10 WARRIORS WITH ACCESS TO MENTAL HEALTH AND COUNSELING SERVICES

★ **1 IN 3** ★ struggle to get the care they need to overcome their mental health challenges.

\$5,000

PROVIDES AN AQUATIC THERAPY SESSION FOR 55 WARRIORS THAT HELPS THEM HEAL PHYSICAL INJURIES

★ **94%** ★ of WWP warriors experienced physical injuries that are considered severe - most experiencing more than one.

EVERY WARRIOR HAS A NEXT MISSION — FOR SOME, IT'S LEARNING HOW TO DO SOMETHING THEY LOVE A LITTLE DIFFERENTLY AFTER BEING WOUNDED. YOUR SUPPORT MAKES AN ADAPTIVE SKI EVENT LIKE THIS ONE POSSIBLE.





GETTING

started

NAME

YOUR FUNDRAISER OR CLUB

AND THINK ABOUT WHAT FUNDRAISING MIGHT LOOK LIKE AT YOUR SCHOOL (THIS KIT HAS SOME GREAT IDEAS)

REGISTER

YOUR FUNDRAISER

FOLLOW THE LINK BELOW TO CREATE YOUR FUNDRAISER TODAY!

WWPFUNDRAISE.ORG/STUDENTAMBASSADORS

ACCESS

ONLINE RESOURCES AND TOOLS

Your Dashboard is filled with pre-loaded scripts, template collateral, email messages, and tools to make fundraising for wounded warriors and their families easy and fun! Register if you haven't already gain access or log in to check them out!

**GET
STARTED**

PLANNING YOUR FUNDRAISER

See the next page for a step-by-step guide.

3 STEPS

IN PLANNING YOUR FUNDRAISER



BOSTON COLLEGE SUPPORTED WOUNDED WARRIORS
BY DEDICATING A BASEBALL GAME. YOU CAN DO THE SAME!



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 split up roles and responsibilities among your committee members.



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:

- **Plan “pajama days,”** on which students bring in a \$5 donation to be allowed to wear pajamas.
- **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 form 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 (e.g., 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:** Get active and have fun! Use your school’s track as the venue and fundraise for every lap students complete. Although planning a walk or run is a little more difficult than some other events, it can be done without too much work. Considerations: 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. Draw 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.

PRO TIP

Download the Fundraising Ideas from A to Z Guide in the Resources section of your Dashboard for more ideas!



SET A DATE(S)

Look at both your school and community calendars for service and fundraising opportunities through the following events:

- | | |
|--------------------------------|---|
| • Armed Forces Day | • Pep rallies |
| • Memorial Day | • Sporting events
(homecoming, playoffs) |
| • Flag Day | • State fairs |
| • Independence Day | • Parades |
| • Constitution/Citizenship Day | • Community festivals |
| • Veterans Day | • School dances |
| • Thanksgiving | |
| • Holiday giving drives | |

UTILIZING ONLINE

MATERIALS

YOUR DASHBOARD IS YOUR FRIEND

Access tools, resources, and pre-loaded content to jump-start your fundraising efforts through your Dashboard. Upon registering, you will create a username and password to access this portal. Visit [WWPfundraise.org/Student Ambassadors](http://WWPfundraise.org/StudentAmbassadors) and click "LOGIN" in the top corner to access.

››› FUNDRAISING PAGE

When you registered, a personal online fundraising page was created just for you! This is where friends and family can donate, join your efforts, and read your personal message about why you're fundraising to support wounded warriors. You can also see who has donated to your efforts, send a fundraising or thank-you email, and even post on social media. Share this page on your school's website, social media pages, marketing pieces, and with everyone in your community!

››› LOGOS

Download and utilize WWP logos and graphics to promote your campaign and raise awareness.

PRO TIP Change your profile picture to the Student Ambassadors logo to raise awareness of your efforts.

››› 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 gift-in-kind items for your campaign or obtaining sponsors. All you have to do is edit the letter to include your school, group, or fundraiser name.

››› CERTIFICATE OF RECOGNITION

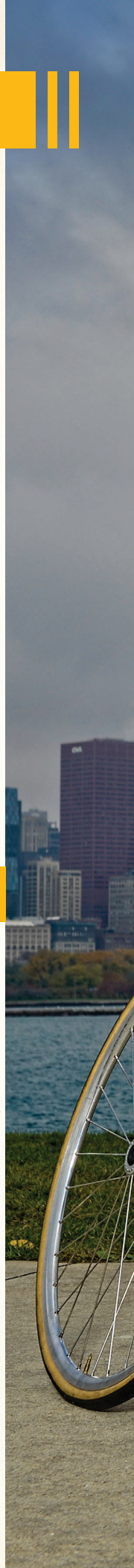
Recognize and applaud Student Ambassadors once the campaign is over. Print out the certificates and give one to each member of your group.

››› FLYERS AND INFOGRAPHICS

Spread the word in your community by posting custom posters and flyers. Access these interactive PDFs in the Resources tab of your Dashboard.

››› VIDEOS

Check out the Your Impact page at WWPfundraise.org for videos highlighting the impact you make on those we serve. 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!





WOUNDED WARRIOR DONNA PRATT AT
SOLDIER RIDE® CHICAGO.

THINGS TO KEEP IN MIND

››› USE OF THE WWP LOGO

All logos available to you can be found in the Resources section of your Dashboard.

››› T-SHIRTS

Make them! Everyone loves some swag!

PRO TIP

Personally thank each and every donor who gives to your campaign. Hand-written notes go a long way, and you can even use the T-shirt as a thank-you gift or incentive item for top fundraisers!

››› SUBMITTING DONATIONS BY MAIL

We accept money orders and checks. Here are three steps to ensure your donations are tracked toward your fundraising goal.

1. Ensure checks are made payable to Wounded Warrior Project.
2. Log into your fundraising page. Click on 'Your Page' from the upper left corner. Scroll down to bottom of the 'My Story' section and you will see 'Mail-In Donation Form' in red. Download and print the form noting all checks and/or money orders.
3. Mail the donations and form to the below address.

Wounded Warrior Project
P.O. Box 758525
Topeka, Kansas 66675-8525
ATTN: Student Ambassadors

Keep in mind, these donations will be posted to your online page total within 7–10 business days after being received. Every donor will receive a tax acknowledgment letter via mail after their donation is processed.

››› SHARE 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 **WWPFundraise@woundedwarriorproject.org**.

››› STAY EDUCATED AND INFORMED

Visit our webpage **woundedwarriorproject.org** to get more information about the life-changing programs and services provided to wounded warriors and their families. You can also visit our newsroom at **newsroom.woundedwarriorproject.org** for the latest WWP news.





STUDENT AMBASSADORS WITH WOUNDED WARRIOR SAL GONZALEZ AFTER THEIR BENEFIT CONCERT, HOPE FOR THE HOLIDAYS, SUPPORTING WOUNDED WARRIOR PROJECT.

|| OTHER WAYS

TO GIVE BACK



WWP CARRY FORWARD® 5K

Put the WWP mission in motion at one of the most powerful, one-of-a-kind events you'll ever experience.

Learn more at WWPCarryForward.org.



STREAM TO SERVE™

Stream what you love and fundraise for wounded warriors at the same time. In minutes you can connect your Twitch, Mixer, or YouTube to your own fundraiser for WWP and begin raising money whenever and wherever you'd like.

Learn more at WWPfundraise.org/StreamToServe.



POST PICTURES



Don't forget to use [#WWPStudentAmbassadors](https://www.instagram.com/WWPStudentAmbassadors)!



PARTICIPANTS PROUDLY WAVING THEIR FLAGS OF
SUPPORT AND PATRIOTISM AT THE CARRY FORWARD 5K.



THANK YOU

FOR CHANGING THE LIVE OF
★ **WOUNDED WARRIORS** ★



**WOUNDED WARRIOR
PROJECT®**

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