



“Don’t Wait. Reach Out” Campaign
Sample Email Copy for Partners/Supporters

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)

Reaching out is tough. It is okay to ask for help.

The VA and Ad Council have released [a new public service advertisement \(PSA\)](#) as a part of the ongoing national **“Don’t Wait. Reach Out.”** campaign. The new materials, informed by and featuring Veterans, encourage Veterans to reach out before life’s challenges become overwhelming. Veterans were trained to put a mission or others before themselves, which can make it harder for Veterans to accept or ask for help. That’s why the new PSA poses the question: “When was the last time *you* asked for help?”

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

We can all play a part in preventing suicide. Help us spread the word with the “Don’t Wait. Reach Out” campaign toolkit VA.gov/REACH/spread-the-word.

If Your Audience is Other Organizations/Non-Veterans (e.g., for newsletter inclusion)

For some Veterans, it can be hard to reach out for help—and many Veterans find it easier to offer support to others than to receive it.

The VA and Ad Council have released [a new public service advertisement \(PSA\)](#) as a part of the ongoing national **“Don’t Wait. Reach Out.”** campaign. The new materials, informed by and featuring real Veterans, pose the simple question: “When was the last time *you* asked for help?”

We’re encouraging Veterans to reach out before life’s challenges become overwhelming and directing them to VA.gov/REACH, which offers resources to help Veterans with a variety of issues they may be facing.

We can all play a part in preventing suicide. Help us spread the word with the “Don’t Wait. Reach Out.” campaign toolkit VA.gov/REACH/spread-the-word.



Longer-Form Email Announcement (e.g. for standalone email)

[customized salutation]

For some Veterans, many factors can prevent them from seeking help or resources . In fact, many Veterans find it easier to offer support to others than to receive it.

The VA (in partnership with the Ad Council) has released [a new public service advertisement \(PSA\)](#) as a part of their ongoing national campaign, ***“Don’t Wait. Reach Out.”*** To encourage Veterans to do for themselves what they would do for others, the new materials pose the simple question: *“When was the last time you asked for help?”*

The PSAs encourage Veterans to seek support for life’s challenges before they become overwhelming. Veterans and their loved ones can visit VA.gov/REACH to explore the wide range of resources available – resources they’ve earned with their service.

We all play a part in preventing suicide. Help us spread the word with the *“Don’t Wait. Reach Out.”* campaign toolkit VA.gov/REACH/spread-the-word. At this link, you can find sample posts and downloadable graphics to share on social media and use as digital backgrounds.

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

Sincerely,

Name



High Level/Leadership Longer-Form Email Announcement (e.g. for standalone email)

[customized salutation]

For some Veterans, it can be hard to reach out for help—and many Veterans find it easier to offer support to others than to receive it.

The VA is releasing [a new public service advertisement \(PSA\)](#) as a part of our national campaign in partnership with the Ad Council, *“Don’t Wait. Reach Out.”* Veterans were trained to put a mission or others before themselves, which can make it harder for Veterans to accept or ask for help. That’s why the new PSA poses the question: “When was the last time *you* asked for help?”

Through this emotional new video, we’re encouraging Veterans to seek support for life’s challenges before they become overwhelming, which can include visiting [VA.gov/REACH](#) to explore the wide range of resources available.

Since we first launched *“Don’t Wait. Reach Out.”* in October of 2021, the campaign has garnered over **\$40 million in donated media support**, across broadcast, digital, and out-of-home mediums, resulting in more than **3.5 million visits to VA.gov/REACH**.

Additionally, over these past two years:

- The “Don’t Wait. Reach Out.” campaign has reached **7.9 million Veterans**, according to Ad Council campaign tracking studies. This is approximately 44% of Veterans in the U.S.
- Additionally, **2.8 million Veterans** who are currently struggling and are aware of the campaign **have taken action to reach out for help**.
- Nearly **one-third of Veterans (32%)** are familiar with the campaign’s VA.gov/REACH website.
- The campaign has worked with several high-profile media partners including **ATTN:, Fox Sports, Meta, Twitch, Reddit, We Are the Mighty, Yahoo! and YouTube** to reach Veterans through those platforms.

We all play a part in preventing suicide. Help us spread the word with the *“Don’t Wait. Reach Out.”* campaign toolkit at [VA.gov/REACH/spread-the-word](#). At this link, you can find sample social posts and downloadable graphics to share on social media and use as digital backgrounds.

Thank you for joining our efforts to encourage Veterans to get the support they need as they face hardship. Together, we can spread hope that Veterans—and all of us—can overcome difficult life challenges.



Sincerely,

Name
