



U.S. Department  
of Veterans Affairs



**“Don’t Wait. Reach Out.” Campaign**  
*Sample Social Copy for Campaign Supporters*

*You can use the sample social media copy below to share important messages and resources about suicide prevention for Veterans.*

Please consider using #SuicidePrevention, #SuicideAwareness, #VeteransCrisisLine, and #Veteran in relevant posts in addition to the campaign hashtag, #VetsReachOut, included in the copy below.

You can download graphics to use with this copy from this toolkit, [at this link](#).

**If Your Audience is Veterans:**

- Service looks different for every Veteran. No matter when, where, or how you served, you deserve support. Visit [VA.gov/REACH](http://VA.gov/REACH) to find resources. **#VetsReachOut**
- Life can get tough. You don’t have to face challenges alone. Visit [VA.gov/REACH](http://VA.gov/REACH). **#VetsReachOut**
- Veterans are quick to help others but may struggle to ask for help themselves. If you or a Veteran you know needs support, don’t wait. Reach out. Visit [VA.gov/REACH](http://VA.gov/REACH) for resources today. **#VetsReachOut**
- Veterans, it’s okay to seek help. If you or a Veteran you know needs support, don’t wait. Reach out. Visit [VA.gov/REACH](http://VA.gov/REACH) for resources. **#VetsReachOut**
- Veterans, if you’re struggling, don’t wait. Reach out. Find resources for life’s challenges at [VA.gov/REACH](http://VA.gov/REACH). **#VetsReachOut**
- Don’t wait. Reach out. Find Veteran resources at [VA.gov/REACH](http://VA.gov/REACH). **#VetsReachOut**
- If you are a Veteran experiencing difficulties, please don’t wait until your challenges become overwhelming. Seek support today at [VA.gov/REACH](http://VA.gov/REACH). **#VetsReachOut**

**If Your Audience is Other Organizations/Non-Veterans:**

- Service looks different for every Veteran. No matter when, where, or how they served, they deserve support. Visit [VA.gov/REACH](http://VA.gov/REACH) to find resources now.
- Everyone can support Veterans by checking in with them and encouraging them to seek help if needed. Share the resources available at [VA.gov/REACH](http://VA.gov/REACH). **#VetsReachOut**
- Know a Veteran who is struggling? Connect them with resources at [VA.gov/REACH](http://VA.gov/REACH). **#VetsReachOut**



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- Suicide can be prevented, and everyone can do their part to support Veterans. Stay connected with Veterans you know and share information about resources available at [VA.gov/REACH](https://www.va.gov/REACH) **#VetsReachOut**
- We can help Veterans who are facing difficulties coping with life's challenges before they become overwhelming by encouraging them to seek support. Learn more and find comprehensive resources at [VA.gov/REACH](https://www.va.gov/REACH) **#VetsReachOut**
- Life has its challenges, but help is available. "Don't Wait. Reach Out." urges Veterans to seek assistance before a crisis. If you or a Veteran you know need support, visit [VA.gov/REACH](https://www.va.gov/REACH). **#VetsReachOut**
- We all play a part in preventing suicide. Use the "Don't Wait. Reach Out." campaign toolkit at [VA.gov/REACH/spread-the-word to](https://www.va.gov/REACH/spread-the-word-to) find social copy, graphics and digital backgrounds for use across platforms! **#VetsReachOut**

#### **If Your Audience is Faith Community/Family/Loved Ones of Veterans:**

- Faith communities can play a powerful role in supporting Veterans. Learn how to show up and support Veterans at [VA.gov/REACH/faith](https://www.va.gov/REACH/faith).
- Support can start with a conversation. Faith leaders, find resources to support Veterans in your community at [VA.gov/REACH/faith](https://www.va.gov/REACH/faith).
- Veterans are resilient but may hesitate to seek help. If someone you know needs support, visit [VA.gov/REACH](https://www.va.gov/REACH) for resources.
- Life brings challenges, but Veterans don't have to face them alone. Loved ones, learn how to support Veterans in your life at [VA.gov/REACH](https://www.va.gov/REACH).
- Life can have unique challenges for Veterans. Loved ones, learn how to support Veterans in your life at [VA.gov/REACH](https://www.va.gov/REACH).
- Some challenges are tougher to handle. If you know a Veteran who needs support, encourage them to explore resources at [VA.gov/REACH](https://www.va.gov/REACH).

#### **For Buddy Check Week 2026 (Sept. 21-25, 2026):**

- This Buddy Check Week, don't wait. Reach out. A quick call or text to a fellow Veteran can remind them they're not alone and that support is always within reach. Find resources at [VA.gov/REACH](https://www.va.gov/REACH). **#VetsReachOut**
- Connection saves lives. This Buddy Check Week, take a moment to check in with a Veteran friend. Listen and show up, because supporting one another is something we all can do. Learn how to support Veterans in your life at [VA.gov/REACH](https://www.va.gov/REACH). **#VetsReachOut**