



Event Guidance: 9/11 Stair Climb

Honor those lost in the 9/11 terrorist attacks by taking on our 9/11 Stair Climb.

Your Mission:

Climb 2,200 stairs

That's the number of stairs first responders climbed up the 110-story World Trade Center. Challenge yourself to climb 2,200 stairs with a 40-pound ruck. That's the weight of the gear the firefighters had with them that day.

Red+: 2200 stair climb with a 40lb ruck

Red: 2,200 stair climb

White: Partner or team up to divide up the stairs climbed

Blue: Walk 2,200 steps

Alternate movement suggestions: Row 2,200 meters or cycle 45-60 minutes.

We know event hosts are looking for ways to get members more engaged. Below, we have guidance on hosting this event and encouraging check-ins.

1 + months out

- ☐ Create your event in the App. Include "9/11 Stair Climb" in the name so it appears on the map.
- ☐ This mission can be completed anywhere you or a group can gather and have access to stairs. You can reach out to gyms or rec centers with stairs or stair climber machines if you live in an area where the weather will be too harsh.
- ☐ Promote your event on your social media channels.
 - ☐ Use the 9/11 Stair Climb graphics to enhance your posts on Facebook, Twitter, LinkedIn, or Instagram. Share them with your chapter group in the app.
 - ☐ In all posts, be sure to tag or spell out Team RWB, or use #TeamRWB
 - ☐ Draft social media posts are also available. Event hosts are welcome to alter the vocabulary by adding their twist.
- ☐ Create and print any marketing materials needed.
- ☐ **Start to reach out to individuals and personally invite them to your event.**
- ☐ Consider using and creating events around the training plan for this workout, posted in the [Rucking Group](#) in the app.

Two weeks, one week, two days before, the day before, and the day of:

- ☐ Post reminders about your event everywhere on all your social media platforms: App, Facebook, and Instagram.
- ☐ If in a chapter, use your budget to purchase refreshments that you can in advance for this event.

Day of-beginning

- ☐ Arrive early to set up, wearing the Eagle so people can find you.
- ☐ Introduce yourself and have others do the same.
- ☐ Click [here](#) to review the workout and the talking points about this mission.
- ☐ Ask attendees to check into your event.

Day of- during

- ☐ **Have Fun!**
- ☐ Take the time to speak one-on-one with as many people as possible.



- ☐ Take photos to capture the excitement of the event.
- ☐ Remind members to work out within their abilities and rest when needed.

Day of-closing

- ☐ Thank everyone for attending.
- ☐ Highlight your next event and invite them to attend.
- ☐ Remind participants to check in.
- ☐ Be sure to post your event in stories, encourage Eagles to do the same, and tag Team RWB (#TeamRWB) so we can share on our social media.

Day after

- ☐ Post and Share pictures in the app in your chapter group and with your leaders.
- ☐ Email Jimmy Barrett at jimmy.barrett@teamrwb.org with your AAR (After Action Report), including photos/videos, and any impactful notes/quotes regarding the event turnout.
- ☐ If this is an official chapter event and expenses apply, submit expenses through Concur.