GRANTEE RESOURCES

Grantee Onboarding & Communications Guide

A quick reference to share your work, access communications tools and connect more people with life-saving resources.

Resources

1 — YOU'RE PART OF A MOVEMENT

Face the Fight (FTF) brings together more than 300 cross-sector partners working to reduce veteran suicide. By sharing stories, best practices and resources, grantees help others learn from their work, strengthen collaboration and connect veterans, service members, families and caregivers with support.

2 — YOUR ANNOUNCEMENT PACKET

After Face the Fight publicly announces the grants, you'll receive:

- *The approved FTF grant announcement*
- *Ready-to-use social media posts and a sample email announcement*
- *Updated FTF messaging and talking points*

IMPORTANT: Wait until FTF's announcement is public before sharing your own grant news. We'll notify you when it is live.

3 — YOUR ONGOING RESOURCE HUB

Find brand guidelines, logos, social and campaign toolkits, grantee presentation decks and forms in the *FTF Coalition Hub*.

Hub password: breakSTIGMA723!

Brand Guidelines and approved logo files	*Campaign toolkits (including Buddy Check Week and Suicide Prevention Month)*	*Speaker Request Form and Content Submission Form for stories, photos, videos, events, trainings and resources*

4 — COMMUNICATIONS GUIDANCE & APPROVALS

FTF and Social Driver provide a group overview of brand guidance, messaging and storytelling opportunities. For additional communications guidance or content review, email facethefight@socialdriver.com.
For review, contact your FTF project manager and abi@elizabethdolefoundation.org.

No FTF Review Needed	Send for FTF Review Before Publishing
Approved social templates; routine posts about your program; sharing already-published FTF features.	New materials co-branded with FTF; press releases, media pitches or public statements referencing FTF or your funded project.

Sharing Your Impact

Your work can help other organizations learn, connect and act.
Here's how to participate in coalition communications.

5 — WHERE YOUR STORY CAN GO

Opportunity	How Your Work May Be Featured
FTF Social Channels	Posts, photos, short videos and resources shared with the public and coalition.
Face the Fight Frontline	Grantee spotlights, program updates and timely opportunities for coalition members.
Website Stories & Grantee Spotlights	Stories and impact highlights for broader audiences, including prospective supporters.
Faces of the Fight Video	Lived-experience stories for digital channels, events and partner updates.
Annual Progress Report	Collective outcomes and grantee impact shared with partners, funders and media.
Coalition Connections	Introductions to partners with related programs, resources or audiences.

6 — WHAT WE ASK OF YOU

After Face the Fight publicly announces the grants, you'll receive:

- *Use approved messaging and templates to share your work; tag FTF and use relevant campaign hashtags: #FaceTheFight*
- *Submit stories, photos and videos with appropriate permission for possible FTF amplification.*
- *Share upcoming events, trainings, milestones, impact highlights and useful resources.*
- *Join coalition communications opportunities and share relevant content with your own networks.*

7 — PLAN AROUND KEY MOMENTS

Tell us what's on your calendar so we can consider stories and features around the moments that matter to your organization.

When	Opportunities
Fall	Grantee announcement (after FTF release); Suicide Prevention Month; Buddy Check Week; Veterans Day; Military Family Appreciation Month
Winter/Spring	Holiday connection; Brain Injury Awareness Month; Mental Health Awareness Month; Military Appreciation Month; National Military Caregivers Month
Summer	PTSD Awareness Month; your organization's program milestones and events

Questions or need support? *Communications, brand guidance and content review: facethefight@socialdriver.com*
Coalition partnerships and introductions: your FTF project manager or join@wefacethefight.org