



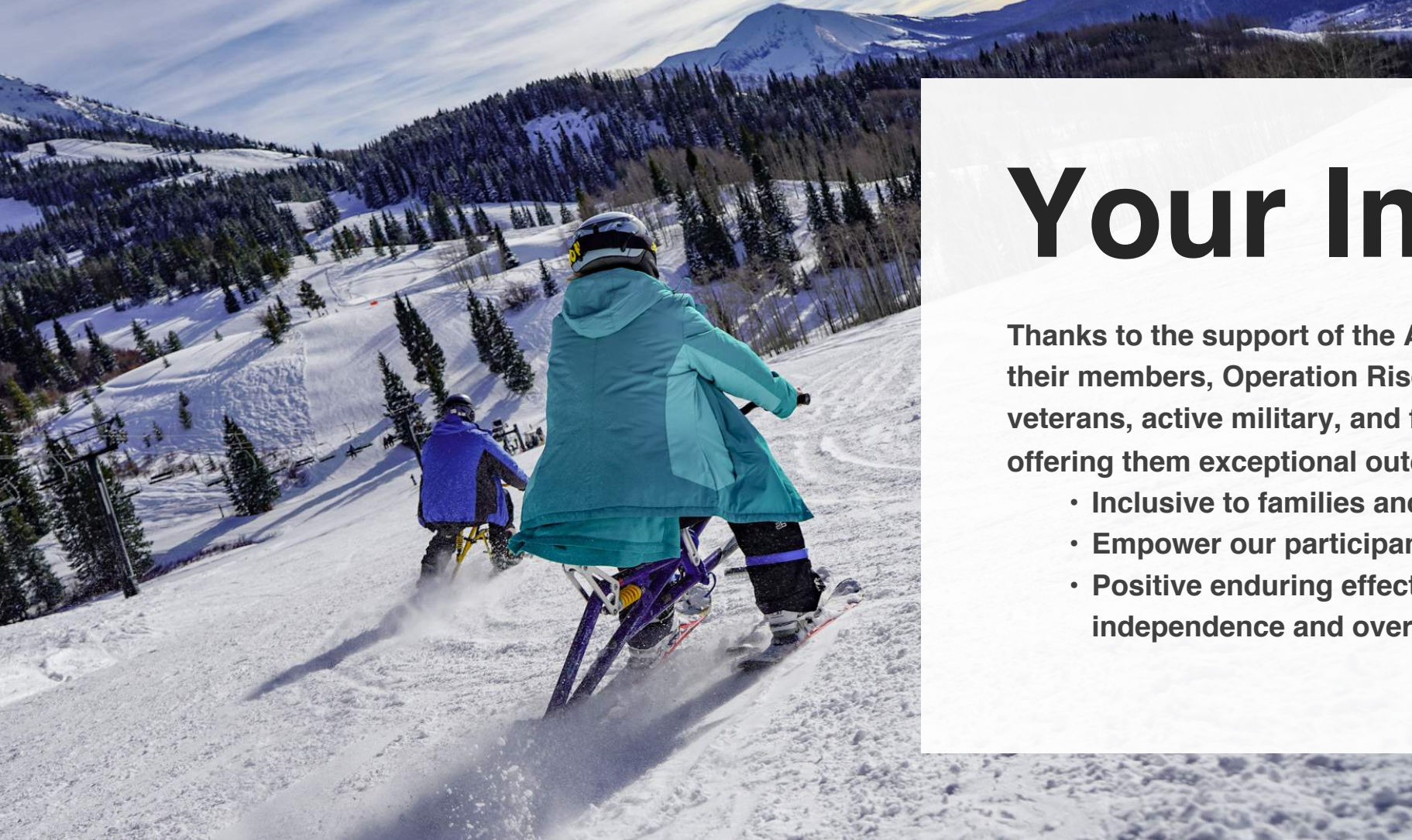
FUNDRAISING KIT

OPERATION RISE AND CONQUER

A program offered in partnership by the
American Supply Association, its members,
and the Adaptive Sports Center.

www.AdaptiveSports.org/orc-asa-fundraisingkit

Updated September 2021



Your Impact

Thanks to the support of the American Supply Association and their members, Operation Rise and Conquer is able to serve veterans, active military, and first responders with disabilities, by offering them exceptional outdoor adventure-based programs.

- Inclusive to families and friends.
- Empower our participants in their daily lives.
- Positive enduring effect on self-efficacy, health, independence and overall well-being.



Soundbites

2013

Operation Rise and Conquer was created in 2013 through a collaboration between the American Supply Association and the Adaptive Sports Center.

Crested Butte, CO

Headquarters for Operation Rise and Conquer, a 5 hour drive from Denver and 4.5 hours from Colorado Springs, a huge base for members of the military.

Honoring

This program serves veterans, military, and first responders with disabilities, along with their families. Special rates are also available to those with a family member or child with a disability.

\$335,000

The average annual program cost for Operation Rise and Conquer is \$335,000. The average activity cost is \$265, which is offered to participants for little or no cost.

150+

On average, over 150 veterans, active military, and first responders with disabilities enjoy over 1,200 life-enhancing outdoor activities through this program annually.

Year-round

Operation Rise and Conquer operates year-round, offering activities ranging from adaptive skiing and snowboarding to biking and rock climbing.



Give back

to those who have
sacrificed so much
for our country.

Join us in making a
real commitment
that enhances the
quality of lives of
people with
disabilities.





Celebrate your affiliation

As a member of the American Supply Association, this is a great opportunity to share with your customers that you give back and encourage them to join you. Veterans, active military and first responders with disabilities have sacrificed for our freedoms and safety. Let's show them they are not alone.



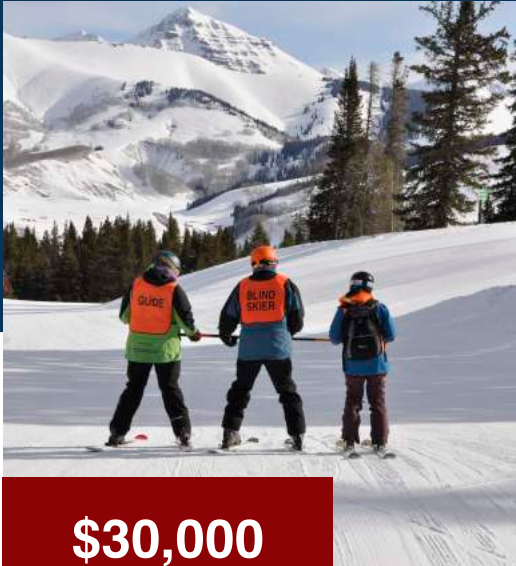
Learn how!





Take the challenge

Set a company fundraising goal for Operation Rise and Conquer. For example:



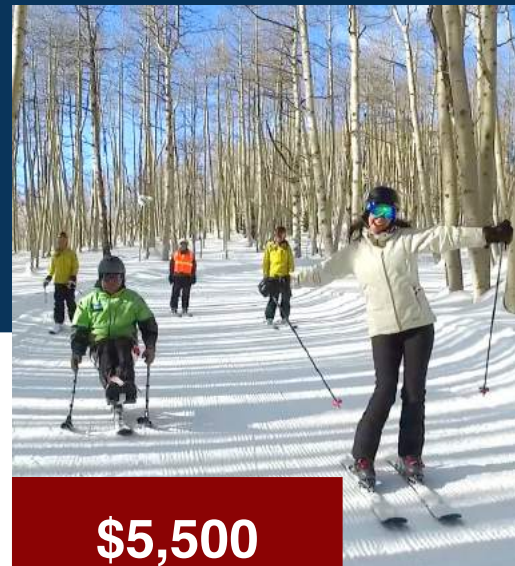
\$30,000

Can provide a week-long group program for 12 visually impaired or blind veterans.



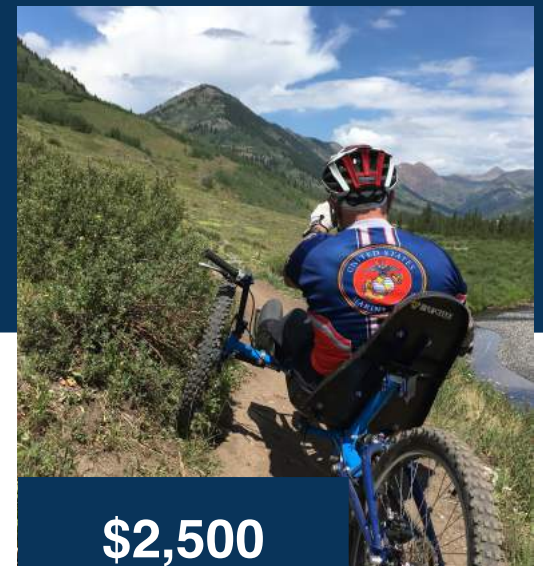
\$15,000

Can allow 6 veterans to join a week-long group program with other military members.



\$5,500

Can provide a week-long family program for a veteran and spouse, allowing them to enjoy skiing together.



\$2,500

Can allow one veteran to visit for a week and enjoy mountain biking and other summer activities.

All examples include the cost of travel, accommodations, and meals for participants.



Win a Trip!

All companies raising \$2,000 or more by December 31, 2021 will be entered into a drawing. Three (3) winning companies will be drawn and each will select one (1) person to send to the Adaptive Sports Center in Winter 2022 to join and volunteer on a week-long Operation Rise and Conquer group in Mt. Crested Butte, Colorado! Experience this amazing program first-hand!

Included: Lift tickets, lodging, some meals, airport transfer and transportation around Crested Butte. Not included: Travel to and from Gunnison, Colorado.



Logos

The Operation Rise and Conquer logo can be used with ASA member logos.



Preferred Lock-up



Secondary Lock-up





Logos

You must identify the Adaptive Sports Center on all advertising, either with or without the logo.



OPERATION
RISE AND
CONQUER



Promotional Content Here



Operation Rise and Conquer is a program offered at the Adaptive Sports Center in Crested Butte, Colorado. Learn more at www.AdaptiveSports.org/ORC-ASA



Outlets and platforms could include →

Engage your customers with mission-minded content that supports a great cause.



Print

Posters, flyers, brochures
and window clings



Email

Content for your company's
email communications



Social Media

Post content including
copy, images, and video



→ Let's show our support

FUNDRAISING KIT

www.AdaptiveSports.org/orc-asa-fundraisingkit



Brochures

(4" x 9")

Co-branded and
generic versions.





Postcards

(4" x 6")

Co-branded and generic versions. Use on your counters or as leave behinds for sales.



**OPERATION
RISE  AND
CONQUER**



**WE ARE
A PROUD
SUPPORTER**

Operation Rise and Conquer (ORC) provides adaptive adventure-based programs for veterans, active military, and first responders with disabilities. ORC was created to empower and inspire military and first responders with disabilities regain confidence and trust in themselves and others. The program has served hundreds, including those with traumatic brain injuries, spinal cord injuries, amputations, visual impairments, neurological conditions and other disabilities.

We are honored to show our support to those who have sacrificed so much for our freedom and safety. Please join us!

Operation Rise and Conquer is a program offered at the Adaptive Sports Center in Crested Butte, Colorado.



SCAN ME

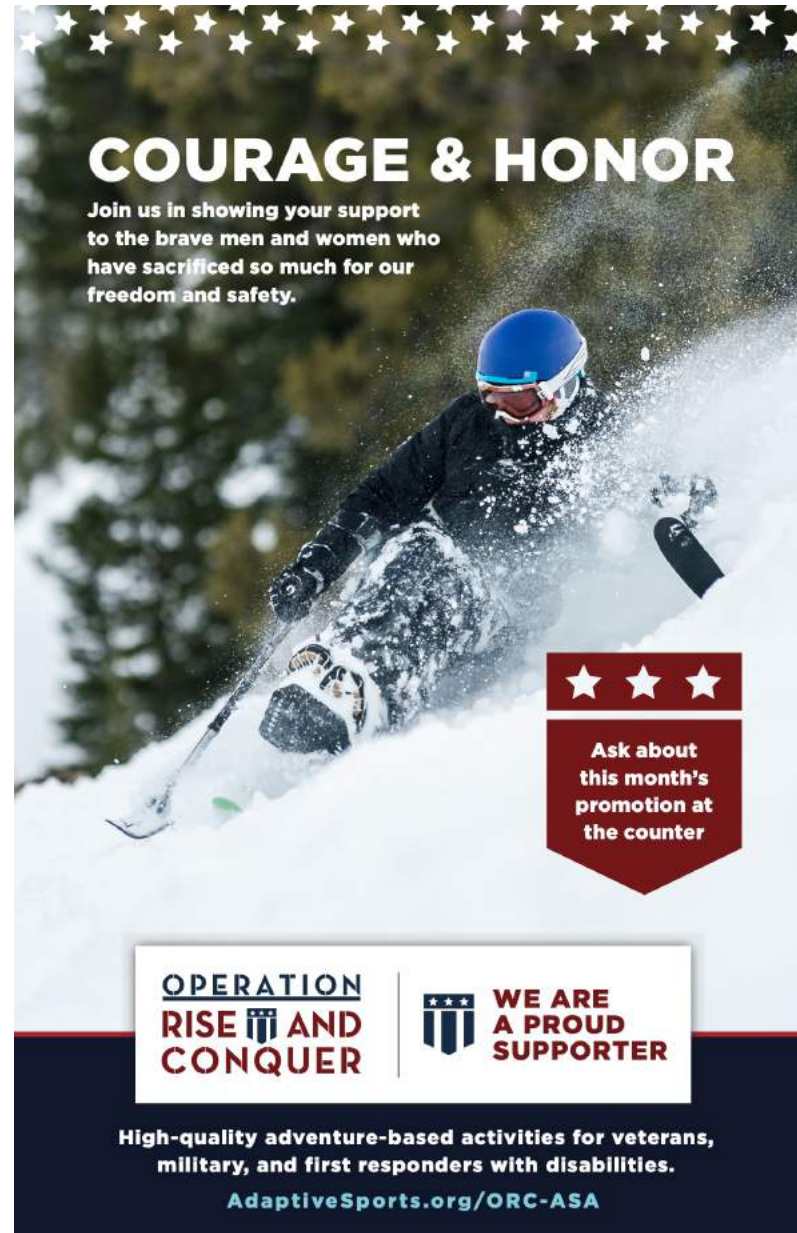
AdaptiveSports.org/
ORC-ASA



Posters

(11" x 17")

Co-branded and generic versions with an area for an editable promotion.





Suggested copy

Promotions and awareness copy for newsletters, social, and counter flyers.





Promotional Ideas Include →

Let's raise some funds and give back to those who have served our country!



Holidays

Veterans Day (Nov), Fourth of July and Memorial Day (May), and National First Responders Day (Oct) are perfect times to fundraise and share the word.



Promotions & Sales Contests



Products

Donate a portion of every sale to ORC.



Speaking of...

Words matter. Disabilities are a normal part of life for millions of people. Consider the following as you share your support of Operation Rise and Conquer.

- Use person-first language, for example, a veteran with paralysis (not a paralyzed veteran). Do not define a person by their disability.
- Do not victimize a person with a disability or assume they see their disability as a tragedy. Avoid terms such as suffering, stricken, unfortunate or other words that imply pity. For instance, a first responder “sustained” an injury not “suffered” from one. Consider a person with a disability as an individual pursuing a healthy, happy life.
- Find commonalities before thinking about the differences. People who use wheelchairs drive; the difference in how they drive is not important.
- Ask before providing assistance. Broad terms such as “*Let me know if you need anything*” opens the door without making assumptions of disability.



Channels, Handles and Websites



Donate

<https://adaptivesports.salsalabs.org/orc-asa>

Website

www.AdaptiveSports.org/ORC-ASA

Fundraising Kit for ASA Members

www.AdaptiveSports.org/ORC-ASA-Fundraisingkit

Social



www.instagram.com/adaptive_sports_center/



www.facebook.com/adaptivesportscb



<https://vimeo.com/adaptivesportscenter>

Hashtags

#OperationRiseAndConquer

#AdaptiveSportsCenter

#AmericanSupplyCompany





Contact



Share.

We'd love to see what you are doing. Feel free to share your promotions with us!

Questions? If you have questions on how to use these materials, please contact:

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stacey@adaptivesports.org