

15th Anniversary Communications & Engagement Guide – External Use

This resource is designed to help partners, supporters, and collaborators celebrate the Action Alliance's 15th anniversary by incorporating branding and messaging into your communications.

In this document, you'll find:

- Logo files and guidance for use
- Sample messaging for email, social media, and web
- Engagement ideas to help amplify the milestone

Thank you for helping to commemorate this milestone and for continuing to support suicide prevention efforts nationwide. We are so grateful to our partners whose dedication, expertise, and collaboration have made this possible.

Promote:

We invite you to use the 15th Anniversary logo to visually show your support. To access the logo visit our website: <https://theactionalliance.org/our-brand>

Suggested uses:

- In blog posts or announcements
- In social media graphics
- As a part of internal messages or newsletters

Note: Please do not modify the logo (e.g. changing colors or proportions). If you need help adapting it for a specific format, please contact tmurray@edc.org.

Sample Talking Points

- This year marks 15 years since the launch of the Action Alliance – the public-private partnership that has brought together voices from organizations and leaders across sectors to advance suicide prevention nationwide.
- This milestone offers an important opportunity to reflect on the collective progress made and to recognize the strength of the partnerships that have driven it.
- We are proud to be a part of this work and the sustained collaboration that continues to shape and strengthen our national suicide prevention efforts.
- Advancing the *National Strategy for Suicide Prevention* is more important than ever, and the Action Alliance remains a vital platform for aligning efforts, elevating priorities, driving and evaluating impact.
 - As we look ahead, this moment reinforces our shared commitment to suicide prevention.

Newsletter or Website Blurb

This year marks 15 years since the launch of the National Action Alliance for Suicide Prevention (Action Alliance) on World Suicide Prevention Day 2010. We're proud to be part of the Action Alliance and join in marking this important milestone and reflecting on 15 years of collective progress to advance suicide prevention.

This anniversary highlights the continued importance of cross-sector partnership in driving meaningful, lasting impact. As we look to the future, we remain dedicated to working alongside partners to strengthen and expand suicide prevention efforts nationwide.

Learn more: <https://theactionalliance.org/action-alliance-15th-anniversary>

Social Media Content

Partner Tags: Please tag the Action Alliance in all social media posts recognizing the 15th Anniversary.

- Facebook: ActionAlliance
- LinkedIn: National-Action-Alliance-For-Suicide-Prevention
- Twitter/X: @Action_Alliance

Social Media Copy: Help support the milestone by using the samples below. Feel free to tailor them to your voice or audience.

- This year marks 15 years since the launch of the National Action Alliance for Suicide Prevention on World Suicide Prevention Day 2010. We're proud to be a part of the Action Alliance and to recognize this important milestone, along with the collective efforts to advance suicide prevention across the country. Learn more: <https://theactionalliance.org/action-alliance-15th-anniversary>
- This year, we join others in recognizing the Action Alliance's 15 years of advancing suicide prevention. The work continues, and we're grateful to remain a part of the Action Alliance and its continued suicide prevention efforts. <https://theactionalliance.org/action-alliance-15th-anniversary>
- We're honored to recognize 15 years of collaboration and impact with the Action Alliance. Thanks to all who have worked to advance suicide prevention across the country. <https://theactionalliance.org/action-alliance-15th-anniversary>

Engagement Ideas

Not sure how to show support? Here are a few simple ways to recognize the 15th Anniversary:

- Share a message of support on social media (sample posts above).

- Add a mention or logo to your next newsletter.
- Reshare Action Alliance posts on social media platforms.

If you have questions, need help with messaging, or want to share how you're recognizing the anniversary, contact the Action Alliance Director of Communications, Theresa Murray, at tmurray@edc.org.

