COMMUNICATIONS TOOLKIT

Face the Fight Honors Veterans

Honor Veterans on November 11. Show Up All Year.

This Veterans Day, Face the Fight is inviting coalition members to come together around a shared message: Honoring veterans means showing up for them on Veterans Day and throughout the year. Share why you **Face the Fight** and inspire others to make a difference in their communities on Veterans Day and beyond.

POST 1



POST 2



POST 3



Use your voice: Share up to three posts in the days around Veterans Day, tag Face the Fight using the handles on the last page of this toolkit, and reshare Face the Fight's posts along the way. Already have Veterans Day plans? Treat these as windows, not deadlines. Post when it fits your calendar.

POST 1	**Before Veterans Day**	*Share the year-round work of Face the Fight and the coalition*
POST 2	**Before Veterans Day**	*Why your organization is in this fight / "We Face the Fight because"*
POST 3	**Week of November 11**	*A call to show up for veterans*

Throughout November (National Veterans and Military Families Month):
Help amplify Face the Fight and our work together by liking, commenting on and resharing our posts, and encouraging staff to share from their own accounts using the provided links, channels and hashtags.

Key Message

Honoring veterans means showing up for them on Veterans Day and throughout the year. Across the country, the Face the Fight coalition is working to make sure veterans have connection, support and access to resources when they need them.

> **The Ask:** Honor veterans by showing up. Check in, stay connected and learn how you can help Face the Fight.

Suggested Posts

Each post comes in a long version for LinkedIn, Facebook and Instagram, and a short version for X. Fill in the bracketed fields, attach the matching graphic with its alt text, and tag Face the Fight where its name appears. On Instagram, links in captions aren't clickable, so replace the web address with "link in bio" or add a link sticker to a Story.

POST 1 (NOVEMBER 2 TO 6)

Year-round support

Veterans Day is one day.
Showing up for veterans is year-round.

[Organization name] is part of the @ (relevant Face the Fight handle) coalition, more than 300 organizations making sure veterans have connection, support and access to resources when they need them.

[Add one sentence on how your organization shows up for veterans, such as a program, a team or a number you serve.]

Learn how you can help at WeFaceTheFight.org.
#FaceTheFight #VeteransDay

Short Version for (X)

Showing up for veterans doesn't stop after November 11.

[Organization name] is part of the Face the Fight, a coalition of 300+ organizations working year-round to help prevent veteran suicide.

Learn more at WeFaceTheFight.org
#FaceTheFight

POST 2 (NOVEMBER 6 TO 10)

Why we Face the Fight

We Face the Fight because [your reason].

[Organization name] is one of more than 300 organizations in the @(relevant Face the Fight handle) coalition helping veterans stay connected to the people and support around them.

Why do you show up for veterans?
Share your reason in the comments.

#FaceTheFight #VeteransDay

Short Version for (X)

We Face the Fight because [your reason].
Why do you show up for veterans?
Reply with yours.

@WeFaceTheFight
#FaceTheFight #VeteransDay

POST 3 (NOVEMBER 11)

Veterans Day

Today we honor everyone who has served. Honoring veterans means showing up for them, today and throughout the year.

Send a text. Make a call. Make plans to see a veteran in your life, and keep checking in after today.

Learn how you can help @(relevant Face the Fight handle) at WeFaceTheFight.org.

Who are you checking in with today?
#FaceTheFight #VeteransDay

Short Version for (X)

This Veterans Day, honor veterans by showing up.

Send a text, make a call, make plans.

Then learn how to help at WeFaceTheFight.org

@WeFaceTheFight

MAKE THE MESSAGE YOURS

"We Face the Fight because _____"

Finish the sentence in your organization's own voice, then share it with Post 2. Your reason is what makes this message travel. It shows your audience that preventing veteran suicide is local, personal and happening in places they already know.

How to take part

1. Finish the sentence.
2. Use it as your caption for Post 2.
3. Post between November 6 and 10, tagging Face the Fight and using #FaceTheFight.
4. Send your post or graphic to Face the Fight through this form so we can amplify it.

How to write it

- Keep it to one or two sentences.
- Be specific. Name the people you serve, your community or the work you do.
- Write it the way your organization talks, not the way a press release does.
- Keep it hopeful and focused on connection and support.

Ways to use it

- In the caption for Post 2.
- In a 15 to 30 second video from a leader, staff member, volunteer or veteran on your team. Add captions so it works with the sound off.

Not sure where to start? Ask yourself

- Who do we see show up for veterans in our work?
- What moment made this work real for our team?
- What do we want a veteran in our community to know?

Examples

- We Face the Fight because the veterans we serve in [community] deserve support close to home.
- I Face the Fight because my [father, sister, friend] served.

Sharing your story in your own way helps it reach more people.

Links, Channels and Hashtags

Tag Face the Fight in every post so we can find and amplify it.

Tag Face the Fight

@Face the Fight
@wefacethefight
@WeFacetheFight
@wefacethefightofficial

Suggested Hashtags

#FaceTheFight	#FTF	#MilitaryCommunity
#VeteransDay	#Veterans	#VeteranSupport

Messaging Guidance

Veteran suicide is a sensitive topic. These guidelines keep posts hopeful, safe and consistent across the coalition.

Do

- Say "died by suicide" if you refer to a death.
- Share specifics about your own work and the people you serve.
- Focus on connection, support and the actions people can take.

Avoid

- "Committed suicide," which implies a crime.
- Details about how a person died, or images that suggest it.
- Framing suicide as inevitable, or sharing statistics without a path to help.

General tips

- Capitalize each word in hashtags, such as #FaceTheFight and #VeteransDay, so screen readers read them correctly.
- Add captions to any video.
- Put the key message in the caption, not only in the graphic.
- Keep emoji to a minimum, and never use them in place of words.