COMMUNICATIONS TOOLKIT

Face the Fight Grantee Guide

Amplify the Impact We're Making Together

Every post you share shows what we're accomplishing together. Use this toolkit all year, whenever you talk about your work and your partnership with Face the Fight. Inside are a key message and six posts with matching graphics, ready to adapt to your voice. Tag Face the Fight so we can amplify your posts, and share our latest press release on new grants and impact milestones with your audiences.

Use your voice: Use these posts whenever they fit your calendar. If a post mentions your new grant, hold it until Face the Fight's announcement on Thursday, Nov. 19 at 9 a.m. ET.

POST 1	**After FTF's Announcement**	*Announce your grant and share Face the Fight's press release*
POST 2	**Evergreen**	*Show the work your organization does*
POST 3	**1-2 weeks before your event**	*Invite people to an event or training*
POST 4	**When you reach a goal**	*Share a milestone*
POST 5	**Evergreen**	*Point people to a resource you offer*
POST 6	**Around key moments**	*Mark a moment on your calendar, such as Veterans Day*

Throughout the year: Our voices are stronger together. Like, share and comment on Face the Fight's posts and tag us so we can do the same for yours.

Links, Channels and Hashtags

Tag Face the Fight in every post so we can find it and share it.
Add a few hashtags so more people can discover it.

Tag Face the Fight

@Face the Fight

@WeFacetheFight

@wefacethefight

@wefacethefightofficial

Suggested Hashtags

#FaceTheFight #VeteranSupport
#FTF #Veterans #MilitaryCommunity
#SuicidePrevention #MentalHealth
#[official hashtag for the day/month]

KEY MESSAGE

Use this message in your social media posts and profiles to describe your partnership with Face the Fight. Add your details once and reuse it whenever you post about this work. This message also works in newsletters and on your website.

KEY MESSAGE

Full Version

[Your organization's name] is a grantee of Face the Fight, a life-saving initiative uniting more than 300 cross-sector partners to dramatically reduce veteran suicide. Through [your program's name, e.g., our Peer Connect program], we [what you do and who you help, e.g., connect veterans and their families in Ohio with trained peer mentors].

Learn more at wefacethefight.org.

Where to use it:

- Social media posts and profile bios
- Emails and newsletters
- Flyers and handouts
- Your website's About or Partners page
- Opening remarks at events or trainings

Short Version for X

[Your organization's name] is a @WeFaceTheFight grantee, helping prevent veteran suicide by [what you do, in a few words].

Sample Email or Newsletter

Subject line: [a short subject, e.g., We're part of Face the Fight]

[Your organization's name] is a grantee of Face the Fight, a national initiative working to dramatically reduce veteran suicide through proven solutions.

Through [your program's name], we [what you do and who you help]. [One sentence on what's coming up or how readers can help, e.g., Join us for a free training on March 3 to learn how to support a veteran in your life.]

Learn more about Face the Fight at wefacethefight.org.

Before You Post Checklist

Take one minute to check your post before you share it.

- Every [placeholder] is filled in, and no brackets are left.
- Names, dates, numbers and links are correct.
- Face the Fight is tagged with the right name for the platform (see Links, Channels and Hashtags).
- #FaceTheFight is included.
- The matching graphic is attached.
- If your post is about your grant, make sure Face the Fight's announcement is already public.
- If you mention a death, you say "died by suicide." Do not say "committed suicide."

Suggested Posts

Each post has a long version for LinkedIn, Facebook and Instagram and a short version for X. Fill in each [placeholder], and use Face the Fight's handle for that platform wherever the name appears.

POST 1 (AFTER FTF'S ANNOUNCEMENT)

Grant Announcement

We're honored to share that [your organization's name] is a [new or returning] Face the Fight grantee.

With support from @(relevant Face the Fight handle), we will [what your funded project will do, in plain words].

Since launching in 2023, Face the Fight-funded programs have impacted more than 1.8 million lives, helping advance proven solutions to prevent veteran suicide.

We're proud to contribute to this nationwide effort.

Read Face the Fight's latest announcement to learn more about the new grants and impact milestones: [press release link]

#FaceTheFight #VeteranSupport

Short Version for X

[Organization name] is proud to be a @WeFaceTheFight grantee! We're [brief description of funded project].

Read the latest grant announcement: [press release link] #FaceTheFight

POST 2 (EVERGREEN)

Show Your Work

At [your organization's name], we [what you do and who you help, e.g., pair veterans with peer mentors who have walked a similar road].

[one short, real moment or detail from your program, shared with permission, e.g., Last week, a mentor and a veteran met for coffee for the first time. They've talked every week since.]

We're proud to be part of the @(relevant Face the Fight handle) coalition, working alongside more than 300 organizations to help prevent veteran suicide. Learn more at wefacethefight.org.

#FaceTheFight #Veterans

Short Version for X

At [your organization's name], we [what you do, in a few words, e.g., connect veterans with peer mentors]. It's how we show up as part of @WeFaceTheFight. #FaceTheFight



1 2

POST 3 (1-2 WEEKS BEFORE YOUR EVENT)

Event or Training Invite

Join us on [date and time, e.g., Saturday, May 9 at 10 a.m.] at [place or "online"] for [event or training name, e.g., a free family resource fair].

It's open to [who should come, e.g., veterans, service members and their families]. [One thing people will get, e.g., You'll meet local groups that offer support close to home.]

Through our work with @(relevant Face the Fight handle), we're helping advance efforts to prevent veteran suicide.

Sign up: [your sign-up or event link]

#FaceTheFight #VeteranSupport

Short Version for X

Join [your organization's name] on [date] for [event name]. Open to [who can come].

Sign up: [link] @WeFaceTheFight #FaceTheFight

POST 4 (WHEN YOU REACH A GOAL)

Milestone

[What you reached, with your real number, e.g., This spring, our team trained 40 volunteers to start conversations with veterans about support.]

[One sentence on what it means for the people you serve, e.g., That's 40 more people in our county who know how to help.]

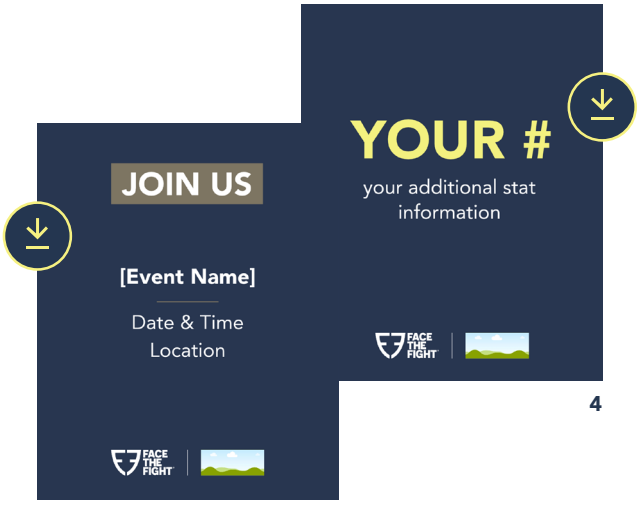
Thank you to [who helped, e.g., our volunteers and community partners]. We're proud to be part of the @(relevant Face the Fight handle) coalition, working alongside more than 300 organizations to help prevent veteran suicide.

Learn more at wefacethefight.org.

#FaceTheFight #VeteranSupport

Short Version for X

[Your milestone in one short line, with your real number]. Thank you to everyone who made it happen. @WeFaceTheFight #FaceTheFight



3 4

POST 5 (EVERGREEN)

Share a Resource

Looking for [what the resource helps with, e.g., support for a veteran in your family]? [name of the resource, e.g., our family support group] is here for [who it's for, e.g., spouses, parents and partners of veterans].

[One or two plain sentences on what people get and how to start, e.g., Groups meet every other Thursday evening, and you can join any time.]

Through our work with @(relevant Face the Fight handle), we're helping advance efforts to prevent veteran suicide.

[link to the resource]

#FaceTheFight #MilitaryCommunity

Short Version for X

[Resource name] helps [who it's for] [what it does, in a few words]. Learn more: [link] @WeFaceTheFight #FaceTheFight

POST 6 (AROUND KEY MOMENTS)

Key Moment

This [the moment, e.g., Mental Health Awareness Month], [your organization's name] is [what you're doing, e.g., hosting a family dinner for the veterans in our program].

[one sentence on why, e.g., Time together is one of the simplest ways to stay connected.]

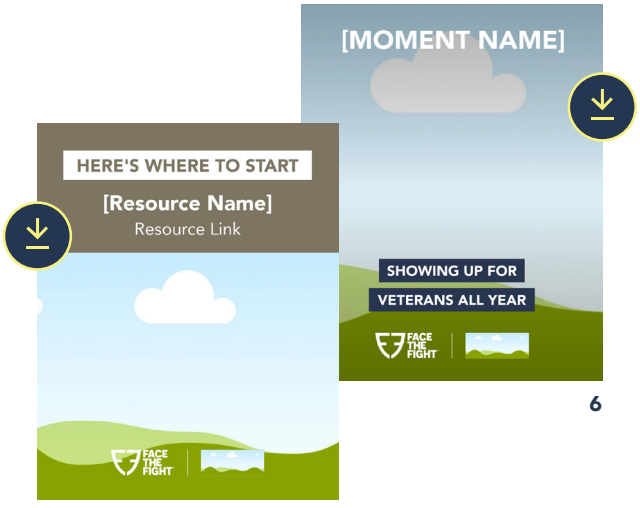
We're proud to be part of @(relevant Face the Fight handle)'s nationwide efforts to prevent veteran suicide. Learn how you can help at wefacethefight.org.

#FaceTheFight [the moment's hashtag, e.g., #MentalHealthAwarenessMonth]

Short Version for X

This [the moment], [your organization's name] is [what you're doing, in a few words].

@WeFaceTheFight #FaceTheFight [the moment's hashtag]



5 6

VIDEO GUIDELINES

Take It Further With Video

Short videos of real people are the most-watched content on Face the Fight's channels. You don't need special equipment or experience. A phone is enough.

What to film

- A staff member, volunteer or veteran explaining why the work matters to them
- A quick look at a program, event or training in action
- A milestone moment

What to say

Keep it to three or four sentences:

- Who you are and where you work
- One story or moment that shows why this work matters
- How your organization helps veterans and their families
- An invitation, such as "Learn more," "Join us" or "Reach out"

How to film

- Set up the phone. Use a phone tripod, prop the phone against books, or ask a colleague to film. Turn the phone upright and put the lens at eye level.
- Frame from the chest up. Leave a little space above the head and look at the camera or just beside it.
- Find good light and quiet. Face a window or other soft light and film in a quiet room within a few feet of the phone.
- Do a short test. Record a few seconds and play it back to check the angle, light and sound.
- Keep it under 60 seconds. Shorter is better.

Before you post

- Trim the start and end using your phone's built-in editor or a free app such as CapCut.
- Add captions, since many people watch with the sound off. Instagram and Facebook can generate them automatically.
- Tag Face the Fight and use #FaceTheFight so we can find and reshare it.

Need a starting point? Our Faces of the Fight page features short videos of veterans, advocates, and leaders across the movement sharing why they Face the Fight.