

**F<sup>3</sup> NATION**

# 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<sup>^</sup>
- **\$4.07** per conversion | **1/3** the national avg

*<sup>^</sup>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**

**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

Click on a state to view Sector info.

### Sectors

- America's Dangling Richard (S15)
- Great Lakes (S07)
- Heartland (S08)
- Iron Prairie (S06)
- Mid Atlantic (S13)
- Mountain (S03)
- North Carolina (S11)
- North Star (S05)
- Northeast (S14)
- Northwest (S01)
- Red River (S09)
- South Carolina (S12)
- Southeast (S10)
- Southwest (S04)
- West-West (S02)



### Northeast (S14)

Sector Q: Scar U / Marc Rubenstein

Email: marcruby@gmail.com

Phone: 7327180551

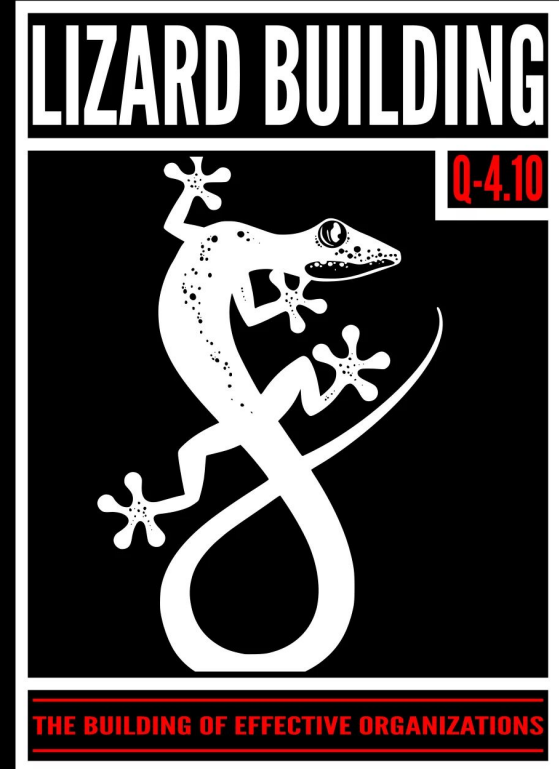
# Nation LDP Team

**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

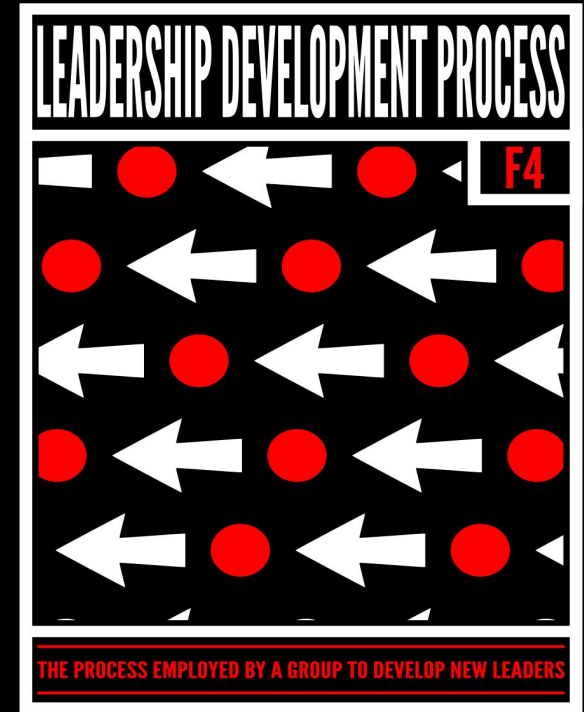
Slack: Camo (Nation LDP)

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

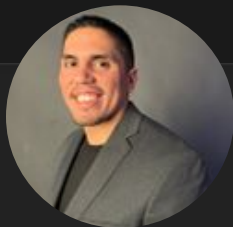
A special thanks to the core contributors driving the F3 tech vision.



**SPUDS (BOONE)**  
Maps & API



**BAGUETTE (MULETOWN)**  
Region Pages & Auth



**ROMA (NW PASSAGE)**  
Exicon / Lexicon



**JOLT (NORTHLAKE)**  
PAX Vault



**BACKSLASH (BOISE)**  
F3 Near Me



**MONEYBALL (WASHMO)**  
ITQ / Slackbot



**TACKLE (MILWAUKEE)**  
IT Weasel Shaker

**You!**

**Your Awesome Idea**

# STRATEGIC PILLARS OF F3 TECH

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## 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.

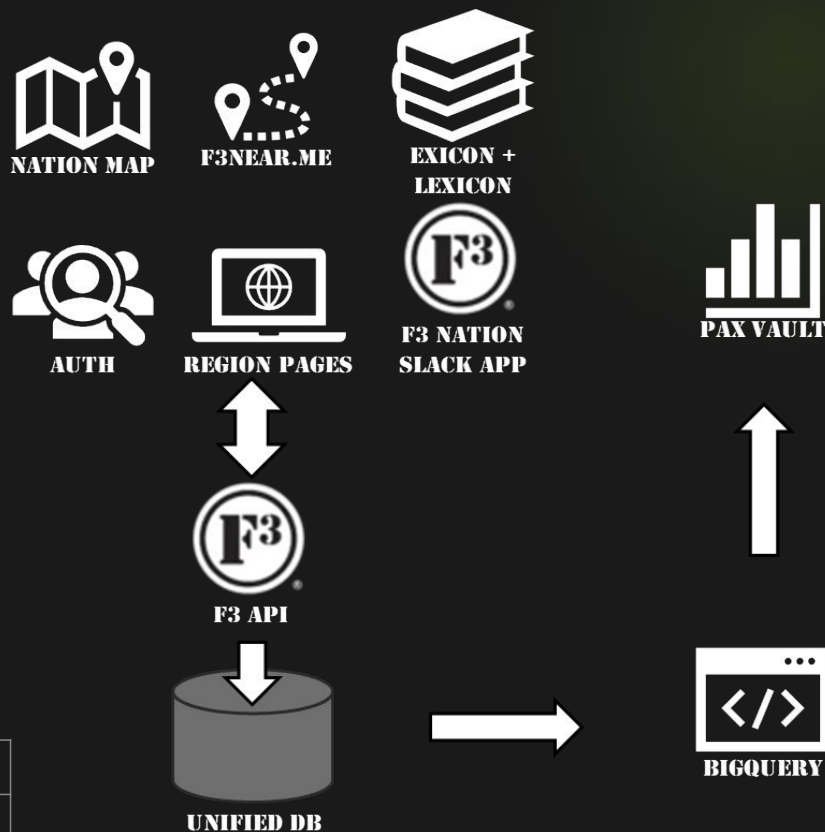
**Unified Data:** Every tool "talks" to the others (now through an API!), ensuring shared data and user management across the Nation.

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

Links:

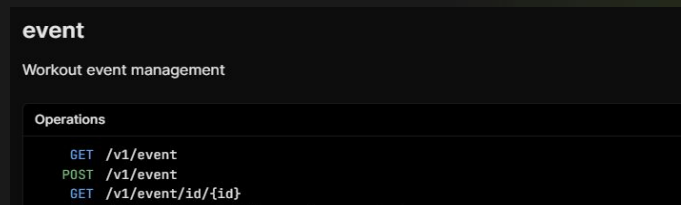
Map	<a href="https://map.f3nation.com">map.f3nation.com</a>
Slack App	<a href="https://docs.slackbot.f3nation.com">docs.slackbot.f3nation.com</a>
Exicon	<a href="https://f3nation.com/exicon">f3nation.com/exicon</a>
Lexicon	<a href="https://f3nation.com/lexicon">f3nation.com/lexicon</a>

Region Pages	<a href="https://regions.f3nation.com">regions.f3nation.com</a>
F3 Near Me	<a href="https://f3near.me">f3near.me</a>
API Docs	<a href="https://api.f3nation.com">api.f3nation.com</a>
PAX Vault	<a href="https://pax-vault.f3nation.com">pax-vault.f3nation.com</a>



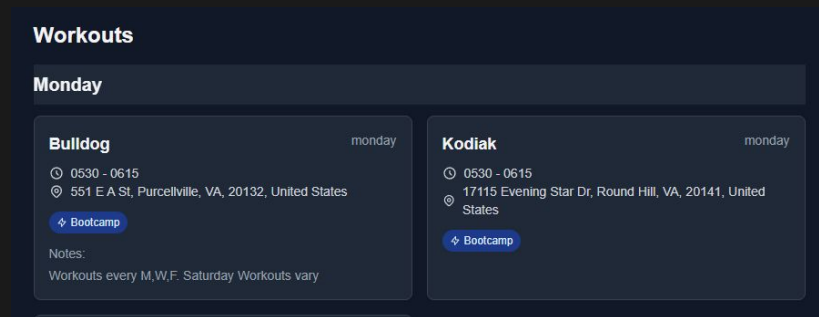
# EXPANDING THE DIGITAL FOOTPRINT

- > **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 screenshot shows the 'Events' management interface. It includes a search bar, a table of events, and a sidebar with navigation links. The table has columns for Event Name, Regions, AO, Location, Day of Week, Status, and Visibility. The sidebar includes links for Users, Users, Quests, and Management (BETA).

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



# EXICON & LEXICON REFRESH

All A B C D E  
F G H I J K  
L M N O P Q  
R S T U V W  
X Y Z

Filter by Tags

Filter Logic:  
☐ AND ☒ OR  

☐ AMRAP  
☐ Back  
☐ Card Deck  
☐ Chest  
☐ Coupon  
☐ EMOM

☐ Arms  
☐ Burpee  
☐ Cardio  
☐ Core  
☐ Distance  
☐ Full Body

## F3 Exicon

The official encyclopedia of F3 exercises

☆ Common Exercises

View Essential F3 Exercises

Showing 1-51 of 843 entries

1984

1st & 10

## BRAND NEW UI

Exicon: [f3nation.com/exicon](https://f3nation.com/exicon)

Lexicon: [f3nation.com/lexicon](https://f3nation.com/lexicon)

## 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](https://pax-vault.f3nation.com)

Northlake  
South Central

Region Summary

Total Workouts:	3,361 Workouts
AO Count:	13 AOs
Active PAX:	97 PAX
Unique PAX:	384 PAX
Unique Qs:	147 Qs
FNGs:	525 FNGs
Average PAX:	7.61 PAX

Region Leaderboards

Posts

Qs

Saul (F3 Northlake)	665 Posts
Koala (F3 Northlake)	646 Posts
Miss It (Northlake TX)	617 Posts
Anchorman	574 Posts
GRIZZ	554 Posts
Dean Moyer (Rocko)	537 Posts
Bramley	460 Posts

Region Insights

Unique Pax Over Time

Kotter List

Robocong

Inactive

16 days ago

Upcoming Events

Dog Pound at Pecan Square Park

Boho

Jolt  
Northlake

PAX Summary

Total Events:	351 Events
Total Qs:	123 Qs
First Event:	Tue, Jan 3 2023 at The Reaper
Last Seen:	Monday at Hurt Locker
Bestie:	138 BDs with Blue
Unique PAX Met:	208 PAX
First Q:	Tue, Feb 21 2023 at The Reaper
Most Recent Q:	Mon, Jan 6 2026 at Hurt Locker
Unique PAX Led:	147 PAX
Efficiency:	31.75%

AO Breakdown

As PAX

All Qs

Hurt Locker Northlake	176 events
The Reaper Northlake	103 events
Uncle Bill's Porch Northlake	26 events
Bobs House Northlake	17 events
Dog Pound Northlake	8 events
Black Ops Northlake	7 events
Eagle's Nest Northlake	3 events
Unknown AO Northlake	3 events
Hacksaw Northlake	2 events
The Frontier Northlake	2 events

PAX Insights

Monthly Post Volume

Post volume is down 25.00% from last month.  
Peak Posts in Jun 2023 at 19 Posts

Monthly Q Volume

There is no change in Q volume from last month.  
Peak Qs in Jul 2023 at 10 Qs

Recent Events

Search events



# THE GREAT SLACK MIGRATION

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

[docs.slackbot.f3nation.com](https://docs.slackbot.f3nation.com)

## F3 NATION APP RELEASED

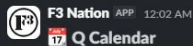


## MIGRATION PERIOD

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

## 3/31/26 SUNSET

Legacy tools retired.



(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		Tissel 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		Ariel QS 0630	ThighMaster QS 0900			
Sandbag Stores New Town Beach					Ralphie RK 0530	



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 2k burpees (3 minutes on down)



## Special Events:

- 🔧🔧🔧 The Joinery 🔧🔧🔧 - Friday, January 16 - 1800 @ 2nd-F single  
[Click here to go to the preblast thread!](#)
- 🔪 Cyclones Frozen 5K/10K 🔪 - Saturday, January 24 - 0900 @ 🌟 Run Eve  
[Click here to go to the preblast thread!](#)
- 🌀 Cyclones Hockey Game 🌀 - Saturday, January 24 - 1600 @ 2nd-F single  
[Click here to go to the preblast thread!](#)
- 🔥 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	<b>#tech</b>
Map	<b>#map-questions</b>
Slack App	<b>#f3-nation-slackbot</b>
Exicon / Lexicon	<b>#codex-exicon-lexicon</b>

Email: [it@f3nation.com](mailto: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



#F3BLING

### WEEK 2

Regions with \$1,000+





# SELECT YOUR GIFT!



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









**\*\*F3 PERFORMANCE HAT\*\***



**\*\*F3 ACCELERATE HOODIE\*\***

## Team Leaderboard

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







# 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:**

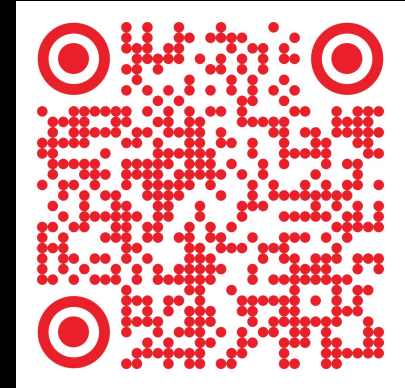
- Charitable Tax Receipts
- Fiscal Management
- Paying Vendors



**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

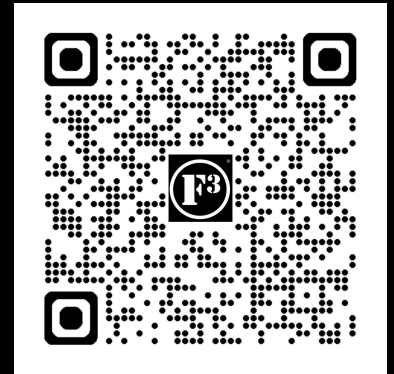


**DAN PURNELL**  
CHEESY POOF

# 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



**F<sup>3</sup> NATION**