



Attraction Campaign Stats

July - Dec 2025

- **2,887,938 individuals have seen an F3 Ad**
- **68,092 have clicked on Ads to learn more**
- **6,144 have submitted their information to F3[^]**
- **\$4.07 per conversion | 1/3 the national avg**

[^]We're working to plug them into a local AO...and men are starting to report back that they've 1) Posted and 2) Received an F3 name.

Ads Targeting Sad Clowns

**STRONGER TOGETHER.
FITTER. SHARPER.
BETTER.**



24%

F3

MEN JOIN FREE TODAY

**YOUR ALARM CLOCK
WON'T CHANGE YOU.
F3 WILL.**



40%

F3

6:00

MEN JOIN FREE TODAY

Ads Targeting Ms/Wives

**A STRONGER HUSBAND.
A STRONGER HOME.**



12%

FUELED BY 

**GIVE HIM THE
BROTHERHOOD HE NEEDS.**



24%

FUELED BY 

SECTORS

- Sectors 7 to 17 (growth)
- Getting the Bus Filled with the Men needed
- Intro Growth Q
- 3 Weasel Shakers - West, Central, East
- Structure and the “Why” behind
- Pause ‘Sector in a Box’ (very temporarily)
- Map



Winger

Eastern WS



Lambeau

Sector Comz



Vanilla Ice

Nation Growth Q



Holes

Central WS + Sector Q

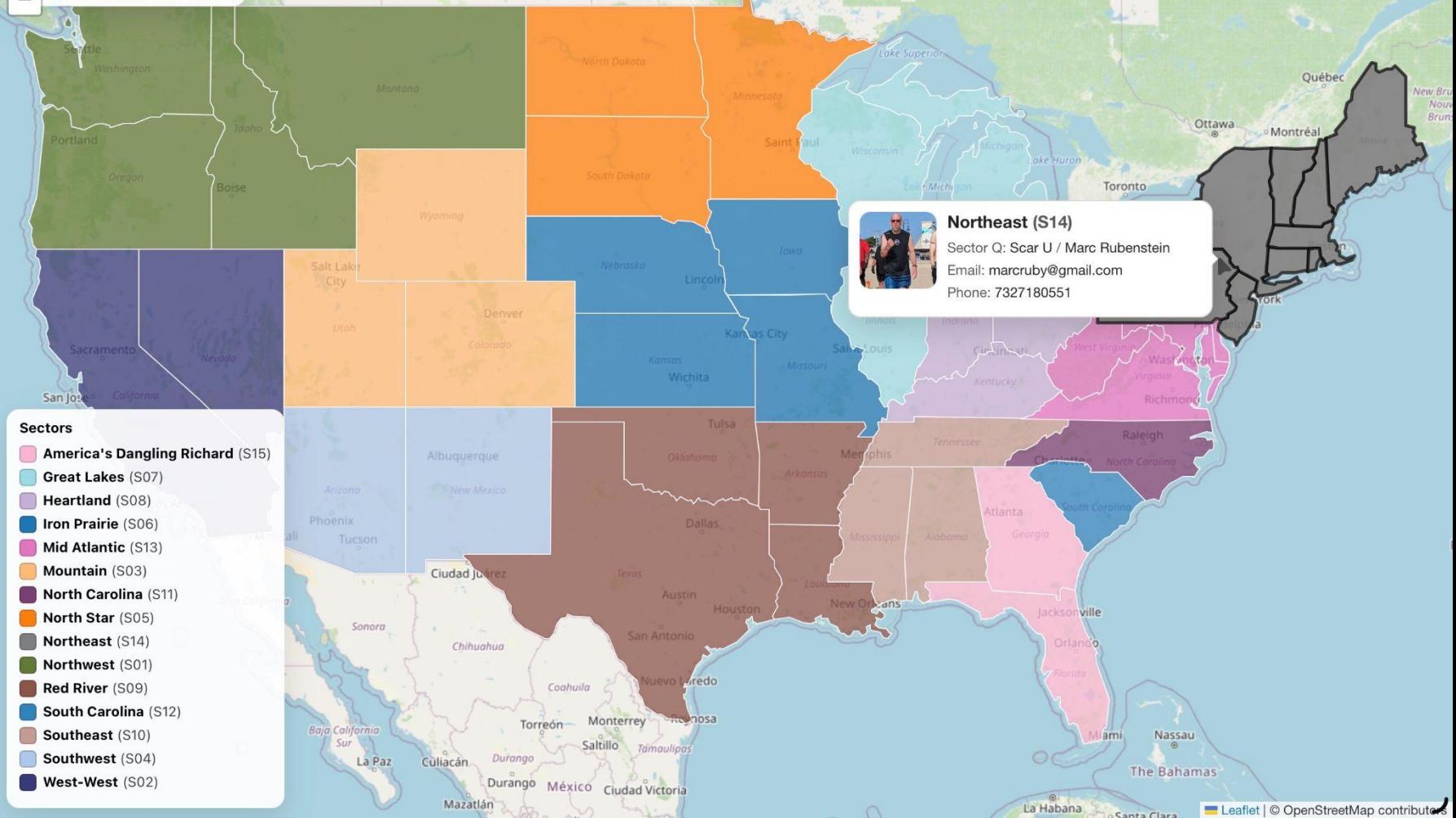


Olav

Western WS

+ Sector Map

Hover over a state to view Sector info.

-

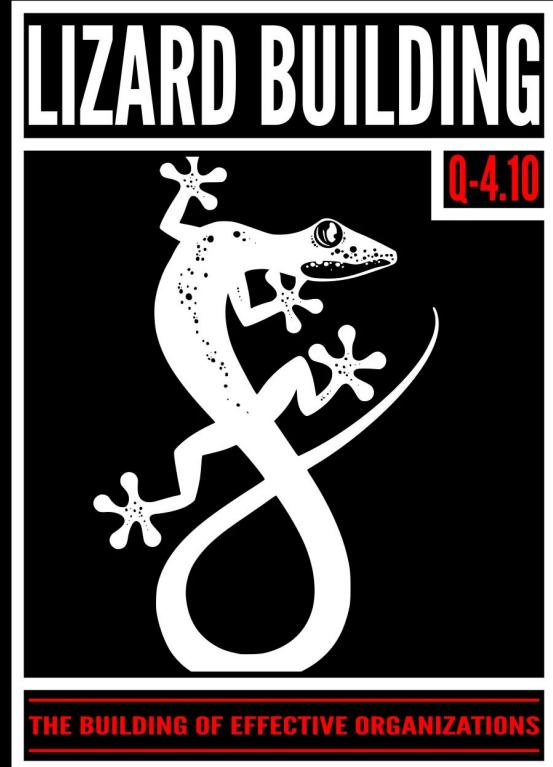
Nation LDP Team

LDP Team Mission: - *To Equip, Educate, & Exhort the men of F3 Nation to move forward for greater impact.*

We serve as knowledge keepers: Tools, Programs, Resources, Stuff Worth Trying.

Who does the LDP team work with:

- Regions seeking to be the best they can be: depth, growth, and most importantly....developing Leaders.
- Individual PAX seeking to accelerate their own Leadership Development journeys.



How would you work with LDP?

Regional Acceleration Examples

- Desire to drive a Regional QSource program.
- Interest in starting AOQ/Site Q schools.
- Region vitality has stagnated and you are looking for resources.
- New Region looking to start on a strong foot.
- Guidelines for what a Q of LDP does.

Individual Acceleration Examples

- New PAX to F3 and curious about resources to grow.
- Veteran PAX ready to progress in your G3L.

LDP Team: Names and Contacts

Focus	Regional LDP-Lead	LDP Slack Channel, Activator	Stuff Worth Trying- Podcast	Stuff Worth Trying- Website
Lead	Niner 	Rep Sleepy 	Tommy Boy 	Lucky Charms 
Slack	Niner - Regional LDP	Rep Sleepy (F3 Smokies)	Tommy Boy (XQ of Education)	Lucky Charms
Email	Shane.McDaniel1182@gmail.com	Mrbarrett514@gmail.com	Tommyboy@f3nation.com	Brianprahm@gmail.com

LDP Weasel Shaker: Village People

Slack: Village People (F3 The Union/Nation LDP)

Email: Couchmanbrent@gmail.com



Head of LPD: Camo

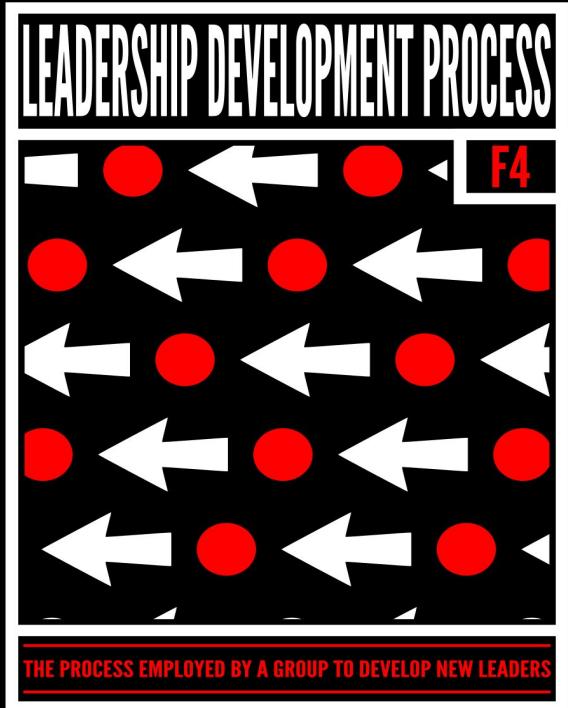
Slack: Camo (Nation LDP)

Email: Camo@F3Nation.com



Key Effort Awareness

- Activate Webpage: In collaboration with Sectors, a brand new page on the F3 Nation site to provide easy access to most commonly-requested LDP resources.
- LDP Slack Channel: (Testing) Dedicated place to ask questions, seek LDP support & resources. #leadership-development
- Regional Acceleration by Sector: Accelerate curriculum is coming to a Sector near you! Open to Regions who wish to take their Regions to the next level.
- Virtual Curriculums: LDP materials that can be accessed anytime for Region utilization.



LDP: Decentralized execution to a Central Purpose.

Project Activate: Greatest Hits right on Nation Website

I'm a brand new PAX to F3:

- [Start Here](#)
- [Freed to Lead](#)
- [Lexicon](#)
- [How to Q](#)

I'm a veteran PAX looking to grow:

- [QSource](#)
- [Whetstone](#)
- [Shield Lock](#)
- [8-Block](#)
- [Afterburner](#)

We're starting/are a new Region:

- [SLT Roles](#)
- [AO Launch Playbook](#)
- [Q-School](#)
- [Distributed AO Model](#)
- [Accelerate Curriculum](#)

We're an existing Region looking to accelerate:

- [G3L Map](#)
- [Starfish Recommendations](#)
- [30/30 SOP](#)
- [CSAUPs: How To](#)
- [LDP Event: Disruptor Playbook](#)

Your Region/AO will be what you make it

- The most effective mechanism for Growth is invigorating the PAX to step up in leadership and Community Impact.
- Create opportunities for men to lead and serve at every level. Designate a Regional LDP Q!
- **It's on you. The single best predictor of how impactful an F3 Region will be is how driven and motivated the leaders of that Region are currently.**



NATION ITQ UPDATE

STATE OF THE NATION

Modernizing the "How" to Support the "Why"

THE MEN BEHIND THE MACHINES

A special thanks to the core contributors driving the F3 tech vision.



SPUDS (BOONE)

Maps & API



BAGUETTE (MULETOWN)

Region Pages & Auth



ROMA (NW PASSAGE)

Exicon / Lexicon



JOLT (NORTHLAKE)

PAX Vault



BACKSLASH (BOISE)

F3 Near Me

You!

Your Awesome Idea



MONEYBALL (WASHMO)

ITQ / Slackbot



TACKLE (MILWAUKEE)

IT Weasel Shaker

STRATEGIC PILLARS OF F3 TECH



ACCELERATE EXPANSION

Providing off-the-shelf solutions enabling efficient launches to new regions.



PROPAGATE THE MISSION

Helping sad clowns find F3 through digital mediums.



MOTIVATE THROUGH DATA

Inspiring invigoration through real-time feedback and reporting on region health.

THE F3 TECH ECOSYSTEM

A collection of apps, tools, and websites living under the official F3 umbrella.

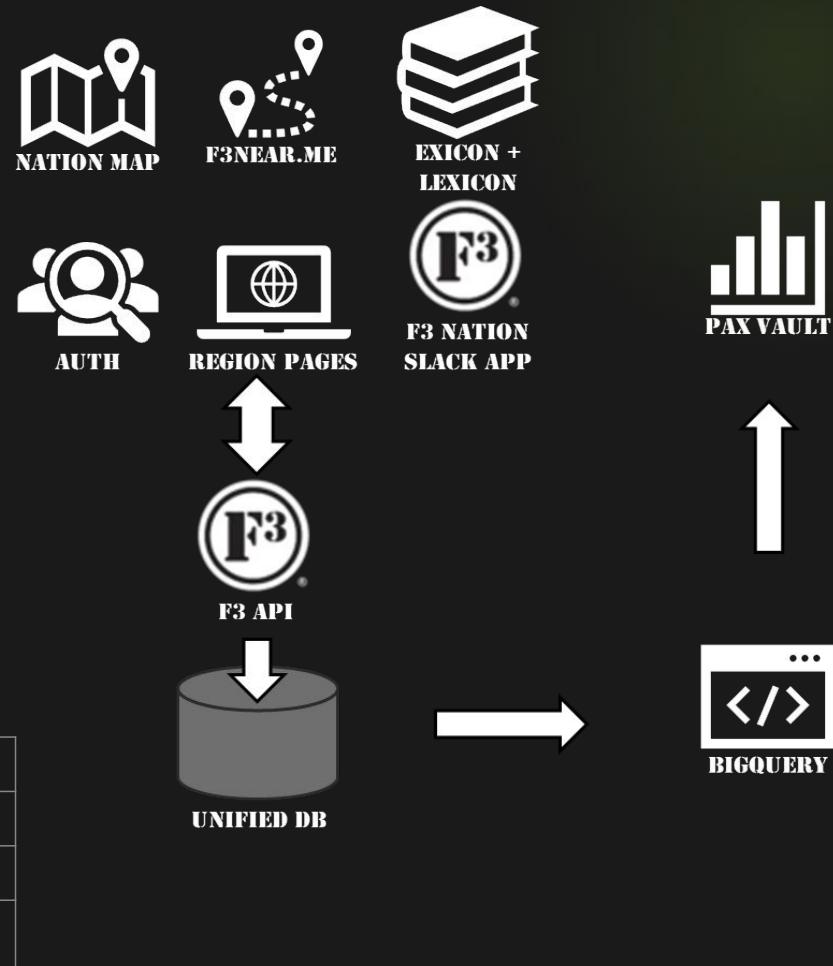
Unified Data: Every tool "talks" to the others (now through an API!), ensuring shared data and user management across the Nation.

Unified Support: Strong collaboration and official infrastructure promotes stability and longevity

Links:

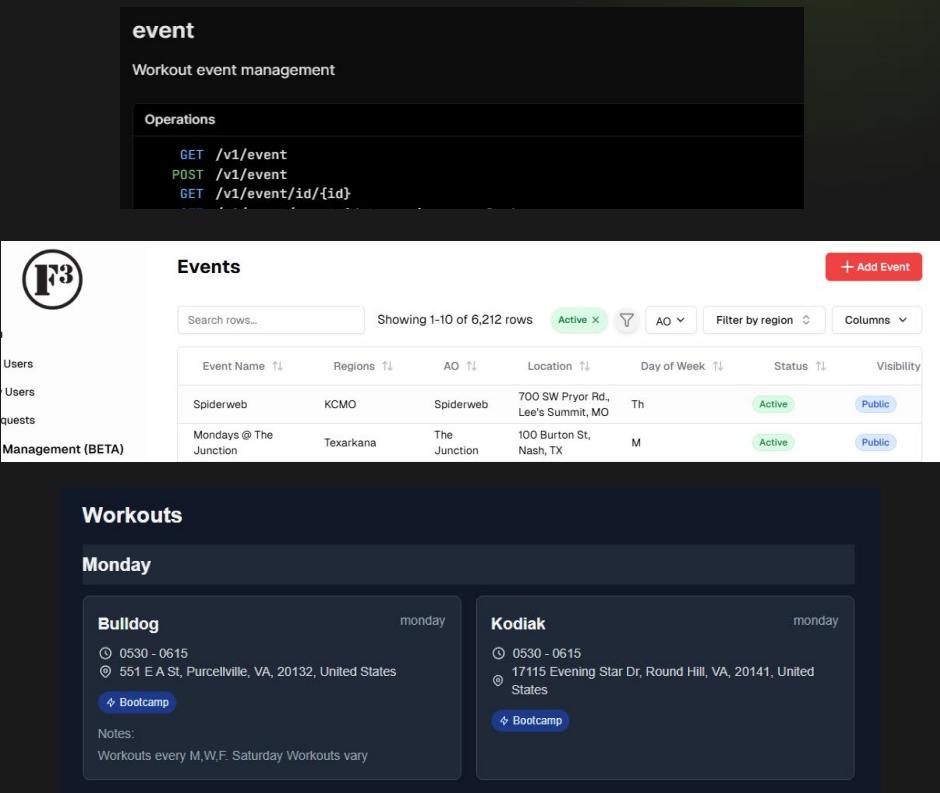
Map	map.f3nation.com
Slack App	docs.slackbot.f3nation.com
Exicon	f3nation.com/exicon
Lexicon	f3nation.com/lexicon

Region Pages	regions.f3nation.com
F3 Near Me	f3near.me
API Docs	api.f3nation.com
PAX Vault	pax-vault.f3nation.com



EXPANDING THE DIGITAL FOOTPRINT

- **API (New!):** Our new shared language for our entire ecosystem.
- **F3 Maps:** enhanced admin capabilities via the new API for regional configuration.
- **Region Pages:** Pre-built landing pages ensure every region has an "always-up-to-date" website.



The image displays three screenshots of the F3 platform. The top screenshot shows the 'event' API endpoint with operations: GET /v1/event, POST /v1/event, and GET /v1/event/id/{id}. The middle screenshot shows the 'Events' admin interface with a table of 6,212 rows, including columns for Event Name, Regions, AO, Location, Day of Week, Status, and Visibility. The bottom screenshot shows the 'Workouts' section for 'Monday' with two entries: 'Bulldog' and 'Kodiak', each with a location, time, and 'Bootcamp' button.

event
Workout event management

Operations

```
GET /v1/event
POST /v1/event
GET /v1/event/id/{id}
```

Events

Event Name	Regions	AO	Location	Day of Week	Status	Visibility
Spiderweb	KCMO	Spiderweb	700 SW Pryor Rd., Lee's Summit, MO	Th	Active	Public
Mondays @ The Junction	Texarkana	The Junction	100 Burton St, Nash, TX	M	Active	Public

Workouts

Monday

Bulldog

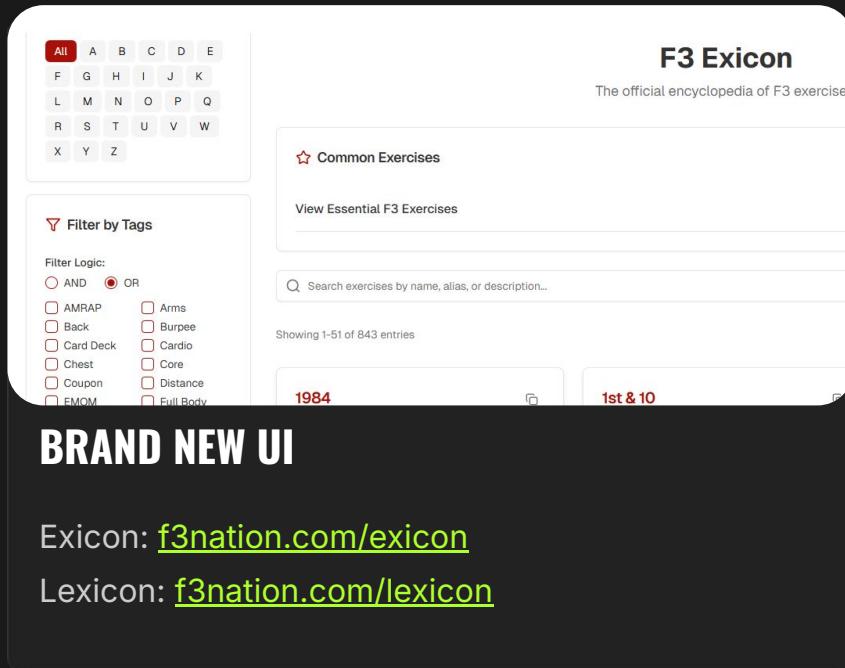
monday
⌚ 0530 - 0615
⌚ 551 E A St, Purcellville, VA, 20132, United States
↳ Bootcamp

Notes:
Workouts every M,W,F. Saturday Workouts vary

Kodiak

monday
⌚ 0530 - 0615
⌚ 17115 Evening Star Dr, Round Hill, VA, 20141, United States
↳ Bootcamp

EXICON & LEXICON REFRESH

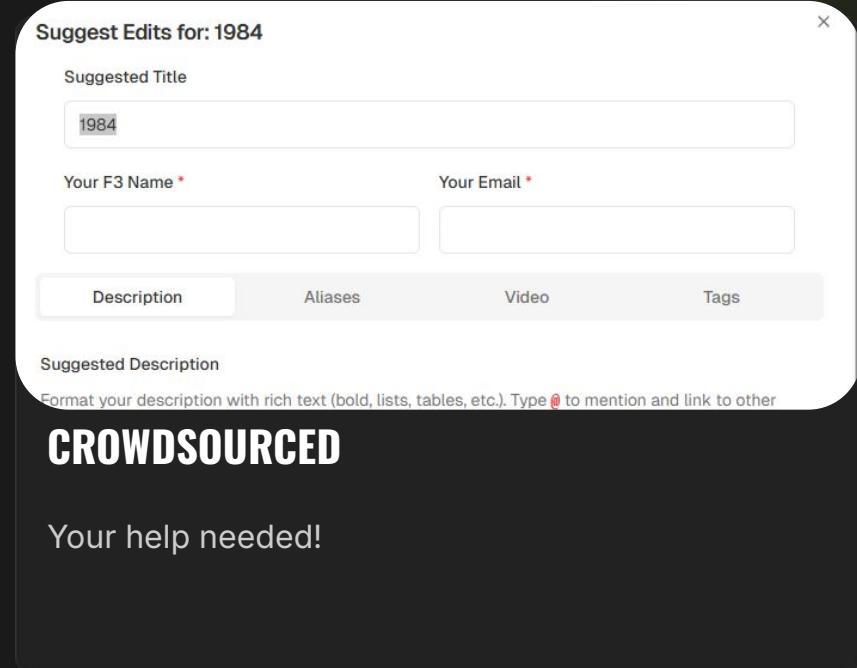


The screenshot shows the F3 Exicon website. On the left, there is a navigation menu with a grid of letters (A-Z) and a 'All' button. Below it is a 'Filter by Tags' section with a 'Filter Logic' dropdown set to 'OR'. A list of tags includes: AMRAP, Back, Card Deck, Chest, Coupon, EMOM, Arms, Burpee, Cardio, Core, Distance, Full Body. The main content area is titled 'F3 Exicon: The official encyclopedia of F3 exercises'. It features a 'Common Exercises' section with a 'View Essential F3 Exercises' button and a search bar. Below this is a list of exercises starting with '1984', '1st & 10', and 'P...'. A footer navigation bar includes '1984', '1st & 10', and 'P...'.

BRAND NEW UI

Exicon: f3nation.com/exicon

Lexicon: f3nation.com/lexicon



The screenshot shows a 'Suggest Edits for: 1984' modal. It has a 'Suggested Title' field containing '1984', a 'Your F3 Name *' field, a 'Your Email *' field, and tabs for 'Description', 'Aliases', 'Video', and 'Tags'. Below the tabs is a 'Suggested Description' section with a rich text placeholder: 'Format your description with rich text (bold, lists, tables, etc.). Type @ to mention and link to other...'. A large 'CROWDSOURCED' text is overlaid on the bottom right of the modal.

Suggest Edits for: 1984

Suggested Title

1984

Your F3 Name *

Your Email *

Description Aliases Video Tags

Suggested Description

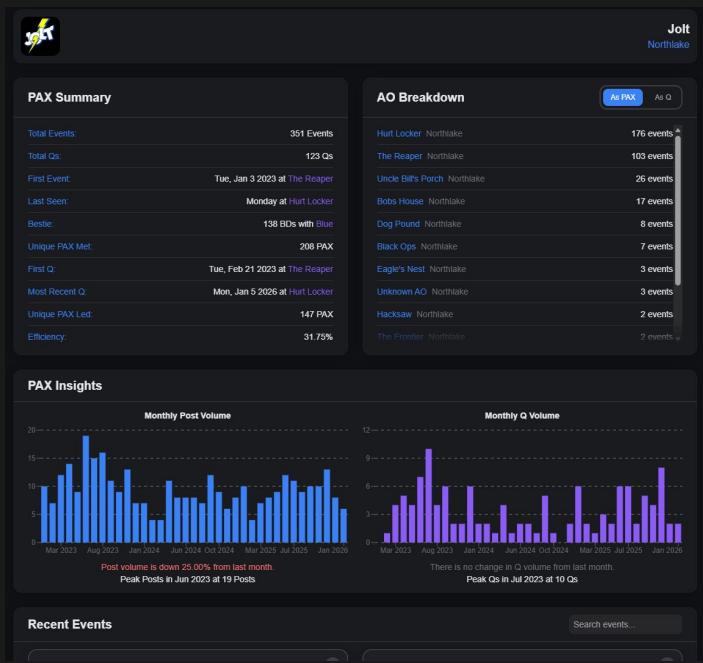
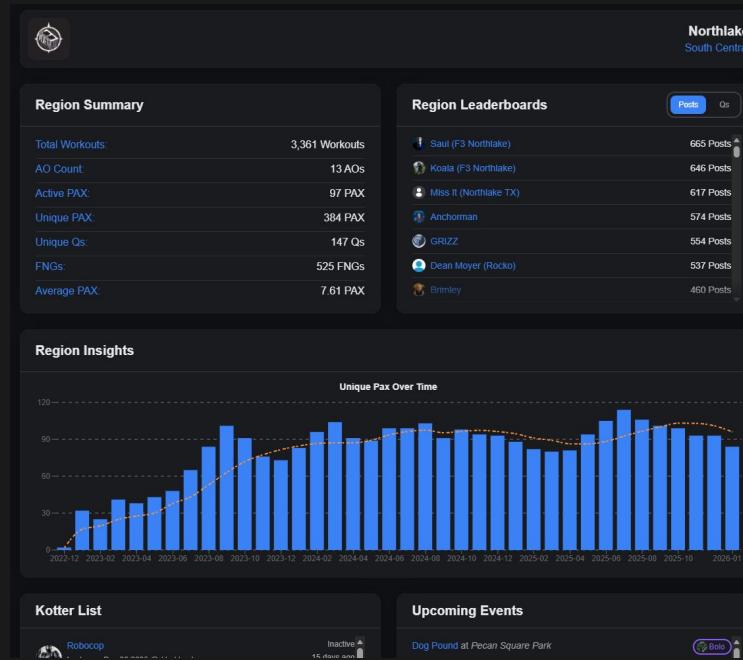
Format your description with rich text (bold, lists, tables, etc.). Type @ to mention and link to other...

CROWDSOURCED

Your help needed!

PAX VAULT: DATA IN ACTION

The official stats reporting tool for the Nation. Visualizing growth across the F3 landscape.
pax-vault.f3nation.com



THE GREAT SLACK MIGRATION

Calendar, Q signups, attendance tracking, reporting, reminders, and more!

docs.slackbot.f3nation.com

F3 NATION APP RELEASED



F3 NATION

SLACK APP

F3 Nation APP 12:02 AM

17 Q Calendar

(59 kB)

AO Location	Monday 2026/01/12	Tuesday 2026/01/13	Wednesday 2026/01/14	Thursday 2026/01/15	Friday 2026/01/16	Saturday 2026/01/17
The Block Orchard Farm Early Learning Center		Kale BC 0530		Tags Out BC 0530		
The Citadel New Town Amphitheater		6 Pack BC 0530		Tassel BC 0530		Cat VQ 0630
The Farm Orchard Farm High School			ThighMaster BC 0530		Tags Out BC 0530	
The Launchpad Discovery Elementary School		Two Lips RU 0530		Ralphie RU 0530		
The Ocho Fox Hill Park	High Tide BC 0530		Nomar BC 0530			
QSource		Ariaf QS 0530	ThighMaster QS 0530			
Sandbag Shores New Town Beach				Ralphie RK 0530		

Migration Period

100+ Regions migrated to F3 Nation Slack app so far.

3/31/26 SUNSET

Legacy tools retired.



Tags Out (via F3 Nation) APP 6:48 AM

Backblast! The Block(ee)

DATE: 2026-01-08

AO: The Block

Q: @Tags Out,

PAX: @Tags Out @Kale @Chubbs @ThighMaster @CDO

FNGs:

COUNT: 5

Event Type: Bootcamp

WARMUP: learning to phelps, lbac/rbac, elbow circles, lunges

THE THANG:

Round 1) 16 min AMRAP

15 blockees

20 shakiras

Burpee Broad jumps (30ish ft)

10 30 burpees / 2 working on down



Special Events:

1. The Joinery - Friday, January 16 - 1800 @ 2nd-F single
[Click here to go to the preblast thread!](#)

2. Cyclones Frozen 5K/10K - Saturday, January 24 - 0900 @ Run Eve
[Click here to go to the preblast thread!](#)

3. Cyclones Hockey Game - Saturday, January 24 - 1600 @ 2nd-F single
[Click here to go to the preblast thread!](#)

4. InF3rno @ Scantron's - Saturday, January 24 - 1900 @ 2nd-F single even
[Click here to go to the preblast thread!](#)

QUESTIONS?

Nation Slack Space:

General Tech	#tech
Map	#map-questions
Slack App	#f3-nation-slackbot
Exicon / Lexicon	#codex-exicon-lexicon

Email: it@f3nation.com

F3 Financials

News

- 2026 Budgeting - being finalized

The Org

- F3 Nation
- F3 Foundation

For Both Orgs:

- ❖ SLT
- ❖ Outside Professional Accountant
- ❖ BOD w/ Financial Committee

The Scrooge – F3N

- Past
- Present
- Future

Annual Reports (w/ Financials)

- <https://f3nation.com/annual-reports>

Steward@F3nation.com

F3 Charitable Arm

Accelerating F3 Nation's mission and impact through generosity.

- **2025 Fundraising Results**
- **F3 Partnerships / Local Fundraising**
- **Seeking Liam Neeson(s): “....set of skills.”**



WEEKLY CHALLENGES

WEEK 0

Online Team + \$25 Gift



5x

WEEK 1

Regions with 12+ Donors



WEEK 2

Regions with \$1,000+



SELECT YOUR GIFT!



****F3 CHROME CAR EMBLEM****



****F3 PERFORMANCE HAT****



****F3 ACCELERATE HOODIE****

Team Leaderboard

1	 F3 Metro 2 members	\$25,553 >
2	 F3 Charlottesville 1 member	\$8,322 >
3	 F3 Austin 5 members	\$6,138 >
4	 F3 St. Louis 3 members	\$4,085 >
5	 F3 Naperville 1 member	\$3,800 >
6	 F3 Defiance 2 members	\$3,783 >

 **\$112,557**
 **66 Regions**
 **594 Donors**



HIM *Society*

The HIM Society is a group of “High Impact Men” who are committed to a three-year investment to provide operational and missional sustainability for F3 Nation.







PARTNERSHIPS

FUNDRAISING ACCELERATED

Partner with F3 Nation to Accelerate your LOCAL fundraising efforts. The Nation will handle “back of house” while local PAX focus on raising funds, creating impact and changing lives!



- ✓ Raise More Money
- ✓ Secure Corp Sponsors
- ✓ Tax Deductible Giving
- ✓ Online Giving Page with:

- Local F3 Branding
- Text-to-give Code
- Matching Gift Software



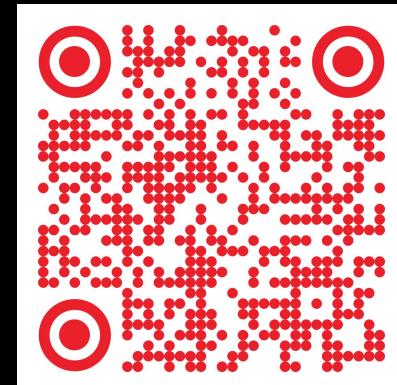
- ✗ Financial Liability
- ✗ Taxable Activities
- ✗ Local 501 c 3
- ✗ Admin Burdens:
 - Charitable Tax Receipts
 - Fiscal Management
 - Paying Vendors



FUNDRAISING ACCELERATED

- 145 → → → 536 registrants
- \$12,343 → → → \$38,000 raised

Informational Mtg



Volunteer Leaders



CHAIRMAN
CHRIS
RITTER
HORSHACK



MATHEW CORREIA
COBRA COMMANDER



JEFF COVINGTON
BIRD HOLE



AARON CROSSLEY
FANNIE



STEPHEN FOGG
MANZIEL



BRADLEY JOHNSON
SQUID



JOSH PFEFFER
HOLES



GEORGE
POWERS
FULL MONTY



DAN PURNELL
CHEESY POOF

Volunteer Leaders

Accelerating F3 Nation's mission and impact through generosity.

- Looking for ALL types of talent
- HR, Education, Legal, Social Services
- Campaign/Fundraising
- Ages 21-35
- Western USA



Questions? Comments?
Rude remarks? Expressions of angst?
“You can stuff your sorries in a sack, mister.”

- **SW@F3Nation.com**
- **704-255-5141**
- **Nation's Slack**



Culture

- Updates from the Nation
- Culture - Standards and guardrails
- Growth - Breadth and Depth
- Disruption / Impact
- 2nd Gen. PAX
- Train Hard Challenge - Shoulder to Shoulder
- Challenges / Call to Action
- STATS FROM MALKO - F3 GEAR
- ANNOUNCEMENT

2026 F3 Logo Contest Winner

Jeremy Harp, 41, Oil Spill

