

Dear future partner,

Thank you for stepping up to the challenge of helping to fulfill the mission of Operation RSF to decrease the impact of Post-Traumatic Stress through physical activity and exercise. This mission cannot be accomplished without the support of gyms, coaches, professionals, and trainers who are willing to step up and make a commitment to helping those dealing with PTS to take control.

As a partner of Operation RSF we have four expectations that are simple yet powerful in helping to change the life of someone dealing with PTS.

Expectation 1: ACCOUNTABILITY. We look to build accountability through relationships. You can help the individual to remain consistent by getting to know them and letting them know that they are welcome and expected at the gym. A simple phrase such as, “See you tomorrow!” can have a huge impact on an individual who might be feeling like an anchor or drain to those around them.

The 4-Week Challenge requires individuals to sign, and have a sponsor sign their pledge. We have seen a lot of great success when coaches take an active role and sign as the sponsor. It gives them an opportunity to build relationships, get tied in, and remind the individual of their commitment.

Expectation 2: ENCOURAGEMENT / MOTIVATION. The focus of Operation RSF is to fill the gap from the point of commitment until the benefits of physical activity can be experienced by the individual. Most research has shown a lasting impact on symptoms of PTS, anxiety, and depression between 2-3.5 weeks. During this period, we look to an extrinsic source of motivation that hopefully leads to the individual enjoying the activities and turning more to intrinsic motivation.

This can be different for everyone, and during this period, individuals might be fighting the desire to stay in bed all day. A text reminder or building relationships in the gym can help the individual fight to overcome the desire to stay in and away from everyone.

Expectation 3: COMMUNITY. Community is such a vital part of human existence that it must be initially intentional to help introduce them into the community. Within a community, we can find purpose, identity, protection, and support. Having strong ties to a community can also create a greater intrinsic motivation for individuals, which can help them persevere through the initial difficult weeks of the program.

If you have veterans or individuals who played competitive sports, they might be in a situation where they feel as if they are not connected to a community/tribe, which can severely impact their identity and purpose. Introduce them to other members at your gym/club and get them tied in with local events.



Expectation 4: ANNUAL OUTREACH. Host an annual event bringing awareness to the mission of Operation RSF and your partnership. It is a great opportunity to build relationships, get people moving, and combat the stigmas surrounding mental health.

NOT an Expectation 1: We do **NOT** expect you to give away free memberships. We see the memberships as an investment into themselves, which can help increase perseverance of attendance. Putting a monetary value on their activities can increase intrinsic motivation as the importance of the activity is increased.

If you have someone who came to you for help and believed they would truly benefit from the membership, reach out to Tyler@OperationRSF.org about a potential scholarship.

We firmly believe in working as a team, and as such, we strive to give as much support as possible to our partners. We send out a monthly newsletter for only partners and put in the leg work to build whatever promotional items you need to reach your communities. We also include our partners on an interactive map on our website, which allows participants in the 4/10-Week Challenges to find the nearest partnering gym to get the support they need as they start their journey.

What does the future of Operation RSF look like? We have future plans to hold an annual seminar for partners that will include subject matter experts on the impact of exercise and mental health as well as open up opportunities to network and work out with other coaches/gym owners who support the mission.

The last point I would like to make is to remember the purpose. We are here for them. We are not here to pat ourselves on the back for doing something good. We are committing to helping someone, who is suffering, take back control of their lives by sharing our passion for physical fitness and exercise. We are committing to working hard, building relationships, and stepping out of our comfort zone to help someone else live a better life.

I thank you from the bottom of my heart for stepping up to the plate and becoming a partner or ambassador. Together we can change lives for the better and hopefully leave the world better than how we found it.

Very Respectfully,

Brian Thebaud
CEO
Operation RSF, Inc.



Why the 4-Week Challenge?

Within a simple document, we can provide a personal challenge, external support, and a consistent reminder of the purpose of their pursuit. Many individuals that we have worked with come from a competitive sports background or a military background; both communities strive for competition and accomplishing goals. They excel in the face of challenges.

The challenge is nothing more than a commitment to the self, which will help to increase the intrinsic motivation of the participant to follow through. Our sole purpose with the challenge is for the individual to remain consistently physically active long enough to experience the benefits of physical activity in decreasing the severity of their symptoms.

All three pillars of Operation RSF are meant to be internal and external applications for the individual.

Accountability:

- *Internal:* They have a commitment, which they signed and have a sponsor sign. They write their motivation for starting as a reminder to keep them focused.
- *External:* The gym/coach/sponsor they team up with for the 4-Week Challenge helps by building a relationship and helping the individual to remain resilient and persistent in following through.

Encouragement/Motivation:

- *Internal:* The reminder of their initial motivation to start can be a consistent foundation of motivation on the most difficult days. As they grow, gain strength, and cover more distance, they will also gain self-efficacy, confidence, and intrinsic motivation to continue pursuing their goals.
- *External:* The gym/coach/sponsor can help motivate the individual through conversations, text messages, or joining them for workouts. Something as simple as letting someone know you are excited to work out with them the following day can give them a boost of motivation to show up.

Community:

- *Internal:* Communicating honestly about oneself, even to oneself. The power of exercise can force individuals to conquer challenges that can help build momentum to work through other situations in life. We hope it also opens up opportunities for some individuals to work through issues they might have held back for a long time.
- *External:* The gym/coach/sponsor can introduce the individual to the community, and events, in the gym and the local area involving physical activity. This is a new opportunity for the individual to find their 'tribe', which may be something that has been missing from their lives since leaving competitive sports or the military.

What happens after the 4-Week Challenge is over?

We recommend continuing a journey, whether towards a physical goal (race, competition, or event), or just continuing to live a physically active lifestyle with the goal focusing on the increased health benefits of being physically active. Research has shown that the benefits experienced from physical activity can begin to reverse as soon as 1 month after ceasing physical



activities. We have also recently incorporated a 10-Week Challenge to follow the 4-Week Challenge, which concludes with accomplishing a difficult task (e.g., race, difficult hiking trail, mastering new skills, etc.). The 10-Week Challenge is meant to transition the individual into a life-long habit of being physically active and a member of your gym/fitness community.

What are the benefits to being a partner?

The primary benefit has the opportunity to potentially change someone's life for the better. We do, however, understand that you are running a business, and your time is very valuable. We work hard to support our partners as they support our mission.

We currently offer a few benefits but have plans to offer educational opportunities exclusively to partners. Currently, the benefits for our partners are:

- Your business will be listed on our website's interactive map displaying your location, business information, and business contact information.
- We will repost/share information regarding any major functions your business is holding/supporting if they relate to athletic competitions, mental health awareness, or opportunities for individuals taking on an Operation RSF challenge to participate.
- A monthly newsletter is sent out around the 15th of every month ONLY to partners. We include summaries of recent peer-reviewed studies and methods as to how you can apply the research to your business.

If you need any promotional items for events or are looking for literature covering specific topics relating to physical activity and mental health, please let us know. We will do the leg work, read the research, and build the product to meet your needs in fulfilling the mission.

If you have any additional questions relating to partnering with Operation RSF, or the benefits of being a partner, please contact Tyler via e-mail at any time (tyler@operationrsf.org).

Please take a moment to reflect on your willingness to support the mission of Operation RSF, and to commit to the three pillars. After taking time to reflect, if you are interested in becoming a partner, please fill out the information on the following page and e-mail the completed form to Tyler (tyler@operationrsf.org).

Please note in your e-mail when the best time would be to get ahold of you on the phone for a short phone interview relating to the partnership. If you are outside the United States, we request the opportunity to discuss via Skype or WhatsApp, if possible.

Thank you.



Partnership Commitment Sign-up Form

Thank you for your willingness to join Operation RSF in our mission to help fill the gap from the sedentary life to the active life by using exercise to combat the symptoms of PTS. We use a 4-Week Challenge, 10-Week Challenge, and a network of partnering gyms/coaches to help accomplish our mission.

The 4-Week Challenge is a commitment an individual makes to be active for a minimum of 45 minutes a day, 3-days a week, for 4-weeks. It requires the individual to sign the personal bond along with having a sponsor who commits to holding the individual accountable sign the bond as well. We recommend and have seen success in the past of coaches being the sponsor signing the bond, which allows the coach to be a constant supporter throughout the entire journey.

The minimum requirements we expect our partners to fulfill include:

1. **Accountability** – Have a way to track the individual’s attendance or activity, making sure they meet the requirements of the 4-Week Challenge, which has been based on research on the impact of exercise on the symptoms of PTS.
2. **Encourage/Motivate** – While getting to know the individual, help to encourage and motivate them during their journey. A statement as simple as “I will see you tomorrow” can go a long way to let them know they are expected and welcome at the gym. Overcoming their symptoms can be difficult but easier when they have the support and encouragement to persevere.
3. **Build Community** – Introduce the individual to the gym or local community. Many times, individuals leave competitive sports or the military to struggle to find a connection after leaving their ‘tribe.’ Becoming part of a community can help build purpose in their training and has increased their quality of life.
4. **Be a Light to Your Community** – We expect you to use your relationships within your local community to spread the word on research and the science of mental health to combat the stigmas. We also expect you to use your relationships within your local community to help increase the health and wellness of those around you.

Any other steps you decide to take beyond the above requirements are yours. We do not require you to give free memberships or discounts for those participating in challenges.

Please note that after being accepted as a Partner, to become a **CERTIFIED PARTNER**, a coach from your gym, the gym owner, or an organizer from your activity club must attend the Operation RSF Certified Coach (ORSF-CC) course and pass the exam. This course gives a foundation of the knowledge and skills needed to build relationships, spot red flags, educate your communities, and change lives for the better.



Contact Information:

The following information is used only for our interactive map on our website, which allows individuals looking to take part to find a partnering gym close to them.

Business name:

Business full address:

Business Phone:

Business e-mail:

Business Website URL:

Business Instagram:

Newsletter information: *The following information is used only for our Partnership newsletter mailed out on the 15th of each month.*

Point of Contact first and last name:

Point of contact e-mail:

By typing your name, and date, you are certifying that the above information is correct, and you commit to the above partnership requirements of Operation RSF.

Name (type):

Date:

E-mail the completed form to tyler@operationrsf.org. Please include a logo that we can use when making updates on our site/social media.

