



**“Don’t Wait. Reach Out.” Campaign
Suicide Prevention Month 2022
Sample Email Copy for Supporters**

Throughout September 2022, you can use the email copy below to share important messages and resources about suicide prevention for Veterans.

If Your Audience is Veterans: Short-Form Email Blurb:
(e.g., for newsletter inclusion)

September is Suicide Prevention Month, and we want Veterans to know that you don’t have to solve life’s challenges alone. Day-to-day issues with finances, jobs, housing and relationships can be stressful, and it’s important to get help before your problems feel overwhelming.

Don’t wait. Reach out. If you or a Veteran you know needs support, visit VA.gov/REACH.

Suicide is preventable, and we all have a role to play. Help us spread the word with the “Don’t Wait. Reach Out.” campaign toolkit [here](#).

If Your Audience is Organizations/Non-Veterans: Short-Form Email Blurb
(e.g., for newsletter inclusion)

September is Suicide Prevention Month, and we want Veterans to know that they don’t have to solve life’s challenges alone.

Suicide is a complex problem, and stressful life events like divorce or job loss can be risk factors. VA.gov/REACH offers resources to help support Veterans across a wide range of challenges, before these problems become overwhelming.

Suicide is preventable, and we all have a role to play. Help us spread the word with the “Don’t Wait. Reach Out.” campaign toolkit [here](#).

For All Audiences: Longer-Form Email Announcement
(e.g., for standalone email)

[customized salutation]

September is Suicide Prevention Month, and we’re reminding Veterans everywhere that they don’t have to solve life’s challenges alone.



U.S. Department
of Veterans Affairs



The Nation's Veterans are at a higher risk for suicide compared to the general population. Veterans are trained to be resilient, yet stigma can make it hard to reach out for help.

That's why the Ad Council and the Department of Veterans Affairs partnered to create "*Don't Wait. Reach Out.*," a national campaign that encourages struggling Veterans to seek help before they reach a crisis point. Last year, the campaign launched [VA.gov/REACH](https://www.va.gov/REACH), a website offering comprehensive resources to help Veterans with a wide range of life challenges—before these problems become overwhelming.

Suicide is preventable, and we all have a role to play. Help us spread the word with the "*Don't Wait. Reach Out.*" campaign toolkit [here](#). At this link, you will find sample social posts and downloadable graphics to share on social media and use as digital backgrounds throughout the month.

Thank you for joining us in helping more struggling Veterans get the support they need. Together, we can spread hope that Veterans—and all of us—can overcome difficult life challenges.

Sincerely,

Name